Automotive News

November 6, 1989

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Ford's $2.5 billion is just the start of Jaguar investment

By Daniel Ward
STAFF CORRESPONDENT

LONDON — When the Ford bid came last week, the only surprise was that General Motors abandoned its much heralded defense of Jaguar's independence without buying a share in the British company.

With Lindsey Halstead, chairman of Ford of Europe sitting alongside him, Jaguar Chairman Sir John Egan revealed Thursday that he had warned GM two weeks before that Ford would make a full bid. General Motors was also informed that Jaguar executives were prepared to consider written proposals from Ford, though it would stop short of face-to-face negotiations while the nine-month talks continued with GM.

Ford's bid caught GM a week away from announcing its plans, first to buy a 15 percent stake in Jaguar and then increase this to 29.9 percent when the golden share was waived. Press reports had suggested GM would offer up to £8 ($12.55) a share to acquire 15 percent.

In a terse statement after the Ford bid had been accepted by Jaguar, GM said, "After an intensive review of Jaguar's products and plants and in view of the losses currently being sustained by them, together with Jaguar's significant future cash and other requirements, GM concluded that the maximum value that could be assigned to all of the Jaguar shares was very significantly below the £8.50 ($13.40) being offered and the premium of approximately £1.3 billion ($2 billion) over book value at year-end could not be justified."

The price paid by Ford is more than five times Jaguar's net asset value.

Ford believed it was worth paying a high price to fulfill the company's key strategic objective to enter the luxury car market. While Halstead conceded that Jaguar lost money after tax in the first half of 1989, he emphasized it made profits totaling over £500 million ($800 million) in the five previous years and achieved a highly respectable 7.5 percent return on sales.

He added, "It would probably have cost us more to replicate what we are buying today."

He added, "The luxury segment is going to grow faster than the market as a whole, so we want to see Jaguar take the lead in this growth, and over the next five years we would expect a very significant improvement in Jaguar profits."

Stephen Reitman, motor industry analyst at stock brokers Phillips & Drew, said, "It is very clear that Ford sees Jaguar as a long-term investment for the year 2000 and beyond, and at least the rest of the business will be providing the cash flow for Jaguar."

The £1.6 billion ($2.5 billion) purchase price is only the start of Ford's investment. Money will be needed for new models and better plants.

The future model program as far as it is known includes a facelifted XJS and introduction of a 4-liter XJS in 1990; launch of the V12 XJ6 with minor styling changes in 1991; launch of the F-type two-seater, powered by 340 horsepower turbo 4-liter,

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JAGUAR

More on Ford-Jaguar:

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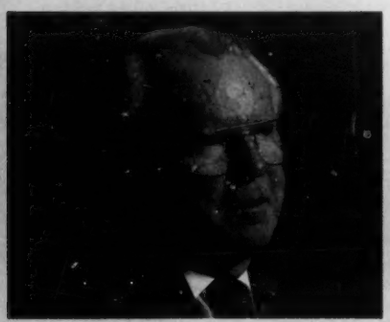
Ford looks for 'long term' payoff, **Page 54**
'England's Iacocca' saved Jaguar from ruin, **Page 54**
Buyout caps Jaguar's roller-coaster ride, **Page 55**



GM's Roger Smith

AUTOMOTIVE NEWS/JOE WILSSENS PHOTOS

UAW's Owen Bieber

Chrysler dismantles marketing divisions

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Motors will consolidate its three existing divisional marketing groups into one operation.

The change, to be announced this week, is part of Chrysler's continuing efforts to streamline operations.

Separately, Chrysler Corp. plans to disband the company's four-year-old holding company structure by year's end. Chrysler Corp. is the holding company for Chrysler Motors and other subsidiaries.

The holding company failed to offer significant advantages because the company did not diversify as much as it had intended.

Under the marketing realignment, Chrysler-Plymouth, Dodge and Jeep-Eagle will continue as marketing divisions. But the change is expected to affect titles and responsibilities of mid- and upper-level marketing personnel who operate the divisions.

Currently, Joseph Campana is vice president of Chrysler-Plymouth, John Damoose is vice president of Dodge car and truck, and Joseph Cappy is vice president of Jeep-Eagle. Those operations will fall under one line of authority.

As it tried to differentiate its products in the market, Chrysler adopted a brand management system under which each of its car and truck brands had a marketing manager and a product manager. The realignment is expected to abolish that approach.

Instead, it is expected that vehicle platform marketing directors may be created as well as a vice president of marketing, according to one company source. Such a structure would mirror an engineering department reorganization earlier this year centered on platform groups.

Chrysler is streamlining its structure and consolidating operations as it seeks to meet its primary aim of becoming the low-cost domestic producer. The company is battling with lower sales and reduced market share in 1989.

The company confirmed that Chrysler also is moving to disband the corporate holding

see CHRYSLER, page 53

UAW to fight plant closings

Union wants tighter rein on makers in '90 contracts

By Mary Connelly and Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTERS

In 1990 national negotiations with the Big 3, the UAW will try to narrow the opening in current contract language that has allowed plants to be idled because of weak sales of their products.

UAW President Owen Bieber said in an interview that the union is studying the issue of volume-related layoffs as it prepares its strategy on job security provisions.

Asked how the UAW might prevent plant closings such as those announced by General Motors during the current contract, Bieber said, "We're working now on some ideas. Job security will continue to be an important item when we sit down at the collective bargaining table. We'll try to find new ways to guarantee that job security."

The current UAW contracts with the Big 3 contain job security provisions that prohibit plant closings except in cases of weak product sales. GM has idled plants in Pontiac, Mich.; Leeds, Mo.; and Framingham, Mass., since the current contract was negotiated. A fourth plant is scheduled to close next spring.

see LABOR, page 56

Omni, Horizon to be dropped

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chrysler Corp. said it will close its old Detroit plant as it discontinues production of its slow-selling Dodge Omni and Plymouth Horizon subcompacts. Chrysler is also closing a parts plant in Wisconsin and placing its St. Louis car assembly plant on one shift.

The moves come on the heels of Chrysler Chairman Lee Iacocca's recent comments in an Automotive News interview that the automaker would be forced to close plants in the face of tough times over the next 15 months.

see CARS, page 53

GM consolidation may lead to plant closings

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors is considering consolidating its engine, transmission and foundry operations into one super group like its car groups, potentially affecting 72,000 employees.

GM spokesmen said the automaker believes one group focused on the design, development and manufacturing of powertrains could respond quicker to changing market demands. It also would enable GM to move faster when stricter fuel economy and emissions standards are enacted by the federal government. Powertrain operations now are spread throughout the corporation.

GM is expected to close some powertrain-related plants in the 1990s, not as part of the consolidation, but as part of GM's corporate plan to boost factory utilization. GM plans to increase its factory use rate to 100 percent by 1992. The rate has been 75 to 80 percent the past couple years.

Company and union sources say that as many as a half dozen components plants could close. Likely candidates are those with no future products scheduled.

GM spokesmen said the consolidation study has nothing to do with possible plant closings. Market conditions dictate plant closings, they added.

Last week, GM told workers at its engine, transmission and foundry plants about the study. By year-end, a study committee must develop proposals for an organizational

see GM, page 56

NEWSPAPER
IN

Chrysler minivans in Europe?

Chrysler is close to a decision to build a four-wheel-drive version of its minivan in Europe. Details on Page 2

Ford's Crown Victoria is revamped for the 1992 model year — notice the Jaguar-like roofline. SEO PHOTOS

Looking ahead at Crown Vic, Mark, minivan

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Two major products in Ford Motor Co.'s future stable show the automaker will retain the aerodynamic shape into the 1990s.

Prototypes of the replacements for the Ford Crown Victoria and Lincoln Mark VII were spied in the Detroit area last week. Also uncovered was a test mule for the Nissan/Mercury minivan.

The replacement for the Crown Victoria/Mercury Grand Marquis will debut midway through the 1991 model year with a more rounded exterior than its predecessor. The front-end design picks up styling cues from the Taurus, Thunderbird and a Lincoln.

The Crown Victoria features wraparound body side moldings and rocker panels that are similar to those on the Lincoln Town Car. The car will be powered by Ford's new modular 4.6-liter V-8 engine.

The front-end styling theme for the Mark VII replacement features a sloping, aerodynamic version of the car's distinctive grille.

In this photo, a current-generation Thunderbird is fitted with the Lincoln's fenders and grille to test for cooling problems. The new Lincoln bows in mid-1992 and may be called Mark VIII.

The Nissan/Mercury front-wheel-drive minivan appears to have dimensions similar to those of the Plymouth Voyager. The test vehicle pictured here is disguised, composed of parts from the Aerostar and Escort parts bins. Though the actual exterior styling is expected to be different, the picture gives an idea of the size of the Nissan/Mercury minivan.

A test mule, above, gives an idea of the size of Nissan/Ford minivan. Front sheet metal for the Mark VII, right, is bolted to a Thunderbird.

1992 U.S.-built Camry due for Japan export

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Toyota Motor Co. will design a new, larger version of its best-selling Camry sedan for production in Kentucky, with an eye toward exporting 40,000 annually to Japan in 1992.

Toyota buys American, Page 53

The plan is part of a newly unveiled three-year program to increase U.S.-to-Japan exports and ease trade friction. It will also mark another step in the Japanese transplants' foray into production of ever-larger vehicles.

The introduction of the larger Camry will probably coincide with a curtailment of Camry production in Japan, a spokesman for Toyota Motor Sales U.S.A. said. Toyota manufactures the compact in Japan and in Georgetown, Ky., but most of the cars are sold in the United States.

Toyota also said the new model will be exported as a right-hand-drive vehicle. U.S. manufacturers historically export only left-hand-drive autos, regardless of the preference of the importing market.

The company's plan would see $2.1 billion a year in U.S.-made automotive goods and services exported by the end of 1992, a 250 percent increase over this year.

Included in the program are:

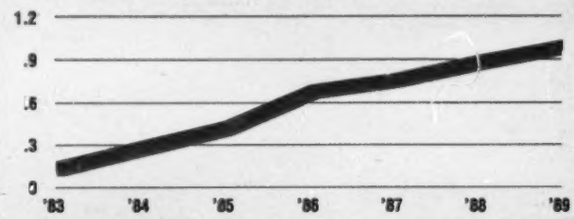
- 40,000 units of a "yet-unnamed model" — the larger Camry — to be produced at the $800 million Georgetown plant, which opened last year. Georgetown's 200,000-unit capacity will be increased to accommodate the new model. Export will begin immediately after its debut in 1992.

The company hasn't determined the total new capacity, the resulting amount of new plant investment and the increase in the work

see TOYOTA, page 53

Transplant production in U.S.

At the start of the decade, there was one U.S. transplant automaker: Volkswagen. Since then, VW has closed its plant and seven Japanese firms have set up shop. Their combined output including cars built for Big 3 partners has topped the 1 million mark for the first time in any single year. Figures in millions.



Includes production figures for Honda, Mazda, Diamond-Star, Nissan, NUMMI, Toyota and Volkswagen. Subaru-Isuzu Automotive numbers unavailable. Production started in September.

AUTOMOTIVE NEWS / CHARLOTTE WINTER

TRANSPLANT PRODUCTION IN UNITED STATES

	1983	1984	1985	1986	1987	1988	1989 (Jan.-Oct.)
Honda	55,337	138,578	145,337	248,159	321,862	365,832	306,596
Mazda	0	0	0	0	4,326	163,714	171,196
Diamond Star	0	0	0	0	0	0	68,070
Nissan	19,979	100,510	151,232	173,263	213,194	205,668	198,578
NUMMI	0	0	64,601	205,854	182,790	126,847	165,470
Toyota	0	0	0	0	0	18,527	119,617
Volkswagen	98,207	74,785	96,458	84,397	66,193	35,997	0
TOTAL	173,523	313,873	457,628	711,673	788,365	916,585	1,029,527

NOTE: Subaru-Isuzu automotive numbers unavailable. Production started in September.

Vitulli leaves Chrysler for Mazda job

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

The appointment of Clark J. Vitulli as senior vice president and general manager of Mazda Motors of America gives the Japanese company strong insight into the domestic luxury car market and pumps new blood into a firm that has undergone extensive organizational changes in the past year.

Vitulli, a 20-year sales and marketing executive of Chrysler brand automobiles, was named last week as the company's top non-Japanese executive.

Most recently, he has been serving as general marketing manager of Chrysler Division with responsibility for developing and executing marketing, merchandising and advertising programs for Chrysler brand vehicles. Before assuming that post, he was Chrysler's regional sales manager in California.

Vitulli, 43, said he hadn't been planning to leave Chrysler and that he mulled over the Mazda proposition for two months before accepting. He will be in charge of all of Mazda's U.S. sales, service, parts and marketing operations and will report to Yoshi Taura, president of Mazda Motors of America. He will also be a member of the company's executive management committee.

Vitulli

A Chrysler spokesman said of Vitulli: "He is a fine gentleman, and we wish him well."

His appointment puts in place the final block of Mazda's reorganization plan — undertaken more than a year ago — which sought to unify its sales operation and bring it under the aegis of one executive.

Until Vitulli's appointment, that responsibility fell to George McCabe, who remains group vice president of operations, responsible for sales operations, dealer development, advertising and Mazda's five regional offices. McCabe will report to Vitulli.

Vitulli said that although he approaches his first "new" job in 20 years with some trepidation, he feels strongly about his ability.

"It will take drawing on all the experience I've had in the past 20 years to make this venture successful," he said. "But I see this as a totally positive move."

Vitulli said he welcomes the opportunity to go to a company that has strong product and a well-defined long-term strategy.

"It has been said that Chrysler is a marketing company," he said. "I will say today that is not the only truth. They have a wonderful lineup of cars — now, and in the future.

"The product Mazda has now. . . . boy, is that a great opportunity. All of the vehicles are solid. If I can take my marketing expertise with me and apply that to Mazda, I think it will be a real good marriage."

According to Vitulli, one of the first things Mazda employees and dealers will learn is that he will key on making Mazda unified.

"I am a real 'people' person and a team player," Vitulli said. "If there is something I can do with Mazda initially — to gain market share and profitability — I will."

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Transplants make a million

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NASHVILLE, Tenn. — Japanese transplant automakers and their joint U.S. production ventures have passed a milestone that may seem insignificant in a few years: Their combined U.S. output passed the 1 million vehicle mark last month for the first time in any single year.

Transplant factories reported production of 1,029,527 cars and trucks through Oct. 28. That compares with 751,668 for the same period in 1988.

The previous annual record was set last year, when transplants built 916,585 vehicles. That figure included the last cars produced at Volkswagen of America's now-closed plant in Pennsylvania.

According to the transplants' various plans, this year's output should pass 1.2-million units. Production from two new plants is coming on stream. Numbers from Subaru-Isuzu Automotive in Lafayette, Ind., which opened in September, will begin showing up this month. And Honda of America Manufacturing's new plant in East Liberty, Ohio, starts production in late November.

In addition, two other plants are completing their first full year of operation. The Toyota Motor Manufacturing USA plant in Georgetown, Ky., and Diamond-Star Motors, a Mitsubishi-Chrysler venture, are both running at full volume now for the first time.

This year's million-unit volume includes General Motors vehicles built at New United Motor Manufacturing, a joint venture with Toyota in Fremont, Calif.; Chrysler vehicles built at Diamond-Star in Normal, Ill.; and Ford vehicles built by Mazda Motor Manufacturing (USA) in Flat Rock, Mich.

For 1991, the Japanese transplants have targeted output of 1.7 million vehicles.

SERVICE MANAGEMENT

Crash parts studied; no decision

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

After studying non-original-equipment-manufactured crash parts, a Canadian consumer protection group has taken an impartial position in the controversy between the automakers and the insurance industry over their use to repair vehicles.

In its Report on the Aftermarket Body Shop Industry, the Automobile Protection Association of Montreal and Toronto said, "At this time, the association cannot issue a blanket approval or condemnation of non-OEM body parts. In many cases, the choice the consumer has to make is not between non-OEM and new-OEM parts, but rather non-OEM and used parts."

The association noted pros and cons of using either OEM or non-OEM crash parts. The survey and report were funded by the Canadian Department of Consumer and Corporate Affairs.

"This is the most extensive report published in Canada and, to our knowledge, in all of North America on the aftermarket body parts industry," said George Iny, president of the consumer association.

Iny said many auto insurance companies in Canada, as in the United States, specify that damaged vehicles be repaired with sheet metal parts made by independent companies, which are less expensive than those made by the OEM.

On the other hand, he said, automakers allege that such non-OEM parts are inferior and that consumers whose vehicles are repaired with those parts are being shortchanged by the insurance industry.

The report also noted that insurance companies, directly or indirectly, have assisted non-OEMs "by carrying on public relations and lobbying activities, testing, setting up the Certified Automobile Parts Association program to promote and identify high-quality non-OEM body parts, providing legal assistance and even lending money to individual non-OEM collision parts manufacturers."

The non-OEM share of the body parts market has increased from insignificance in 1980 to 10 percent of the market. Last year, an estimated $90 million of the $900 million spent in Canada was spent on non-OEM parts.

"Caught in the middle is the consumer," Iny said.

In its report, the consumer association said 15 of the 20 body shops in the survey claimed that non-OEM parts were always inferior to OEM parts.

At the time the report was compiled, the consumer association said, most non-OEM crash parts were not even conditionally certified by the non-OEM industry's own certification association, and very few had passed that group's corrosion-resistance test.

The difference between repairs made with OEM and non-OEM parts appears to be mostly one of fit and finish. Safety is not a factor, the report said. The consumer group said that OEM corrosion protection is superior, but it found no evidence that non-OEM parts were rusting out in use, and it said that corrosion protection is improving.

The report also noted that savings claimed by the insurance industry from using non-OEM parts are often exaggerated and do not take into account automaker pricing strategies or differences in parts quality.

Therefore, the report said, a large part of the insurance industry's savings "may well be at the expense of either the body-shop operator, who must spend additional time (unpaid) to install and finish a part, or the consumer, who may obtain a lower-quality repair."

Also, there is no solid evidence that lower collision parts costs are being reflected in the insurance premiums the consumer pays.

The report noted that the automakers' pricing appears to be determined more by what the market will bear than by actual production cost.

In Canada, the report noted, a 1988 Ford Tempo fender (when no non-OEM replacement was available) was priced 80 percent higher than the similar, but not identical, 1987 OEM Tempo fender when a non-OEM replacement was available.

More than half of the respondents in the survey claimed that auto dealers sometimes reduce the price of the OEM body parts in the face of non-OEM parts competition.

The consumer association said it believes that reputable independent sources of replacement parts benefit consumers and that non-OEM parts manufacturers should be encouraged. Many non-OEM parts are still not up to OEM standards, the consumer group said. It endorsed industry efforts to raise the quality of non-OEM parts through certification.

The report said several insurance companies already provide disclosure statements to consumers when non-OEM parts are used. It encouraged the industry to make such disclosures universal.

The report advised owners of late-model vehicles in good condition to insist on OEM or certified non-OEM parts.

Ford Job Fair draws recruits

Garry Frederick, Detroit Ford district service manager, left, works the second Dealership Service Technician Job Fair. Sponsored by Ford parts and service division, the fair was held in Dearborn, Mich., and attracted more than 750 applicants. The 30 participating Detroit-area Ford and Lincoln-Mercury dealers hired 77 recruits and scheduled second interviews for 102 more. The first job fair was held in Atlanta in June, with additional fairs scheduled for other cities.

Service volume declines again; September 4.7% below last year

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business in the shops of new-car dealerships declined for the second straight month in September, but the year-to-date results for the first nine months of 1989 remained above those of a year earlier.

In September, shop volume dipped 4.7 percent below the results in September 1988 and was 3.4 percent less than the business reported in August 1989, according to the Automotive News Service Index. Shop business in August was down 1.3 percent from the volume recorded in the same month in 1988.

Service and parts business for the first nine months of 1989 was 1.6 percent ahead of the volume for the same period a year ago.

The Service Index is compiled from figures on parts and service supplied by a cross-section of the nation's dealerships.

A dealer in New England attributed the downturn in service and parts business to fewer recalls of cars by the automakers.

A retailer in the Midwest pointed to fewer business days — 20 — in September and a "general economic downturn in this part of the country" for the slump.

Although gross profit on all labor, parts and accessories sales in September declined 5.5 percent below the total reported in the same month a year ago, the year-to-date profit was 2.9 percent above the year-earlier figure.

Sales of all parts and accessories were up 4.5 percent in September and 0.5 percent for the first nine months, while repair orders written dropped 4.8 percent for the month and 2.2 percent for the year-to-date period.

SERVICE INDEX 95.3★

	Sept. '89 vs. Sept. '88	Jan.-Sept. '89 vs. Jan.-Sept. '88
Gross Profit on All Labor and P&A Sales	−5.5%	+2.9%
Repair Orders Written	−4.8%	−2.2%
Total Labor Sales (Customer & Warranty)	−4.0%	+2.4%
Shop Parts Sales (Customer & Warranty)	−6.6%	+1.5%
Sales of All P&A	+4.5%	+0.5%

★ Survey by Automotive News shows that dealers' service and parts business in September 1989 was 95.3 percent of business in September 1988. Service business in the first 9 months of 1989 was 101.6 percent of business in the corresponding period in 1988.

Total labor sales (customer-paid and warranty) dipped 4.0 percent in September but were up 2.4 percent for the first nine months, while shop parts sales (customer-paid and warranty) dropped 6.6 percent in September and 1.5 percent in the January-September period.

Purolator, Facet filter activities merged

ELMIRA, N.Y. — Facet Enterprises has consolidated two of its subsidiaries — Purolator Products and Facet Automotive Filter Co. — to form what it claims is the world's largest automotive filter manufacturing and marketing company.

James R. Malone, Facet president and chief executive, said the new company, Purolator Products, will make and market filters for retail, private label and original-equipment segments of the auto industry.

Russell D. McBroom, who served as president of Facet Automotive since 1985, has been named president of Purolator Products, which will remain headquartered in Tulsa, Okla. Facet Automotive and Purolator had operated side-by-side since Facet Enterprises, a subsidiary of Pennzoil Co., acquired Purolator in 1987.

Malone said the new Purolator Products has an estimated market share of more than 30 percent.

SERVICE BRIEFS

Dexron II monitoring

YPSILANTI, Mich. — General Motors' Hydra-matic Division has expanded its quality monitoring program for Dexron II automatic transmission fluids.

According to Thomas R. Zimmer, Hydra-matic general manager, the move followed the January transfer of administrative responsibilities for the Dexron II program from General Motors Research Laboratories to Hydra-matic.

Zimmer said Hydra-matic will expand field sampling activities to include all Dexron II licensed fluids. The program should ensure continued product compliance to Dexron specifications and eliminate unauthorized and improper use of the trademark, he said.

Sampling will begin in North America this year, with plans to become global in 1990, Zimmer said.

Eaton training clinics

KALAMAZOO, Mich. — Mobile training clinics to instruct truck service personnel have been developed by Eaton Corp.'s truck component marketing division.

The 12 Eaton Roadranger Mobile Training Clinics will supplement regional service training by offering mini-clinics at fleet or dealership locations, according to Bruce Daniels, Eaton's Great Lakes region service manager.

"When we hold training sessions at a regional office it's not always feasible for some dealerships or fleets to release their service personnel for two or three days," Daniels said. "Our new mobile training clinics are a fast means of providing consistent and up-to-date on-site instruction."

Classes include instruction on how to read service manuals, parts books and illustrated parts lists. Troubleshooting videos are shown on subjects such as rear seal maintenance and gear failure analysis.

Fuel injector cleaning

DALLAS — A multifaceted machine that makes it possible to clean and test electronic fuel injectors off the vehicle has been introduced by the automotive electronic division of New Age International.

Called EFI Enterprise 2001, the unit was developed in Australia and is said to handle electronic, mechanical and throttle-body injectors up to 12 at a time.

The 2001 has a closed reservoir, pump and filtering system. The solvent is non-toxic and meets EPA and Occupational Safety and Health Administration standards, according to Frank Horwood, general manager of export sales for New Age.

In addition to back flushing to clean the micron filter of trapped debris, the 2001 is said to perform pulse and tip cleaning and pattern, leak-down and flow testing. It also allows the technician to control rpm, pulse width and pressure and provides seven computer-simulated engine running modes to choose from for his work.

Merwin replaces Richey

BEDFORD, Texas — G.W. Merwin III has been named president and chief executive officer of the Automotive Service Association, succeeding Allen C. Richey, who retired.

Merwin was executive vice president of the association. He has more than 35 years in the automotive industry. He was president and chief executive officer of the Automotive Service Councils from 1973 until 1986, when that group consolidated with the Independent Automotive Service Association to form the Automotive Service Association.

Arvin buys Spanish firm

COLUMBUS, Ind. — Arvin Industries has reached an agreement to purchase 75 percent of A.P. Amortiguadores of Pamplona, Spain, a supplier of shock absorbers to European car firms.

Arvin will purchase the shares from T.I. Group of Great Britain for about $41 million. The Spanish firm anticipates sales of $100 million in 1989.

The other 25 percent of A.P. Amortiguadores is owned by Kayaba Industry Co. of Tokyo, a manufacturer of struts and shocks. Kayaba will continue to provide shock absorber technology to the Spanish firm under a previous technical assistance agreement.

COVER STORY

Computer caution

Many vendors are diversifying in case auto sales slide

Companies that sell computer hardware and software to automobile dealers are generally optimistic about the market in the near future. In fact, nearly all of the vendors that revealed sales figures in an *Automotive News* survey are predicting growth in 1989 and 1990 *(see table at right)*.

Topping the list is ADP Dealer Services, reporting 1988 sales of $1.549 billion (including non-automotive business).

ADP is bullish about 1989 and 1990, predicting sales of $1.678 billion and $1.780 billion, respectively.

The company boasts of sales growth every year since it was formed in 1972. "We have a strong and stable workforce and a strong commitment to research and development," a spokesperson says. "We're developing long term."

Second from the top of the list, The Reynolds and Reynolds Co. reports sales of more than $600 million in 1988. The firm expects sales to fall to $585 million in 1989, making it the only survey respondent to forecast a drop in sales. Half of the company's business is from auto dealers.

Other smaller computer vendors express cautious optimism about their automotive business in the coming year.

With some automotive analysts predicting a tightening new-car market, it's a truism in the industry that computer companies must help car dealers become more efficient if they want to experience sales growth in coming years. As they witness the closing of several new-car dealerships, computer firms are improving their products and seeking new growth markets.

Says Kevin Distelhorst, vice president of marketing at MCS One Touch, "Some dealers are having a tough time. We serve 1,000 GM dealers, and we are losing five to seven a month." He adds, however, that business overall is good.

MCS One Touch, which reports 1988 sales of $4.1 million, estimates sales of $4.9 million this year and $6 million in 1990.

Combined Systems Technology Inc. foresees its auto dealer business growing from 30 percent of sales in 1988 to 40 percent of sales in 1990. It reports sales of $5 million in 1988 and forecasts $7 million this year and $9 million in 1990.

Micro Masters has just begun selling to auto dealers. It plans 10 percent of sales to auto dealers in 1989 and an increase to 70 percent of sales in 1990. The firm expects sales of $189,000 this year and $425,000 next year.

Impact Systems Inc. says it has maintained its automotive business through its service efforts. Richard Simoni, vice president of marketing, says computer sales are not booming but they are not bad, either. He describes the auto market as "sophisticated."

Impact Systems is seeking new business in order to stay ahead. Simoni explains: "We are trying to enter used-car dealers and dealership used-car departments. Other growth areas we have looked at are service departments, customer follow-up and customer satisfaction indexes as possibilities."

IC Engineering is forecasting increased sales, but not to auto dealers. The firm reports 95 percent of sales to dealers in 1988, and expects 90 percent this year and 80 percent next year.

According to an IC Engineering representative, "The market has gone down for autos. Our existing customers are ordering less or they postpone ordering software and services until absolutely necessary."

IC expects its non-automotive business to grow. It predicts sales increases to $350,000 in 1989 and $400,000 in 1990. The company reports actual sales of $300,000 for 1988. ■

Computer vendors are generally optimistic about sales

	1988 Actual	1989 Estimate	1990 Forecast
ADP Dealer Services*	$1,549,000,000	$1,678,000,000	$1,780,000,000
Reynolds and Reynolds Co.*	600,111,000	585,000,000	N.A.
Western Diversified*	101,000,000	N.A.	N.A.
Convergent Dealership Systems*	40,000,000	50,000,000	65,000,000
Cars (Dyatron Corp.)*	40,000,000	N.A.	N.A.
Responsive Terminal Systems*	5,500,000	6,000,000	N.A.
Advanced Computer Systems	5,000,000	7,000,000	10,000,000
Combined Systems Tech. Inc.*	5,000,000	7,000,000	9,000,000
MCS One Touch*	4,100,000	4,900,000	6,000,000
MNI (Mike Nicholes Inc.)*	2,100,000	3,000,000	3,700,000
Megasys Inc.*	1,800,000	6,100,000	15,000,000
OSI Software*	1,500,000	1,800,000	2,000,000
Automotive Computer Technology	1,500,000	2,180,000	3,000,000
Key Systems*	1,200,000	2,100,000	3,700,000
Rapid Systems Inc.	955,000	1,100,000	1,400,000
Programmatics*	750,000	1,000,000	1,500,000
Dealer Image Co.	400,000	1,770,000	4,500,000
PC Carbook*	380,000	1,000,000	2,000,000
Dalcomp Inc.*	350,000	350,000	N.A.
IC Engineering*	300,000	350,000	400,000
Impact Systems Inc.*	200,000	350,000	500,000
O.R. Smith & Assoc.	100,000	100,000	100,000
First National Warranty Corp.*	90,000	269,000	580,000
Micro Masters*	87,000	189,000	425,000
Sales Force Co.*	15,600	32,000	124,000

NOTES: Numbers were reported by companies.
N.A. — Not Available
* — Sales figures and projections include non-automotive business.

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COMING NOV. 20: AUTOMOTIVE NEWS TALK FROM THE TOP EXTRA

DIRECTORY

Following is an alphabetical list of computer hardware and software vendors who responded to an *Automotive News* questionnaire on computer systems in automobile dealerships. Included are company addresses, telephone numbers, personnel, field locations, product descriptions, dealership functions served and annual dollar sales, as provided by the companies.

— Compiled by Colleen Belli

ADP DEALER SERVICES

ADP Dealer Services, 1950 Hassell Rd., Hoffman Estates, IL 60195. Phone: (312) 397-1700.

Personnel: Glenn W. Marschel, president; S. Michael Martone, senior vice president-sales; Bert Winemiller, senior vice president-product development; William S. Tulko, senior vice president-finance and administration; Dante Terzo, senior vice president-general manager.

Field Locations: 10151 S.E. Sunnyside Rd., Clackamas, OR 97015, (503) 654-6300; 6190 Powers Ferry Rd., Suite 250, Atlanta, GA 30339, (404) 955-6080; 300 Galleria Officentre, Suite 210, Southfield, MI 48034, (313) 353-9710; 400 Broadacres Dr., Bloomfield, NJ 07003, (201) 365-7500; 2735 Stemmons Freeway, Dallas, TX 75207, (214) 630-3041; 8550 Marshall Dr., Suite 201, Lenexa, KS 66214, (913) 492-4500; 18 Centerpointe Dr., La Palma, CA 90623, (714) 228-0222; 2010 Crow Canyon Place, San Ramon, CA 94583, (415) 866-1100; 8100 Cedar Ave. S., Bloomington, MN 55420, (612) 854-2080; 7390 Empire Dr., Florence, KY 41042, (606) 371-5005; 4 Kern Rd., Don Mills, Ontario, Canada M3B 1T1, (416) 443-8620; 4946 Canada Way, Suite 125, Burnaby, British Columbia, Canada V5G 3L4, (604) 736-5931.

Products: Complete dealership on-site computing systems featuring integrated single entry ADP Elite software for business office: accounting, accounts payable, payroll. Sales Dept.: showroom control, vehicle management, F&I with credit check, lease and rental, sales management. Service Dept.: service merchandising, dispatching, repair order invoicing, electronic repair order. Parts Dept.: automated parts catalog, parts inventory, parts invoicing, national parts locator. Manufacturer automotive systems: manufacturer communications, specifications, polling development, financial modeling, telecommunications networking.

Dealer Areas Served: Business Office, Parts Dept., F&I, Manufacturer Interface/Communication, Customer Relations/Follow-up; Sales Dept., Used Car Dept., Service Dept., Service & Warranty Contracts, Vehicle Renting/Leasing.

Annual Total Dollar Sales: 1988 actual, $1.549 billion; 1989 estimate, $1.678 billion; 1990 forecast, $1.78 billion.

ADVANCED COMPUTER SYSTEMS

Advanced Computer Systems, 310 East 4500 South, Suite 550, Salt Lake City, UT 84107. Phone: (801) 268-9231.

Personnel: Carl Holland, president; Richard Holland, vice president-field operations; Lance Stoker, vice president-marketing.

Products: Fully integrated auto dealer management system covering all dealership departments. An on-line user guide coaches users through system interaction.

Dealer Areas Served: Business Office, Parts Dept., F&I, Manufacturer Interface/Communication, Customer Relations/Follow-up, Sales Dept., Used Car Dept., Service Dept., Service & Warranty Contracts, Vehicle Renting/Leasing.

Annual Total Dollar Sales: 1988 actual, $5 million; 1989 estimate, $7 million; 1990 forecast, $10 million (100 percent auto dealerships).

ARMOR SYSTEMS INC.

Armor Systems Inc., 324 N. Orlando Ave., Maitland, FL 32751. Phone: (407) 629-0753.

Personnel: Nick S. Barth, chairman; Richard O. Bourgie, president.

Products: Excalibur Premier business and accounting software applicable to single-user, multi-user or network systems. Offers individually sold interactive applications: accounts receivable, accounts payable, inventory control, point of sale, quick sale, payroll, job cost, billing, purchase orders, order entry, customer information/data base management and bank reconciliation. Report generator provides customized management reporting capabilities.

Dealer Areas Served: Business Office, Parts Dept., Service & Warranty Contracts.

AUTOMOTIVE COMPUTER TECHNOLOGY

Automotive Computer Technology, 7125 W. Jefferson Ave., Denver, CO 80235. Phone: (800) 367-8806.

Personnel: Ron Boyer, general manager; Tom Swierczek, sales manager.

Products: F&I systems that compare up to 10 payments for maximum gross profit. A customer tracking package includes multiway searches for customers plus a word processor and letter writer. Applicable to single or multi-user systems. On-site service provided. IBM authorized.

Dealer Areas Served: Business Office, F&I, Customer Relations/Follow-up, Sales Dept., Used Car Dept., Service & Warranty Contracts, Vehicle Renting/Leasing.

Annual Total Dollar Sales: 1988 actual, $1.5 million; 1989 estimate, $2.18 million; 1990 forecast, $3.0 million (100 percent auto dealerships).

AUTO TELL SERVICES

Auto Tell Services Inc., 600

Continued on page E4

FEATURE

Dealership of the future

Satellite technology links dealers with the factory

Seeking to grab a share of the lucrative luxury-car market, Nissan Motor Corp. in U.S.A. is rolling out its Infiniti division. To set the Infiniti Q45 and M30 apart from other luxury cars, as well as other Nissan models, Nissan is positioning them as providing the best luxury, performance and customer satisfaction.

This strategic differentiation extends to everything Nissan is doing with Infiniti — from a campaign that breaks the mold of typical car ads, to a network of dealerships devoted exclusively to selling the Infiniti brand.

It is these car dealerships that form the heart of Nissan's strategy to obtain market leadership through technological superiority and customer satisfaction. To ensure consistent service, all dealers will be trained and certified at Infiniti's National Training Center in Scottsdale, Ariz. And to ensure that these dealers have the fastest and most efficient access to service, customer and other information, Nissan is linking dealerships with an interactive satellite network supplied by Scientific-Atlanta, based in Atlanta, Ga.

Says Mike Hadfield, network data processing specialist for Nissan, "We have a prestige car. We've taken the cream of the dealerships, and we want to provide a prestigious network. We want the whole experience at the dealership to be not only the selling of a luxury car, but having a comparable network there to support it."

By installing a VSAT (Very Small Aperture Terminal) Satellite network, Nissan is following in the footsteps of Toyota Motor Sales U.S.A. and Chrysler Motors Corp., which began linking their dealerships via VSAT in 1988.

In fact, almost 60 percent of all VSAT networks are in the auto industry, as measured by percentage of end-user sites *(see figure 1)*. When the networks are completely installed, Chrysler will have about 5,500 sites on-line, followed by Toyota with 800 sites and Nissan with about 200. Other automakers, including American Honda Motor Co. and General Motors, are said to be looking closely at a VSAT network for their dealerships.

What exactly is a VSAT network? What specific advantages can it offer automakers? How does it compare to other data transmission techniques? And what role will VSAT play in dealerships in the future?

Essentially, VSAT is a method of distributing data, video and voice to widely dispersed sites via satellite link-ups. The technology allows tens, hundreds or even thousands of remote locations to access centralized computing facilities for either batch or interactive applications.

VSAT networks are considered a bypass technology, meaning they are an alternative to traditional methods of transferring voice and data over leased or public telephone lines. VSAT networks provide a strong economic advantage over traditional methods, especially as the number of sites in the network increases. The cost of VSAT transmission remains the same, no matter whether data is transferred between dealerships across town or across the nation.

The heart of a typical VSAT network is a master station, which can be owned by either the customer or the satellite vendor *(see figure 2)*. The master station is usually located at a central site, such as corporate headquarters or the data processing center. It uses a satellite dish linked to sophisticated switching and processing equipment. This equipment transfers data to and from a customer's host computer.

The master station transmits information via satellite to and from any number of remote stations. The remote stations are located at the dealership. Each typically consists of a small antenna and an indoor unit about the size of a video cassette recorder. The indoor unit has multiple ports and supports most standard communication protocols. Thus a remote station can provide end-to-end communications for all type of devices in a network.

VSAT networks provide numerous advantages over traditional terrestrial networks, including a high degree of reliability, flexible network configuration, sophisticated network management and a greater capacity for transferring information. And since there are no land-based telephone circuits that can be damaged, VSAT networks are also used for fail-safe disaster recovery; for example, at stations that were rocked by the recent earthquake near San Francisco.

VSAT networks are also better able to handle a fluctuating number of dealership locations. A VSAT site can be brought on-line in a day, compared to the months often needed to have terrestrial service installed.

Additionally, VSAT networks are generally less expensive to install and maintain than other long-distance networks. In fact, cost savings was the primary — and sometimes the only — criteria for the early adopters of VSAT technology. But as the automotive and other industries have become more sophisticated, corporate users are turning to VSAT networks to reduce network management headaches, improve the reliability of data communications and add the future capability to broadcast video.

One reason for the rapid expansion of VSAT networks has been its evolution through three generations of technology. The first generation, occurring around 1980, was characterized by the refinement of contention schemes, or the ability to handle simultaneous network demands for access.

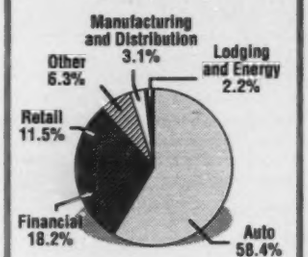
In the mid-1980s, VSAT technology was applied to data communications as multiport, multiprotocol systems were developed. The third generation, exemplified by Scientific-Atlanta's SkylinX.25 VSAT offering, features open standardized architectures, improved access and flexible network management schemes.

But the auto industry is not adopting VSAT technology merely because of its technical advantages over other transmission techniques. The technology is being used as a weapon for competitive advantage.

According to Chrysler Corp. chairman Lee Iacocca, "The game in the 1990s will be won at the dealership level. Enhanced dealer service will get us strategically prepared for the game." VSAT networks are one way to dramatically enhance dealer capabilities to access needed information.

VSAT awards

Figure 1. Distribution by percentage of end user sites.



Source: Scientific Atlanta

AUTOMOTIVE NEWS / KEN ENGLETON

By employing a central minicomputer, terminals and personal computers, dealers can use a VSAT network cost effectively in four locations in the dealership: sales/showroom; business office; service bay; and parts desk.

Figure 3 shows how the "auto dealership of the future" will employ VSATs. In the sales showroom, VSATs can be used for video training, video product presentations, electronic mail and on-line order entry. The business office can take advantage of credit card/check authorizations, third-party accounting timeshare, or access to a financing company.

The service bay can download diagnostic software and service manuals, review on-line warranties, or check service bulletins via electronic mail. The parts department can call up an electronic parts catalog, review schematics, correspond inexpensively with other dealers, or order parts.

Such capabilities cannot be effectively provided by traditional dial-up or leased line networks. Dial-up networks sometimes have problems with availability or reliability, and their response time is too slow for effective interactive communications. The bandwidth, or transmission space, is also too narrow to accommodate multiple applications.

Leased lines involve the continuing expense of complex network management. They are also difficult to expand or re-configure and require the integration of equipment from numerous vendors.

"With leased lines, you have to engineer the network and decide where this line is going to go and how many drops you should put on this leased line," Nissan's Hadfield says. "But you can put a VSAT dish literally anywhere in the U.S., and it's sort of a self-adjusting topology."

However, VSAT networks can work effectively with either a leased-line or dial-up network in a configuration called a hybrid network. This is because a network such as Scientific-Atlanta's SkylinX.25 is based on the industry-standard X.25 packet switching protocol.

What is the cost of a VSAT network for auto companies?

According to Hadfield, VSAT networks are about 20 percent less expensive than comparable terrestrial networks. In addition, much of the operating costs of the network can be recouped by monthly charges to the dealerships.

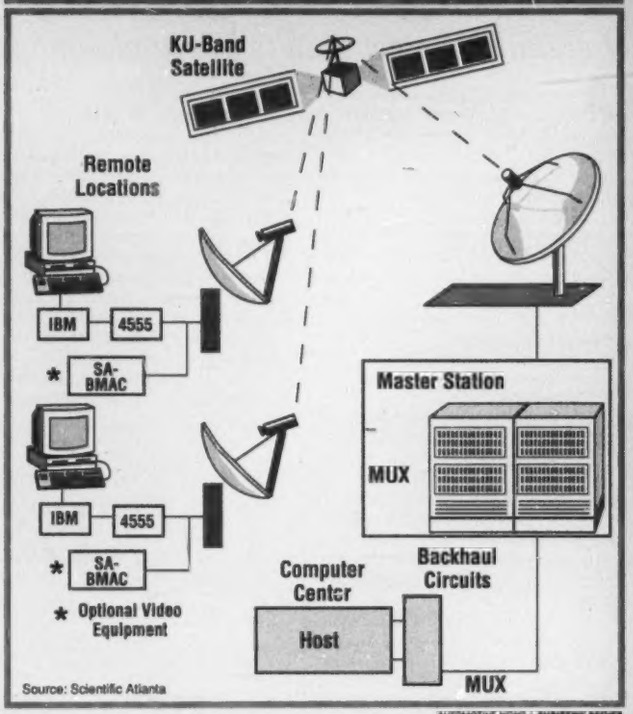
Upfront costs depend on whether a "shared" or "private" hub strategy is pursued. With a shared hub, a VSAT vendor essentially rents broadcast capabilities from a master station to several customers. A private hub, which costs up to $1.2 million to install, is owned and operated by the customer.

Both approaches have their advantages and disadvantages, but Nissan for now is going with a shared hub. Dealerships will exchange data with Nissan's main computer center via Scientific-Atlanta's shared hub in Los Angeles. Network management will be handled from Los Angeles, but Nissan will be able to monitor the network from its computer center via a high-speed modem link. Nissan may convert to a private hub in the future if that option becomes more economical.

The "fully loaded" costs to the dealer can range from $350-$600 per month per remote site, depending on the range of capabilities that are used. Often this charge can be less than the cost of dial-up or leased long-distance lines for traditional data communications.

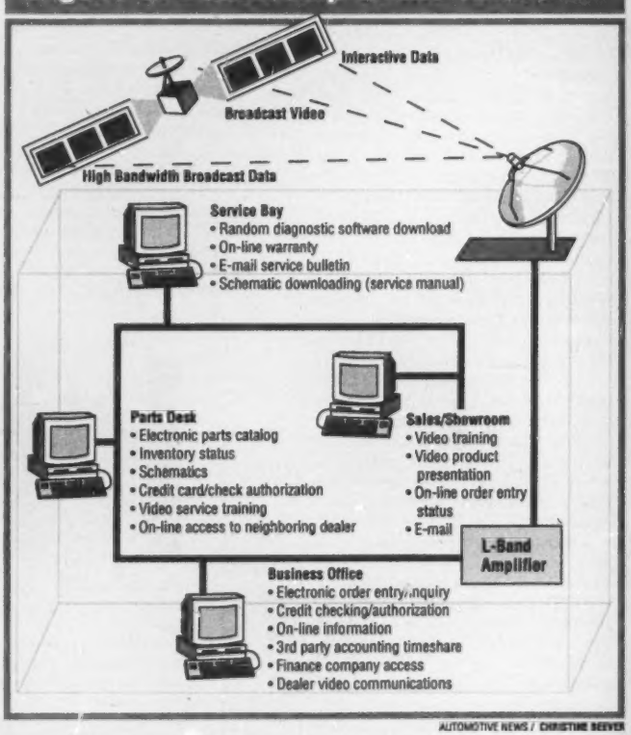
With all the advantages of VSAT networks, it's no wonder that Chrysler, Nissan and other major automakers have made a major strategic commitment to VSAT. As a result, satellite dishes are likely to become as much a part of every auto dealership as banners announcing the latest models. ■

Figure 2: VSAT Network components



AUTOMOTIVE NEWS / CHRISTINE BEEVER

Figure 3: Dealership of the future



AUTOMOTIVE NEWS / CHRISTINE BEEVER

AUCTION DATES

Chrysler Motors

Nov. 7 — American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Florida Auto Auction of Orlando, Ocoee, Fla.; Portland Auto Auction, Portland, Ore.; Riverside Auto Auction, Riverside, Calif.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas

Nov. 8 — A.D.E of Birmingham, Moody, Ala., and Butler Auto Auction, Gibsonia, Pa.

Nov. 9 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; Omaha Auto Auction, Omaha, Neb.; Southwest Auto Auction, Chandler, Ariz.; and Ark-La-Tex Auto Auction, Shreveport, La.

Nov. 10 — Manheim Auto Auction, Manheim, Pa.

Nov. 14 — Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Hatfield Auto Auction, Hatfield, Pa.; Nashville Auto Auction, Nashville, Tenn.; South Seattle Auto Auction, Kent, Wash.; Golden Gate Auto Auction, Fremont, Calif.; and Dallas Auto Auction, Grand Prairie, Texas

Nov. 15 — Columbus Fair Auto Auction, Obetz, Ohio; Denver Auto Auction, Aurora, Colo.; and Minneapolis Auto Auction, Plymouth, Minn.

Nov. 16 — Fredericksburg Auto Auction, Fredericksburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Utah Auto Auction, West Bountiful, Utah; Amarillo Auto Auction, Amarillo, Texas; and Atlanta Auto Auction, Red Oak, Ga.

Nov. 17 — St. Louis Auto Auction, Bridgeton, Mo.; Tri-State Auto Auction, Cicero, N.Y.; West Palm Beach Auto Auction, West Palm Beach, Fla.; and Manheim Auto Auction, Manheim, Pa.

Nov. 21 — Omaha Auto Auction, Omaha, Neb.; Ark-La-Tex Auto Auction, Shreveport, La.; American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Florida Auto Auction of Orlando, Ocoee, Fla.; Portland Auto Auction, Portland, Ore.; Riverside Auto Auction, Riverside, Calif.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas

Nov. 22 — Southwest Auto Auction, Chandler, Ariz.; Northway Exchange, Clifton Park, N.Y.; A.D.E. of Birmingham, Moody, Ala.; and Butler Auto Auction, Gibsonia, Pa.

Nov. 28 — Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Hatfield Auto Auction, Hatfield, Pa.; Nashville Auto Auction, Nashville, Tenn.; South Seattle Auto Auction, Kent, Wash.; Golden Gate Auto Auction, Fremont, Calif.; and Dallas Auto Auction, Grand Prairie, Texas

Ford Motor Co.

Nov. 7 — Ohio Auto Auction, Grove City, Ohio; Harrisonburg Auto Auction, Harrisonburg, Va.; Bay Cities Auto Auction, Hayward, Calif.; and South Seattle Auto Auction, Kent, Wash.

Nov. 8 — Aptco Auto Auction, Taylor, Mich.; Fort Worth Auto Auction, Fort Worth, Texas; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Nov. 9 — Auto Auction of Billings, Billings, Mont.; Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Plymouth, Minn.; Nashville Auto Auction, Nashville, Tenn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Nov. 14 — Greater Chicago Auto Auction, Chicago, and Newburgh Auto Auction, Newburgh, N.Y.

Nov. 15 — Northway Auto Auction, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; Texas Hobby Auto Auction, Houston, Texas; Southern California Auto Auction, Fontana, Calif.; Omaha Auto Auction, Omaha, Neb.; and Salt Lake Auto Auction, Salt Lake City

Nov. 16 — Manheim Auto Auction, Manheim, Pa.; Southwest Auto Auction, Chandler, Ariz.; Brasher's Sacramento Auto Auction, Rio Linda, Calif.; and St. Louis Auto Auction, Bridgeton, Mo.

Nov. 21 — A.D.E. of Birmingham, Moody, Ala.; Ohio Auto Auction, Grove City, Ohio; Bay Cities Auto Auction, Hayward, Calif.; and South Seattle Auto Auction, Kent, Wash.

Nov. 22 — Concord Auto Auction, Acton, Mass.: Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Fort Worth Auto Auction, Fort Worth, Texas; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Nov. 28 — Greater Chicago Auto Auction, Chicago, and Newburgh Auto Auction, Newburgh, N.Y.

Nov. 29 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Texas Hobby Auto Auction, Houston; and Southern California Auto Auction, Fontana, Calif.

General Motors

Nov. 7 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and Manheim Auto Auction, Manheim, Pa.

Nov. 8 — Atlanta Auto Auction, Atlanta; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; and Omaha Auto Auction, Omaha, Neb.

Nov. 9 — Amarillo Auto Auction, Amarillo, Texas; Mid Ark Auto Auction, North Little Rock, Ark.; Arena Auto Auction, Chicago; Columbus Auto Auction, Columbus, Ohio; and St. Louis Auto Auction, Bridgeton, Mo.

Nov. 14 — A.D.E. of Birmingham, Moody, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Nov. 15 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Golden Gate Auto Auction, Fremont, Calif.

Nov. 16 — Southwest Auto Auction, Chandler, Ariz.; Apcto Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; Big H Auto Auction, Houston; Nashville Auto Auction, Nashville, Tenn.; and Utah Auto Auction, West Bountiful, Utah

Nov. 21 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and Fresno Auto Dealers Auction, Fresno, Calif.

Nov. 22 — Atlanta Auto Auction, Atlanta; Puget Auto Auction, Auburn, Wash.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; and Omaha Auto Auction, Omaha, Neb.

Nov. 28 — A.D.E. of Birmingham, Moody, Ala.; National Auto Dealers Exchange, Bordentown, N.J.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Nov. 29 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Statesville Auto Auction, Statesville, N.C.

Nov. 30 — Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; and Nashville Auto Auction, Nashville, Tenn.

Toyota

Nov. 1 — Aptco Auto Auction, Taylor, Mich., and Greater Tampa Bay Auto Auction, Tampa, Fla.

Nov. 7 — Southern California Auto Auction, Fontana, Calif.

Nov. 8 — Baltimore-Washington Auto Exchange, Baltimore, Md.

Nov. 9 — Clanton's Auto Auction, Darlington, S.C., and St. Louis Auto Auction, Bridgeton, Mo.

Nov. 14 — Bay Cities Auto Auction, Hayward, Calif., and Southern Auto Auction, Windsor, Conn.

Nov. 16 — Denver Auto Auction, Aurora, Colo.

Nov. 28 — South Seattle Auto Auction, Kent, Wash., and Greater Chicago Auto Auction, Chicago

Model-year breakdown

Used car sales, auction averages

Year	August	September	October
1989	$10,766	$10,309	$9,911
1988	7,728	7,491	7,241
1987	6,156	5,966	5,796
1986	5,248	5,087	4,902
1985	4,319	4,147	4,061
1984	3,476	3,234	3,134
1983	2,833	2,464	2,428
1982	2,030	1,929	1,899
Overall	$6,719	$6,525	$6,469

Source: NADA Official Used Car Guide

AUCTION DIRECTORY

AUCTION SERVICE

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NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest - Every Thursday, 11:30 A.M. sharp.

NORTH CAROLINA

Aycock Auto Auction, I95 & S. Bagley Rd., Kenly, NC 27542. Sale every Monday 11 AM. We service fleet & lease. Reconditioned facility. Kenneth Aycock, 919-284-4052.

NORTH CAROLINA

Statesville Auto Auction, I77 & Hwy. 21, Exit 54, Statesville, N.C., (704) 876-1111 — Every Tuesday, 10:00 A.M. Body Shop-Recon & Transportation available.

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

The Frankenthal Group. Cincinnati/Louisville Auto Auctions, SJF Transport, Personal Service Always! Thurs., 11am Cinti, 513-874-9310 Tue 11am Lsvl 812-283-0734

OHIO

Tri-State Auto Auction, Exit 36 on I-75, Franklin, OH. Lease/Dealer sales every Tue., 11:30. Repo sale 1st & 3rd Sat. of ea. mo., 10:00. Recon/transpts. Call 513-746-4000.

OKLAHOMA

Dealers Auto Auction of Oklahoma City, Box 75757, Oklahoma City, OK 73147. Sale every Thurs. 10 A.M. GMAC, Ford Motor Credit, Chrys. Credit weekly. 405-947-2886.

OREGON

Portland Auto Auction. Fleet & lease accts. welcome, repos, etc. The West's best. Call: Rene', 503-286-3000. 3000 No. Hayden Island, Portland, Oregon 97217.

PENNSYLVANIA

Corry Auto Dealer Exchange, Route 6, P.O. Box 317, Corry, PA 16407. 814-664-7721. Every Thursday 12:30 sharp.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

PENNSYLVANIA

Todd Auto Auction, Old Route 309, P.O. Box 380, Telford, Pa. 18969. 215-721-1300 or 800-234-TODD. Next Sale — Nov. 16th.

Auction Ads Get RESULTS

PENNSYLVANIA

Hatfield Auto Auction
Route 309, Box 309
Hatfield, Pa.
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215-822-1936
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Jaguar in 1980s — a story of ups and downs

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — The rise and fall of Jaguar during the 1980s — which culminated in last week's high drama — has been tantalizing every step of the way.

Much of the focus is now on whether Ford Motor Co. paid too much for a company operating in the red and building cars in antiquated facilities. But that overlooks the great success Jaguar enjoyed in the not-too-distant past and improved prospects next year as a result of a better dollar exchange rate.

Jaguar earned net profits of £232 million ($364 million) during the three years 1985-87 on production of about 128,000 units.

After nearly vanishing in the 1970s, Jaguar staged a remarkable comeback. The theme of the mid-1980s was, "If only the rest of British industry could be more like Jaguar."

When John Egan became chairman in 1980, British taxpayers were pouring money into Jaguar. Losses totaled £46 million ($72 million) in 1980.

The first aim was to improve productivity. Jaguar used 8,286 employees to build fewer than 14,000 cars in 1981. Last year, Jaguar produced 51,939 cars with 12,611.

Egan and his management team also had to improve quality. Electrical problems had become synonymous with Jaguars in the 1970s and a running joke in America. The measures took hold, and Jaguar was deemed ready to be cut loose from its state-owned parent, BL — as Rover Group was then known. It quickly became the jewel in Prime Minister Margaret Thatcher's privatization program after shares were sold in 1984.

Jaguar fattened up largely on a booming U.S. luxury market that was made all the more lucrative by the sky-high dollar. But since then, Jaguar has been damaged by the dollar's plunge.

Problems began after the launch of the XJ6, which represents about 80 percent of volume and was the company's first new car in 11 years.

The XJ6 sold well, but suppliers had trouble meeting demand and training employees.

The drama has been magnified by the scheduled December 1990 expiration of a provision in Jaguar's articles of association that kept acquirers from buying more than a 15 percent stake.

By 1987, Jaguar profits were in decline as unfavorable exchange rates countered a growth in worldwide sales. Demand also softened in the European prestige segment.

Jaguar's U.S. sales rose from 3,029 in 1980 to 24,464 in 1986, but dipped to 20,727 in 1988. Though Jaguar's American volume declined less than that of some other makess, marketing costs increased because of discounts and incentives.

Profits collapsed this year. In the first half of 1989 Jaguar reported an operating loss and made a pretax profit of only £1.4 million ($2.2 million).

But there are some good signs on the horizon. For one, the company's U.S. dollar exchange rate is hedged at $1.55 to the pound next year, compared with a less favorable $1.70 in 1989. The stronger dollar rate improves earnings potential.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$750	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$750**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Ford Motor Co. (1989 models)						
Ford cars	$500-$1,000	6.9	8.9	9.9	10.9	None
Ford trucks*	$500-$1,250	6.9	8.9	9.9	10.9	None
Lincoln	$500-$1,500					None
Mercury	$600-$1,500	6.9	8.9	9.9	10.9	None
Merkur	$3,000-$4,000					None
*-Ford truck finance incentive applies only to Ranger, Bronco and Bronco II						
Ford Motor Co. (1990 models)						
Ford cars	**$500-$800**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Ranger, Bronco, Bronco II	**$755-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Mercury Topaz, Cougar, Sable	**$600**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
General Motors (1989 models)						
Chevrolet cars	$400-$1,000	6.9	8.9	9.9	10.9	None
Chevrolet trucks	$500-$1,250	6.9	8.9	9.9	10.9	None
GMC	$500-$1,250	6.9	8.9	9.9	10.9	None
Oldsmobile	$200-$2,500*	6.9	8.9	9.9	10.9	None
Pontiac	$600-$1,000	6.9	8.9	9.9	10.9	None
*-Based on option package selected						
General Motors (1990 models)						
Buick	**$200-$1,000***	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Chevrolet cars	**$750-$800 on Corsica, Beretta, Lumina, Prizm****	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Chevrolet trucks	**$1,000-$1,250 on S-10 pickup, Blazer**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
GMC	**$1,000-$1,250 on S-15 pickup, Blazer; $750 on full-sized Jimmy and Suburban**	**6.9**	**8.9**	**9.9**	**10.9**	**Jan. 4**
Oldsmobile	**$200-$1,000***	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Pontiac	**$600-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
*-Based on option package selected **-$1,400 on Prizm for import owners						
Audi 80 and 100 (1990 models)			5.9	6.9	7.9	Nov. 30
Hyundai Excel (1988-89 models)	$500-$1,000					Jan. 3
Nissan Stanza (1989)	$1,500-$2,000			7.9	9.9	Dec. 4
Sterling (1989)	$3,500-$5,000					Nov. 2
Subaru Justy ('89)	$500-$1,000*					Jan. 3
*-Rebates go to the customer in some regions and to the dealer in other regions.						
Volkswagen (1989 models)	$500-$3,000	2.9	6.9	7.9	9.9	Oct. 31

GM offers dealer rebates of $200-$500 on '89s, '90s

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Two of the Big 3 adjusted their incentive programs last week, while several importers implemented new programs, extended current programs or allowed their programs to expire.

Ford Motor Co. customers who purchase 1990 Broncos may choose either a $750 cash rebate or financing ranging from 6.9 percent for 24 months to 10.9 percent for 60 months. The 1989 Bronco, already available with a $750 rebate, now has the same special interest rates for the 1990 model. The program runs indefinitely.

Chevrolet, Pontiac, Oldsmobile, Buick and GMC Truck announced dealer incentive programs designed to allow dealers to promote sales in their own markets.

Dealers earn $200 to $500 per eligible retail sale for performance against quota. A dealer who sells 33.5 percent to 75 percent of his objective earns $200 per vehicle; 75.1 percent to 100 percent earns $300 per vehicle; and sales over 100 percent earn $500 each.

All 1989 and 1990 models are included in the program except for Chevrolet S-10 pickups, S-10 Blazers and W-4 cabover trucks and GMC S-15 Jimmys and S-15 pickups.

Toyota Motor Sales U.S.A. announced new dealer incentives: 1989 Camry, Corolla, $500 to $800, based on quota; 1990 Camry, Corolla, $100 to $400, based on quota; 1989 Tercel, $300; and 1989 Celica, $500.

The Camry and Corolla programs expire Jan. 3; Tercel and Celica, Dec. 4.

Hyundai Motor America is offering customer and dealer incentive programs that extend through Jan. 3. Customers who buy 1988 and 1989 Excel models will receive rebates of $500 to $1,000. Dealers earn $300 to $600, based on quotas, on 1988 and 1989 Excel. Also, salespersons earn random payments of between $50 to $1,000 on 1988 and 1989 Excels, and sales managers will receive cash amounting to 25 percent of their salespersons' bonuses.

Also Hyundai dealers are eligible for $1,000 to $1,500 on 1989 Sonatas depending on the number of vehicles sold.

Sterling Motor Cars' $3,500 to $5,000 customer cash rebate program on 1989 cars that was to have expired Nov. 2 has been extended until Dec. 31.

Audi announced rebates of $2,000 to $3,500 for dealers and cut-rate financing for customers.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Ford Motor Co. (1989 models)		
Festiva, Escort	$200-$500, quota	Nov. 7
Taurus SHO	$1,000	Nov. 7
Ranger, Bronco II	$250	Nov. 7
Merkur	$1,000	Nov. 7*
*No expiration date on Scorpio		
Ford Motor Co. (1990 models)		
Festiva, Escort	**$200-$500, quota**	**Nov. 7**
Tempo	**$250**	**Nov. 7**
Taurus SHO	**$1,000**	**Nov. 7**
Ranger, Bronco II	**$200-$500, quota**	**Nov. 7**
Continental	**$1,000**	**Nov. 7**
General Motors (1990 models)		
Buick	**$1,000-$2,000 on Reatta, Riviera, Park Avenue Ultra**	**Nov. 30**
General Motors (1989-90 models)		
All Buick	**$200-$500, quota**	**Jan. 4**
Chevrolet Cars	**$200-$500, quota**	**Jan. 4**
Chevrolet Trucks*	**$200-$500, quota**	**Jan. 4**
GMC*	**$200-$500, quota**	**Jan. 4**
Oldsmobile	**$200-$500, quota**	**Jan. 4**
Pontiac	**$200-$500, quota**	**Jan. 4**
*Excluding S-10 pickup and Blazer and S-15 pickup and Jimmy		
Audi (1990 models)	**$2,000-$3,500**	**Nov. 30**
Hyundai (1989-90 models)	$300-$1,500	Jan. 3
Isuzu (1989 models)	$1,500, quota	Dec. 31
Nissan (1989 models)		
Axxess, trucks	$200-$2,000	Dec. 4
Peugeot	$1,000	Dec. 31
Subaru XT (1989 model)	$1,000-$3,000*	Jan. 3
*-Rebates go to the customer in some regions and to the dealer in other regions.		
Toyota Tercel, Celica (1989 models)	$300-$500	Dec. 4
Corolla, Camry (1989 models)	$500-$800, quota	Jan. 3
Corolla, Camry (1990 models)	**$100-$400, quota**	**Jan. 3**

PRODUCTION

Auto output still slow; 3 plants idle

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

With three car-assembly plants idle, U.S. auto production declined last week. Output has been trailing the year-ago week since late July due to high inventories and slow sales.

Automakers' targeted assembly of 144,506 cars fell 1.12 percent from the previous week and slid 8.17 percent from the 1988 week.

So far this year, 5,932,211 cars have been produced, 1.58 percent below last year's total at this point.

Last week's estimated production was split as follows: General Motors, 44.62 percent; Ford Motor Co., 26.34 percent; Chrysler Motors, 11.39 percent; Honda of America Manufacturing, 5.11 percent; Mazda Motor Manufacturing U.S.A. Corp., 3.10 percent; Toyota Motor Manufacturing, U.S.A., 2.83 percent; New United Motor Manufacturing Inc., 2.63 percent; Diamond-Star Motors, 2.53 percent; and Nissan Motor Manufacturing Corp. U.S.A., 1.45 percent.

Last week's scheduled truck output of 80,532 increased 6.87 percent over the prior week but was 8.33 percent below the year-ago week.

Year-to-date, 3,540,900 trucks have been assembled, 0.62 percent more than last year's production at this time.

GM's Wilmington, Del., plant and the Pontiac Grand Am line at its Lansing, Mich., facility closed today due to bloated inventories. They will be idle until Nov. 13.

GM's Fairfax, Kan., plant remains idle until Nov. 13 to adjust inventory. The Arlington, Texas, plant and the Detroit truck plant resumed output today after being closed due to slow sales.

Chrysler's St. Louis No. 1 plant remains closed until Nov. 20 because of poor sales of the Chrysler LeBaron J and Dodge Daytona models. The company's Grand Wagoneer line at the Toledo, Ohio, plant resumed output today.

Navistar International Corp. closed its Springfield, Ohio, plant last week to balance inventory. The plant is expected to resume operations today.

Car assembly up 12% in Canada

Scheduled Canadian car output of 26,728 units last week increased 12.82 percent over the previous week and 28.07 percent over the year-ago week.

So far this year, 831,862 cars have been built, 8.01 percent below last year's total at this point.

Truck production was targeted at 19,338 last week, 21.67 percent below the prior week and 8.14 percent lower than the year-ago week.

Chrysler's Brampton, Ontario, Jeep Wrangler plant remains idle until Nov. 13. When the plant reopens, daily output will be reduced from 340 per day to 300, leaving 180 workers on indefinite layoff.

Navistar International's plant in Chatham, Ontario, was shut down last week because of sluggish sales. The plant is expected to resume assembly today.

U.S. CAR	Week Ended Nov. 4, 1989	Week Ended Nov. 5, 1988	Week Ended Oct. 28, 1989	Oct. Est.	Jan. 1 to Nov. 4, 1989	Jan. 1 to Nov. 5, 1988
Horizon	1,100	1,361	1,134	4,905	28,471	69,150
Sundance	1,900	1,960	1,907	8,309	87,724	88,183
Reliant	0	1,910	0	0	0	78,001
Acclaim	2,600	636	3,025	12,578	108,697	1,082
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	336	0	0	0	18,069
Total Plymouth	5,600	6,203	6,066	25,792	224,892	263,750
LeBaron K	0	0	0	0	0	7,912
LeBaron J	0	2,383	0	5,486	85,779	71,439
LeBaron GTS	0	72	0	0	2,946	8,134
N. Yorker C-Class	850	2,241	885	3,859	68,953	90,332
Fifth Avenue	1,000	794	796	4,981	21,583	28,151
Imperial	500	0	468	1,491	2,003	0
Total Chrysler	2,350	5,490	2,149	15,817	181,264	205,968
Omni	1,200	1,447	1,216	5,444	30,375	67,976
Daytona	0	1,568	0	3,696	66,925	66,476
Shadow	2,100	1,810	2,228	9,777	86,341	87,264
Aries	0	2,320	0	0	0	76,289
Dodge 600	0	0	0	0	0	8,549
Dynasty	2,400	2,753	2,671	10,912	112,409	93,528
Lancer	0	257	0	0	1,528	7,821
Spirit	2,800	590	2,505	11,792	95,177	825
Diplomat	0	428	0	0	0	16,583
Total Dodge	8,500	11,173	8,620	41,621	392,755	425,311
CHRYSLER MOTORS	16,450	22,866	16,835	83,230	798,911	895,029
Escort	10,000	11,056	9,861	42,267	301,050	351,726
Mustang	3,705	4,138	3,774	16,239	171,977	173,021
Tempo	2,388	3,490	3,245	13,653	127,249	158,046
Taurus	8,098	8,194	8,076	35,453	308,983	338,204
Thunderbird	2,623	1,334	2,233	5,265	122,728	94,512
Total Ford Div.	26,814	28,212	27,189	112,878	1,031,987	1,115,509
Topaz	713	1,505	1,161	5,063	58,216	60,793
Cougar	2,617	1,330	2,189	5,002	105,141	73,915
Sable	3,021	2,795	2,809	12,797	102,958	115,242
Total Mercury	6,351	5,630	6,159	22,862	266,315	249,950
Continental	1,471	1,546	1,703	6,809	55,317	44,561
Mark VII	485	776	569	2,249	17,918	23,369
Lincoln Town Car	2,937	2,318	3,411	13,601	105,715	106,968
Total Lincoln	4,893	4,640	5,683	22,659	178,950	174,898
Total L-M Division	11,244	10,270	11,842	45,522	445,265	424,848
FORD MOTOR CO.	38,058	38,482	39,031	158,399	1,477,252	1,540,357
Skyhawk	0	963	0	0	6,913	22,437
Skylark/Somerset	1,921	1,352	1,903	8,438	55,579	44,126
Century	2,380	4,325	2,350	8,740	109,325	118,342
Riviera	623	653	540	2,446	17,151	9,298
Electra	1,955	2,224	1,631	7,402	68,688	75,582
LeSabre (fwd)	3,570	2,340	3,749	15,623	131,956	116,189
LeSabre (rwd)	260	220	213	1,005	6,533	8,477
Reatta	209	207	207	911	5,426	8,512
Total Buick	10,918	12,284	10,593	44,565	401,571	402,963
Cimarron	0	0	0	0	0	3,693
Eldorado	679	758	669	3,100	25,531	30,464
Seville	638	587	634	2,581	19,183	19,789
Brougham (rwd)	0	916	1,600	6,424	47,212	29,952
Deville (fwd)	3,680	3,712	3,693	17,864	157,776	133,758
Allante	75	60	75	330	2,692	1,759
Total Cadillac	5,072	6,033	6,671	30,299	252,394	219,415
Cavalier	8,066	6,612	8,013	35,721	310,937	307,345
Camaro	2,028	2,704	1,838	8,641	87,231	82,575
Celebrity	0	5,439	0	0	70,720	158,774
Corsica/Beretta	8,960	10,096	4,599	17,151	316,387	370,360
Caprice	1,268	4,041	3,084	9,006	146,140	178,961
Corvette	560	527	575	1,899	21,571	19,549
Total Chevrolet	20,882	29,419	18,109	72,419	952,986	1,117,564
Calais	1,679	2,307	1,629	7,363	76,783	99,616
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	1,908	1,647	1,929	5,916	73,535	27,744
Cutlass Supreme	4,118	3,619	4,028	17,612	99,597	123,179
Toronado	420	320	273	1,258	8,071	13,216
88 (fwd)	3,937	3,223	3,613	17,631	123,279	135,693
88 (rwd)	0	161	182	856	6,661	9,720
Olds 98	1,520	1,537	1,523	6,592	62,011	63,393
Total Oldsmobile	13,582	12,814	13,177	57,228	449,937	477,791
Sunbird	4,330	2,391	3,622	16,582	127,823	93,951
Grand Am	4,800	4,912	4,709	21,081	204,695	207,357
Firebird	1,233	1,662	1,362	5,602	49,495	55,532
Grand Prix	0	4,000	4,003	11,720	111,055	122,227
Pontiac 6000	1,498	2,120	1,506	5,015	68,481	78,916
Bonneville	2,150	2,966	1,802	8,574	80,962	103,613
Safari/Parisienne	0	105	0	0	2,691	6,650
Fiero	0	0	0	0	0	13,297
Total Pontiac	14,011	18,156	17,004	68,580	645,202	681,543
GENERAL MOTORS	64,465	78,706	65,554	273,091	2,702,090	2,899,276
DIAMOND-STAR	3,663	0	3,436	13,644	71,687	0
HONDA	7,390	8,822	6,886	30,084	313,412	315,012
Civic	2,910	2,811	3,047	14,711	116,400	93,290
Accord	4,480	6,011	3,839	15,373	197,012	221,722
MAZDA†	4,485	4,784	4,548	19,926	175,749	130,006
NISSAN	2,100	2,032	2,083	9,549	100,205	95,939
NUMMI	3,800	1,668	3,660	15,953	169,130	115,760
Corolla	1,700	1,668	1,640	6,992	68,993	45,190
Geo Prizm/Nova	2,100	0	2,020	8,961	100,137	70,567
TOYOTA	4,095	0	4,113	17,871	123,775	0
VOLKSWAGEN	0	0	0	0	0	35,997
Golf/GTI	0	0	0	0	0	30,444
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	144,506	157,360	146,148	621,747	5,932,211	6,027,376
Total Cars, Canada	26,728	20,870	23,691	91,780	831,862	904,301
U.S., Canada Cars	171,234	178,230	169,839	713,528	6,764,073	6,931,677
U.S., Canada Cars and Trucks	271,104	287,129	269,880	1,106,570	11,116,724	11,239,746

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe

CANADIAN CAR	Week Ended Nov. 4, 1989	Week Ended Nov. 5, 1988	Week Ended Oct. 28, 1989	Oct. Est.	Jan. 1 to Nov. 4, 1989	Jan. 1 to Nov. 5, 1988
Premier	1,530	1,337	0	1,645	29,812	51,349
CHRYSLER MOTORS	1,530	1,337	0	1,645	29,812	51,349
Tempo	3,360	3,259	3,273	10,422	112,522	148,083
Topaz	1,440	1,588	1,415	4,495	47,901	58,466
Crown Victoria	2,659	2,833	2,332	10,321	100,714	109,475
Grand Marquis	3,101	2,963	2,743	11,574	109,327	111,407
FORD MOTOR CO.	10,560	10,643	9,763	36,812	370,464	427,431
Celebrity	1,061	431	1,005	3,304	20,520	17,988
Cutlass Ciera	2,027	3,427	1,738	6,015	104,480	193,672
Lumina	6,924	0	6,706	26,927	147,300	0
Pontiac 6000	0	0	0	0	0	29,690
Regal	1,796	3,409	1,887	6,038	66,874	139,759
GENERAL MOTORS	11,808	7,267	11,336	42,284	339,174	381,109
HONDA	2,100	1,443	1,894	8,051	71,515	39,074
TOYOTA	550	0	518	2,232	14,023	0
VOLVO	180	180	180	756	6,874	5,338
Total Cars, Canada	26,728	20,870	23,691	91,780	831,862	904,301

U.S. TRUCK☆	Week Ended Nov. 4, 1989	Week Ended Nov. 5, 1988	Week Ended Oct. 28, 1989	Oct. Est.	Jan. 1 to Nov. 4, 1989	Jan. 1 to Nov. 5, 1988
Caravan	2,000	2,314	2,565	10,448	91,217	77,746
Dakota	2,100	2,432	2,025	4,235	79,721	92,499
Caravan C/V	50	244	106	443	5,718	10,519
Ram pickups	1,700	2,434	1,677	3,482	78,792	71,002
Total Dodge	5,850	7,424	6,373	18,608	255,448	251,766
Cherokee	4,100	3,829	0	14,070	183,191	157,997
Comanche	350	775	0	1,362	23,437	38,105
Grand Wagoneer	0	347	0	325	8,452	11,902
Wagoneer	150	221	0	592	6,824	9,345
Total Jeep	4,600	5,172	0	16,349	221,904	217,349
Voyager	1,900	2,062	2,439	10,011	85,379	72,344
Town & Country	25	0	38	151	3,027	0
Total C-P Div.	1,925	2,062	2,477	10,162	88,406	72,344
CHRYSLER MOTORS	12,375	14,658	8,850	45,119	565,758	537,913
Aerostar	4,850	2,628	4,230	16,249	191,199	176,763
Bronco	1,257	1,792	890	4,957	61,724	46,814
Bronco II	2,551	2,640	2,417	10,381	100,850	103,024
Econoline	3,689	5,206	3,198	17,268	188,835	206,608
Mediums/Heavies	1,287	1,307	0	3,029	49,848	56,103
Light trucks	11,127	10,288	10,632	46,664	449,105	419,737
Ranger	6,260	5,557	6,453	27,923	268,438	277,306
Total Ford Div.	31,021	29,418	27,820	128,490	1,307,999	1,286,355
FORD MOTOR CO.	31,021	29,418	27,820	128,490	1,307,999	1,286,355
Astro	2,721	3,654	3,189	13,191	138,950	151,043
Blazer	538	635	522	1,345	23,168	22,635
Mediums/Heavies	319	395	211	1,236	6,269	17,169
P-Model	0	977	0	1,540	25,196	35,816
Pickups	7,803	9,158	7,608	33,753	344,958	312,171
S-10	5,008	6,079	5,580	8,693	207,380	261,505
S-10 Blazer	3,385	3,581	4,348	6,923	151,807	145,056
Sportsvan/Van	1,770	1,703	1,699	7,928	82,329	82,270
Suburban	1,494	1,658	1,484	3,678	64,156	60,626
Total Chevrolet	23,038	27,840	24,639	78,287	1,044,213	1,088,291
Jimmy	164	183	161	319	7,046	6,642
Mediums/Heavies	521	558	349	1,998	10,961	31,171
P-Model	0	66	0	199	3,401	4,526
Pickups	2,207	3,193	2,590	9,756	104,322	95,606
S-15	1,780	2,029	615	1,327	50,963	59,436
S-15 Jimmy	935	1,088	738	1,935	43,433	40,805
Safari	1,039	758	757	3,622	37,572	38,861
Suburban	614	798	566	1,314	26,426	26,841
Vandura/Rally Vans	688	621	761	2,895	25,491	29,315
Total GMC	7,948	9,294	6,537	23,364	309,615	333,205
GENERAL MOTORS	30,986	37,134	31,176	101,651	1,353,828	1,421,496
NAVISTAR	0	1,625	1,514	5,964	67,185	73,658
NISSAN	2,700	2,263	2,542	10,222	103,090	79,147
AM GENERAL*	450	450	450	1,980	19,440	19,710
MISCELLANEOUS*	3,000	2,300	3,000	13,200	123,600	100,740
Total Trucks, U.S.	80,532	87,848	75,352	306,627	3,540,900	3,519,019

CANADIAN TRUCK	Week Ended Nov. 4, 1989	Week Ended Nov. 5, 1988	Week Ended Oct. 28, 1989	Oct. Est.	Jan. 1 to Nov. 4, 1989	Jan. 1 to Nov. 5, 1988
Caravan	3,288	3,109	3,218	13,373	124,471	120,514
Caravan C/V	132	187	100	425	8,861	10,499
Ram Wagon	500	638	374	2,019	22,163	22,561
Ram Van	1,850	1,774	2,008	8,009	62,911	61,693
Total Dodge	5,770	5,708	5,700	23,826	218,406	215,267
Voyager	2,724	2,546	2,757	11,188	107,344	108,760
Total Plymouth	2,724	2,546	2,757	11,188	107,344	108,760
Wrangler	0	1,271	0	1,240	63,513	43,640
Total Jeep	0	1,271	0	1,240	63,513	43,640
CHRYSLER MOTORS	8,494	9,525	8,457	36,254	363	367,667
FORD MTR. (lt. trks.)	3,648	3,611	8,457	19,185	139,130	138,035
Light trucks	3,677	3,596	3,948	15,525	136,074	131,705
Vans	1,429	1,586	1,668	6,048	51,050	50,837
Total Chevrolet	5,106	5,182	5,616	21,572	189,124	182,542
Light trucks	1,569	1,745	1,418	6,457	61,566	65,492
Vans	521	716	539	2,226	23,315	25,388
Total GMC	2,090	2,461	1,957	8,683	84,881	90,880
GENERAL MOTORS	7,196	7,643	7,573	30,255	274,005	273,422
NAVISTAR	0	272	202	721	9,353	9,926
Total Trks., Canada	19,338	21,051	24,689	86,415	811,751	789,050
U.S., Canada Trks.	99,870	108,899	100,041	393,042	4,352,651	4,308,069

☆—Includes window van production *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

November 13, 1989

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Petersen will retire March 1

Poling moving up to Ford chairman

By Charles M. Thomas and Laura Clark
AUTOMOTIVE NEWS STAFF REPORTERS

DEARBORN, Mich. — The surprise early retirement of Ford Motor Co. Chairman Donald E. Petersen gives his longtime associate Harold A. "Red" Poling an unexpected chance to run the company.

An emotional Petersen said Friday that he will retire March 1 from the company, which has gobbled up market share during his reign.

Stewardship of the company will pass to Poling, vice chairman and chief operating officer, who was voted to succeed him by the board of directors.

Petersen's voice trembled and tears welled in his eyes as he told the media and Ford employees, who crowded TV monitors at Ford headquarters in Dearborn, that his energy level had declined and he wanted to make a change in his life.

He cited the philosophy of Ernie Arbuckle, one-time dean of the Stanford graduate business school, who liked to change jobs every 10 years as a way of "repotting" himself.

"Well, 10 years are up and it's time to repot myself," said Petersen, 63, who will have been Ford's chief operating officer or chief executive officer for 10 years.

Poling, 64, has been a most visible No. 2 man, typically showing up with Petersen at company announcements and representing Ford at many major events.

Petersen said he told Poling of his decision only two weeks ago, although he had been thinking about it since last spring.

"I told him just before he boarded an airplane for Australia," mused Petersen. "He had 20 hours to think about it."

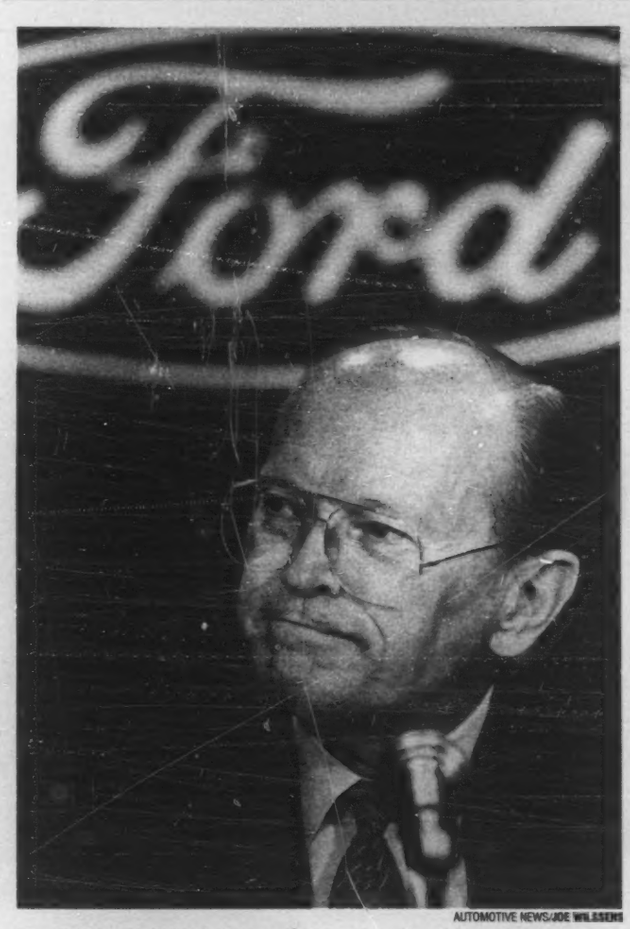
He and Poling apparently struck a deal whereby Poling agreed to extend his stay at Ford Motor Co. beyond his 65th birthday next September, if Petersen retired early.

Poling made it clear he will not work beyond three years, when he will be 67.

"I told him I already work seven days a week and can't work any harder," said Poling.

Petersen's pending retirement caused other executive promotions. Philip E. Benton Jr., who has been a corporate executive vice president and president of the Ford au-

see FORD, page 42



AUTOMOTIVE NEWS/JOE WILLIAMS

Donald Petersen fights back tears Friday as he tells of his early retirement.

Saab to merge cars with Fiat's Lancia; announcement near

By Luca Ciferri
STAFF CORRESPONDENT

TURIN, Italy — Fiat Auto of Italy and Saab-Scania of Sweden are close to announcing a merger of their Lancia and Saab automotive divisions.

A Lancia-Saab grouping could make Fiat Auto the largest luxury-carmaker in the world by unit volume.

Under the proposed plan, the replacement for the aging Saab 900 would be produced in Italy, while the Lancia Thema would be produced in Sweden along with the Saab 9000, which shares the same platform.

A public announcement by Dec. 15 is expected to clarify the main details of the merger.

Even before the Oct. 20 collapse of Saab's talks with Ford Motor Co., Saab and Fiat were known to have discussed joint projects.

Spokesmen for Fiat and Saab have admitted only that links between the two companies will be "broader than simple technical cooperation."

Well-informed sources here say the merger will be achieved in three phases. The links will not involve either group's truck division.

In the first step, Lancia and Saab Division will be transformed into autonomous companies with their own capital and plants. Currently they are operating divisions of Fiat Auto S.p.A. and Saab-Scania AB respectively.

In the second stage, Fiat and Saab-Scania will become equal partners in a new financial holding company. The holding company will be responsible for two new companies, Lancia Automobili S.p.A. and Saab Car AB.

The holding company is likely to be based in a neutral European capital. Sources say Amsterdam, the Netherlands, is the favorite. Fiat's Iveco BV holding company, which oversees truck and bus operations throughout Europe, has been based in Amsterdam since its creation in 1975.

see FIAT-SAAB, page 42

AUTOMOTIVE NEWS / CHRISTINE BEEVER

Japan chills automaker expansion

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

On Oct. 5 Minister Hikaru Matsunaga allegedly told carmakers "to take a prudent attitude toward increasing capacity."

TOKYO — Mazda's ambitious plans to expand capacity in Japan have apparently been scaled back after a word from the Ministry of International Trade and Industry.

The ministry's call for a show of prudence also has cooled expansion plans any other company might be harboring.

The Japanese government is feeling the pressure of U.S. protests against heavy capital investment in Japan. U.S. officials have expressed concern that overcapacity in Japan would lead to another export boom, which Undersecretary of State Richard McCormack said would be increasingly difficult for the world to cope with.

McCormack made appeals for curbs on capital spending in Japan during two days of biannual subcabinet-level talks in Washington that ended Nov. 4.

Heavy capital investment is particularly apparent in the automotive industry, where companies are competing to meet the needs of a growing domestic market.

Mazda estimates that its domestic sales for 1989 will reach 450,000 units. It hopes to increase sales to 800,000 by 1992. To meet that target, Mazda said it will have to increase production, and it is already making plans to expand and renovate its facilities at Hofu.

The change in attitude seems to stem from Oct. 5, when Minister Hikaru Matsunaga met with the leaders of all auto and truck companies. He told them to "take into account conditions inside and outside Japan and to take a prudent attitude toward increasing capacity," said a source at the talks.

Before that meeting, Mazda had indicated plans to expand capacity by about 240,000 vehicles a year. Now, Mazda says it has "not decided yet" on any specific figures for expanded capacity. The company said it is talking with local officials in Hofu about power needs, access roads and available labor and is not ready to announce any conclusion.

Takao Suzuki, head of the auto

see CAPACITY, page 42

CHINA: *Once promising market faces uncertain future*

By Steven Vines
STAFF CORRESPONDENT

HONG KONG — Poor sales forced Guangzhou Peugeot Automobile Co. to shut its plant Nov. 3 for an indefinite period.

That followed the two-week closure of the Shanghai Volkswagen plant at the beginning of October and production cuts of Cherokee four-wheel-drive vehicles at the Beijing Jeep plant jointly owned by Beijing Automotive Works and Chrysler Corp.

Meanwhile, General Motors and Fuji Heavy Industries have pulled out of a proposed joint venture to make cars in northern China.

The major foreign automotive joint-venture companies in China are in deep trouble as the country

see CHINA, page 41

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GM drops 4 points of share:
The General Motors car-market share slipped to 31.94 percent for October, and Japanese makers picked it up. Complete sales report, Page 24.

Campana retires after 10 years at Chrysler Motors

By Arlena Sawyers and Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTERS

In July 1979, Joseph A. Campana followed Lee Iacocca from Ford Motor Co. to Chrysler Corp. — at a time when Chrysler teetered on the verge of bankruptcy.

Last week the 52-year-old former vice president of Chrysler Motors' Chrysler-Plymouth Division decided to take an early retirement, and became the first casualty of the campaign to streamline marketing operations.

Agencies react to Chrysler, Page 43

Campana said he decided to retire so he can spend more time on the golf course.

"Quite frankly, one of the major reasons for my deciding at this time to step aside was a recognition that after 30 years in the business and having been in on many of the tough markets of the past, I think I was ready to do a little more golfing," Campana told reporters in New York last week. He will retire at the end of the year.

"I will be involved with the company until I reach age 55."

Asked if he would be a consultant to the company, he said that was too strong a phrase: "I will be available as they need me."

Campana

Last week, Chrysler Motors announced that it will consolidate its three existing divisional marketing groups into one operation and dismantle the company's four-year-old holding company by the end of the year.

Campana was the odd man out.

Under the reorganization, Chrysler created two new positions that will be responsible for product marketing and product development. John B. Damoose was named vice president of brand marketing, responsible for all customer-oriented marketing programs and for maintaining brand identification in the marketplace. He was formerly vice president of the Dodge car and truck division.

Joseph E. Cappy was named vice

see RETIRE, page 43

Story puts Flossmoor in spotlight

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Illinois State Trooper Jim Minx has become something of a media star since an Automotive News article on Oct. 30 publicized his plight — owning a pickup truck in Flossmoor, Ill.

He has had to sit still for photo sessions with national newspapers and magazines and has been interviewed by radio and TV stations from every corner of the country.

But it hasn't been all bad. Besides moral support, he has received financial help.

For more than two decades, Flossmoor has had an ordinance that essentially bans pickup trucks in the community.

Although it's OK to make deliveries in pickups, local pols don't want them parked in Flossmoor overnight.

Residents who own pickups either had to park them outside the village and walk home, or face $10 tickets for parking them in their driveways or garages.

In May, Minx succeeded in getting village officials to amend the ordinance to allow pickup truck owners to park them in their garages overnight.

He also has sued the village in federal court in Chicago to get the ordinance overturned as unconstitutional.

Minx said that on the day after the article appeared, radio and television stations from across the nation began phoning him for interviews.

STAN INSKEEWICZ

Interviews have kept Illinois State Trooper Jim Minx busy.

"I had 27 radio interviews from stations as far away as Vermont and Orlando," he said. "*ABC Nightly News* did an interview, and I got called from the news program *Current Affairs*."

Minx has had six photo sessions with newspapers and magazines from as far away as Washington and Dallas.

"I never expected to get such a response," he said. "But I still haven't heard from any of the automakers."

All the media attention over his battle with city hall has helped his crusade.

"A Teamsters local called to say it was organizing a boycott of all delivery trucks into Flossmoor," said Minx.

A Chicago radio station held a pickup truck rally in Flossmoor on Nov. 2, drawing some 30 vehicles. The rally included a parade through town with signs protesting the ordinance.

Minx also has received checks in the mail from people who support his effort to overturn the ban on pickup trucks in Flossmoor.

"A man from Florida sent me $500 for my defense fund," he said. "And a radio station in Phoenix raised $250 to pay for my parking tickets."

Minx said he has received about $1,000.

Meanwhile, village officials are mum on all the publicity, except to say that Minx should have asked the police department for permission to park his pickup in his driveway overnight.

Success of Saab's Malmo assembly plant may depend on U.S. sales

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

MALMO, Sweden — Saab car division's brand-new assembly plant here in southern Sweden could become a white knight or a white elephant.

It depends largely on how well Saab does in the United States.

Either way, it seems obvious that the last thing the company needs right now is more excess capacity.

Saab's capacity is already about 140,000 units a year compared with projected 1989 worldwide sales of about 120,000.

With the new plant, Saab's capacity should reach about 180,000 in the next two to three years.

Further, the $600 million-plus Malmo plant will build cars primarily for the United States, Saab's worst-performing market in recent years even though it remains the largest export market.

"The decision to establish this (Malmo) factory was made when the market looked different, especially in the United States," said Jan-Erik Larsson, senior vice president and general manager of Saab car division.

Planning for the Malmo plant began in 1986, when Saab-Scania of America reached its peak by selling 48,246 cars. It followed five consecutive years of record sales.

U.S. volume for 1989 is on a 34,300-car pace.

To try to boost sales in the United States, the company will hold the 1990 price on its entry-level 900 at $16,995, despite the addition of a standard driver-side air bag and anti-lock brakes.

Nevertheless, "There will probably be a problem (in the U.S.) next year," Larsson said.

"For '90, we're already seeing higher rebates, and, of course, that worries us. Nobody can afford to sell cars that way for a long time."

Larsson said that about 70 percent of Malmo's output will go to the United States, with the rest earmarked for Japan.

He said Saab intends to concentrate on its existing markets, but emerging markets like the Far East are part of the company's plans to use its excess.

The Malmo plant is due to hit its 38,000-unit annual rate by the end of 1990. Larsson said Saab must increase volume to justify its investment.

"Our goal is we have to come up in volume to make use of all the costs we have invested. We are forced to do that," he said.

The new Malmo plant initially will build only the 900, a model that is more than 10 years old. Once the plant has proved itself on the tried-and-true 900, it will start building Saab's newer 9000, introduced in 1986.

Saab officials at the plant opening last month said production of the 900 will continue "well into the '90s."

Two days later, Saab announced that talks with Ford Motor Co. had fallen through. Saab remains in search of a partner, primarily so it can devote more resources to product development.

Meanwhile, Saab's productivity is among the worst in Europe.

It takes Saab longer to build a car than most other European manufacturers. Company officials would not disclose exact figures.

Saab estimates absenteeism robs its plants of 25 percent of its workers every day. That figure includes women who can take up to

see SAAB, page 10

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Bidwell, Tonkin 2nd-nighters at World Congress

Bennett E. Bidwell, Chrysler Motors chairman, and Ron Tonkin, president of the National Automobile Dealers Association, will address the Monday night session of the 1990 Automotive News World Congress, which will be held Sunday through Wednesday, Jan. 7-10, at the Westin Hotel in Detroit.

The 14th Automotive News World Congress, held in conjunction with the North American International Auto Show, is expected to draw industry leaders from around the world.

Speakers are experts and executives from the manufacturing, supplier and dealer sectors of the automotive industry.

Bidwell, recognized as one of the industry's most capable sales and marketing executives, has had two careers in the automobile industry, one at Chrysler and the other at Ford Motor Co.

Bidwell's career includes 27 years with Ford and a stint as president and chief operating officer of Hertz Corp.

Bidwell joined Chrysler in 1983

see CONGRESS, page 43

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Big-truck orders climb for month

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Net new orders for heavy trucks in September trailed last year's total but were up sharply from their depressed level in August.

Indicators such as order cancellation rates and good inventory control suggest a steady improvement in the market. But overall sales are still expected to continue at moderate levels during the coming year.

As financial analysts point out, demand in the current sales cycle has peaked, and the only question is how long and how severe the near-term downturns will be.

Net new orders for Class 8 trucks totaled 8,901 in September, down 29 percent from September 1988, but 40 percent ahead of the August total, according to Deutsche Bank Group of New York.

But Deutsche Bank said it believes the order trend will improve moderately improve in 1990.

The reduction in the cancellation rate on new-truck orders is one reason for that optimism. Cancellations declined from more than 20 percent during the summer to a more normal 14 percent in September, according to Frank Prezelski, heavy-truck analyst with Deutsche Bank.

Production continued to exceed orders in September, reducing the backlog of Class 8 truck orders to just under 43,000.

Deutsche Bank expects a convergence of production and order rates within the next few months, which should stabilize order backlogs at about 35,000 units.

Production has been declining sharply, and all manufacturers have indicated sharp schedule cuts for November and December.

September's Class 8 sales of 11,253 were down 14.69 percent from a year ago and were slightly below the 11,851 units retailed in August, according to the Motor Vehicle Manufacturers Association.

If the current rate of decline continues, sales for calendar 1989 will be about 147,000 units, down slightly from 148,657 in 1988.

Meanwhile, the industry is continuing to control inventories.

Inventories totaled 21,505 units Sept. 30, equal to a supply of 1.91 months, Deutsche Bank said.

Because of soft demand, the ratio of inventory to sales has been creeping up, though it is not expected to reach the dangerous levels seen in previous cyclical downturns.

Although order rates have moved up from last summer's depressed levels, they are still low. They are expected to remain in the 7,000- to 9,000-unit range for several months and then accelerate moderately. The outlook for 1990 is a 10 to 15 percent decline from this year's projected total of 147,000. That would put sales in the range of 125,000 to 132,000

Oppenheimer & Co., a New York-based financial firm, said that engine manufacturers are changing designs to meet the 1991 federal fuel-emissions standards. Those units will cost more and may initially be less reliable than the well-tested engines now on the road.

That will likely spur some pre-buying by truck users, artificially boosting 1990 sales to the detriment of 1991, said Oppenheimer analyst Charles S. Harris.

Pre-buying will likely add an extra month's worth of sales to 1990, added Prezelski, with most of the pre-buying expected to occur toward the end of 1990.

Plastic pickup box

Gary Johns of Rockwell Butler Polymet, Troy, Mich., stands next to a pickup box, which uses the company's fiberglass reinforced plastic box inner. Rockwell supplied the inner for the 1990 Ford Ranger. The material is 30 percent lighter than steel and could eliminate a bedliner.

Final-stage makers fight NHTSA ruling

Helen Kahn
SENIOR CORRESPONDENT

WASHINGTON — The National Truck Equipment Association has sued NHTSA over safety standard 204, which limits rearward displacement of steering columns. The suit was filed in the U.S. Court of Appeals for the 6th Circuit in Cincinnati.

The association has 1,400 members consisting of small businesses that manufacture or distribute truck bodies and related equipment.

Under NHTSA definition, they become final-stage manufacturers of commercial light trucks. They are thus responsible for certification of compliance with safety standards, unless they can get a "pass-through" of certification from the much larger makers of the chassis — often companies like Ford or General Motors.

In November 1987, NHTSA extended standard 204 to all light trucks, buses and multipurpose passenger vehicles with a GVW rating of more than 10,000 pounds or an unloaded vehicle weight of 5,500 pounds or less.

Certification for completed pickups and vans made for consumers by an auto company comes from the single manufacturer. But effective Sept. 1, 1991, truck equipment association members that are final-stage manufacturers must certify compliance with the steering column displacement standard for tens of thousands of customized trucks with unloaded weights between 4,001 and 5,500 pounds.

The National Truck Equipment Association petitioned for reconsideration in December 1987, saying its members have neither the money nor the technology to conduct crash tests. The association added that NHTSA failed to provide an alternative and failed to show a need to extend the standard to multistage vehicles.

NHTSA denied the association's petition in June 1989, saying that alternative means of complying were available. For example, said NHTSA, final-stage makers may "pass-through" the underlying certification of the chassis maker.

In its brief filed in the Cincinnati court, the association said that NHTSA failed to write a standard that is "reasonable, practicable or appropriate for the particular type of motor vehicle."

The agency did that by requiring a final-stage maker to conduct a test it is unqualified to make, the brief said. Other options would require use of an oversized chassis to avoid crash testing, or a "pass-through" certification from the chassis maker, which may not always be possible, the association said.

Testing imposed on final-stage makers, said the association, is not "practicable, appropriate or objective." It added that NHTSA's cost-benefit analysis did not address low-weight, multistage commercial vehicles. Moreover, said the association, NHTSA omitted material documents from the record.

The standard is, therefore, invalid, the National Truck Equipment Association concluded, because it is "arbitrary, capricious and an abuse of discretion."

LIGHT-DUTY TRUCK SALES, OCTOBER

	Oct. 1989	Oct. 1988	10 Mos. 1989	10 Mos. 1988
Vans	12,573	16,380	145,611	160,167
Aerostar	13,385	13,120	163,992	155,620
Club Wagon	2,297	2,959	21,713	23,128
Ranger	23,311	20,930	237,235	260,097
Bronco	5,132	4,913	52,394	44,386
Bronco II	9,022	9,287	92,380	105,646
Pickups	39,615	49,835	487,265	475,179
Ford	**105,335**	**117,424**	**1,200,590**	**1,240,926**
Vans	7,060	8,929	102,963	106,283
Sportsvan	614	885	8,610	10,815
Geo Tracker	1,194	486	8,511	500
Astro	9,195	11,401	126,924	135,827
Lumina APV	1,740	0	1,808	0
S-10	16,964	22,397	199,152	211,487
S-10 Blazer	13,802	18,870	152,575	149,051
El Camino	0	0	0	420
Blazer	1,887	2,574	18,988	22,258
Suburban	5,223	6,072	55,496	54,828
Pickups	30,787	43,252	453,010	428,818
Chevrolet	**88,466**	**114,866**	**1,128,037**	**1,120,267**
Pontiac Trans Sport	**859**	**0**	**859**	**0**
Olds Silhouette	**310**	**0**	**310**	**0**
Vans	4,455	5,194	59,718	50,010
Ram Wagon	1,541	2,152	20,872	21,884
Voyager	12,556	13,849	154,123	162,995
Caravan	15,839	16,575	169,682	177,550
Caravan C/V	729	1,265	11,849	16,694
Town & Country	311	0	1,279	0
Ram 50	2,557	3,124	25,491	47,402
Raider	1,271	1,084	8,216	6,187
Ramcharger	1,495	1,474	16,660	15,955
Dakota	7,556	6,624	75,991	79,782
Pickups	9,195	5,568	74,003	69,629
Chrysler	**57,505**	**56,909**	**617,884**	**648,068**
Vans	2,607	3,305	35,606	39,539
Safari	2,051	2,472	27,729	28,888
S-15	4,055	4,577	44,410	44,504
S-15 Jimmy	3,534	4,443	37,102	36,156
Jimmy	558	864	5,521	6,211
Caballero	0	0	0	60
Suburban	1,858	1,799	19,486	18,778
Pickups	9,315	11,100	129,232	118,408
P Model	274	248	3,242	3,618
W-4	167	119	1,151	1,276
GMC	**24,419**	**28,727**	**303,479**	**297,438**
Wrangler	3,610	3,713	44,409	34,800
Wagoneer	487	876	5,539	7,393
Cherokee	11,432	13,581	133,127	121,606
Grand Wagoneer	798	1,350	9,085	11,781
Comanche	2,251	2,915	22,077	33,313
J-10/J-20	0	0	0	221
Jeep	**18,578**	**22,435**	**214,237**	**209,114**
Toyota	17,189	18,160	190,404	210,043
Nissan	9,583	11,332	128,987	142,980
Mazda	5,861	6,122	68,635	81,136
Isuzu	10,438	8,311	83,356	73,480
Mitsubishi	2,664	3,411	31,035	36,856
Suzuki	2,211	1,493	21,996	52,010
Subaru	0	0	0	10
Range Rover	292	287	3,854	2,814
Imports	**48,238**	**49,116**	**528,269**	**599,334**
Industry Total	**343,710**	**389,477**	**3,993,685**	**4,115,187**

Compiled by Karen Berkowski

TRUCK BRIEFS

GMC gets high CSI

PONTIAC, Mich. — Compact-truck customers get the best treatment from salespersons at GMC Truck dealerships, according to a J.D. Power and Associates survey.

GMC Truck dealerships topped the New Compact Truck Sales Satisfaction Index in the segment that included buyers of 1989 pickups, sport-utilities and vans.

In a Light-Duty Truck Customer Satisfaction Index report, Power also said that owners of 1988 GMC compact S-15 Jimmy and full-sized Jimmy sport-utility trucks and Suburban wagons are the most satisfied owners of domestic compact and full-sized sport utilities.

The Sales Satisfaction Index surveys owners three months after they purchase a new vehicle on how salespersons treated them when they purchased the truck, on the information they were given during delivery of the vehicle and on the quality of the truck. This is the first year Power's Sales Satisfaction Index has surveyed buyers of compact trucks.

Oshkosh profits decline

OSHKOSH, Wis. — Oshkosh Truck Corp. estimates that profits declined significantly in the fourth fiscal quarter that ended Sept. 30. Firm figures for the period have not been announced.

Oshkosh President John Carroll said he believes the fourth-quarter profit was 50 to 75 percent below last year's profit of $4.5 million.

He attributed it to higher startup costs of the firm's restructured chassis division in the face of a softer motor home market and significantly higher administrative costs for complying with government contractor regulations.

Idealease adds members

BARRINGTON, Ill. — Idealease Inc., one of the largest independent truck rental and leasing companies, added five new dealers to its network.

Idealease has 205 members and 340 locations throughout North America. Its members have about 12,000 straight trucks and tractors in service.

New members are Cerni Motors of Niles, Ohio; TDM Leasing of Sanborn, Minn.; Interstate Truck Leasing of Albert Lea, Minn.; Idealease of Norfolk of Norfolk, Neb.; and Sardis Truck Rental of Sardis, British Columbia.

SALES

DOMESTIC CAR SALES, OCTOBER

	Oct. 21, to Oct. 31, 1989	Same Period, 1988	Oct. 1989	Same Month, 1988	Jan. 1, to Oct. 31, 1989	Same Period, 1988
Alliance	0	0	0	0	0	4,418
Eagle	0	0	0	0	0	1,392
Talon	734	0	1,756	0	3,862	0
Premier	500	1,535	1,930	4,248	37,220	33,934
Total Eagle	1,234	1,535	3,686	4,248	41,082	39,744
Horizon	990	1,674	2,498	4,863	36,047	54,213
Laser	793	0	1,851	0	16,427	0
Sundance	2,374	2,887	6,124	7,859	73,955	74,271
Turismo	0	0	0	0	0	1,115
Reliant	743	3,215	2,050	9,567	30,890	96,584
Acclaim	4,242	0	10,246	0	75,981	0
Caravelle	0	130	0	431	733	12,511
Gran Fury	0	348	0	806	1,443	11,441
Total Plymouth	9,142	8,254	22,769	23,526	235,276	250,135
LeBaron K	0	202	0	679	787	19,579
LeBaron J	2,684	2,640	7,194	6,173	74,668	85,015
LeBaron GTS	135	270	366	910	4,262	14,045
Fifth Avenue (rwd)	100	655	264	1,856	11,014	32,756
Fifth Avenue (fwd)	1,275	0	3,494	0	5,456	0
New Yorker C	1,187	3,021	3,257	8,156	68,530	64,473
New Yorker E	0	49	0	86	237	14,467
Total Chrysler	5,381	6,837	14,575	17,860	164,954	230,335
Omni	1,054	1,752	3,050	4,787	36,840	52,308
Shadow	2,357	3,310	6,264	8,382	69,923	77,373
Charger	0	0	0	0	0	1,022
Daytona	1,328	1,610	3,881	4,870	58,439	63,567
Aries	599	3,608	1,761	10,199	29,774	87,392
Lancer	108	188	240	784	2,887	9,291
Spirit	3,717	0	8,650	0	62,364	0
Diplomat	0	460	0	1,350	2,551	17,923
Dynasty	3,630	2,878	8,731	7,877	93,315	63,066
Dodge 600	0	106	0	490	808	11,489
Total Dodge	12,793	13,912	32,577	38,739	356,901	383,431
CHRYSLER MOTORS	28,550	30,538	73,607	84,373	798,213	903,645
Escort	8,896	11,144	23,708	33,884	296,857	328,494
Mustang	3,735	4,462	9,476	12,701	145,245	146,332
Tempo	6,550	7,588	24,833	25,041	197,996	241,737
Taurus	9,439	10,582	27,353	28,145	299,880	315,062
Thunderbird	2,896	1,995	10,203	6,072	107,806	103,434
Probe	3,586	4,145	10,216	11,596	117,325	57,243
Crown Victoria	2,328	2,990	7,016	9,513	95,144	97,596
Total Ford Div.	37,430	42,906	112,805	126,952	1,260,253	1,289,898
Tracer/Lynx	1,347	1,796	3,577	4,687	53,633	50,971
Topaz	1,908	2,911	6,050	8,258	75,104	76,687
Sable	2,864	3,270	8,027	8,112	97,241	101,660
Cougar	2,216	1,333	6,120	4,436	89,371	91,402
Grand Marquis	2,815	3,718	7,360	10,340	97,877	98,056
Total Mercury	11,150	13,028	31,134	35,833	413,226	418,776
Continental	1,809	2,168	4,593	4,769	46,955	35,501
Lincoln	3,610	2,944	9,020	10,100	98,142	103,090
Mark VII	511	837	1,308	2,249	22,101	18,538
Total Lincoln	5,930	5,949	14,921	17,118	167,198	157,129
Total L-M Division	17,080	18,977	46,055	52,951	580,424	575,905
FORD MOTOR CO.	54,510	61,883	158,860	179,903	1,840,677	1,865,803
Skyhawk	204	786	562	1,975	15,871	22,682
Somerset/Skylark	2,264	1,256	4,524	3,589	54,377	50,853
Century	4,007	4,807	9,249	12,512	113,773	106,952
Regal	1,765	3,441	4,063	9,776	67,750	105,022
LeSabre	4,369	3,765	10,158	10,708	125,851	119,434
Reatta	325	233	826	635	6,982	3,394
Electra	2,089	2,347	5,111	6,813	67,701	71,897
Riviera	461	595	1,132	1,438	16,301	8,337
Total Buick	15,484	17,230	35,625	47,446	468,606	488,571
Cimarron	0	92	0	286	240	5,419
Allante	76	55	245	161	2,882	2,797
Seville	520	768	1,441	1,900	18,593	17,908
DeVille	5,441	4,124	13,827	13,961	146,656	126,101
Brougham	1,920	1,051	3,878	3,120	31,205	39,547
Eldorado	734	941	1,789	2,460	26,302	25,762
Total Cadillac	8,691	7,031	21,180	21,888	225,878	217,534
Chevette	0	0	0	0	0	205
Geo Prizm/Nova	3,648	1,050	9,610	5,031	70,583	89,776
Cavalier	9,336	7,753	24,053	24,396	254,719	254,811
Camaro	1,960	2,690	4,701	7,542	87,785	82,257
Celebrity	954	5,997	2,491	17,579	137,230	210,629
Corsica/Beretta	6,138	7,826	16,292	22,888	296,092	330,315
Lumina/Monte Carlo	7,544	249	18,883	920	79,860	27,571
Caprice	3,014	5,364	7,507	15,180	134,489	143,713
Corvette	637	626	1,367	1,735	20,512	20,186
Total Chevrolet	33,231	31,555	84,904	95,371	1,081,270	1,159,463
Firenza	0	84	0	273	12	8,215
Calais	2,509	2,822	6,728	7,513	82,991	89,312
Cutlass Ciera	3,560	6,338	9,127	18,206	174,921	205,807
Cutlass Supreme	3,584	2,959	8,029	10,300	84,830	95,533
Olds 88	3,262	4,388	8,143	12,395	122,257	136,541
Olds 98	1,715	1,951	4,135	5,377	58,075	62,179
Toronado	551	300	984	967	7,725	13,252
Total Oldsmobile	15,181	18,842	37,146	55,031	530,811	610,839
Fiero	0	239	0	1,183	1,961	22,788
Pontiac 1000	0	0	0	0	0	154
Sunbird	5,279	2,818	12,075	8,027	87,689	71,767
Firebird	998	1,416	2,436	4,233	50,590	50,613
Grand Am	6,103	7,185	17,318	19,100	176,097	192,720
Pontiac 6000	1,436	2,599	5,279	7,556	60,017	82,664
Grand Prix	3,014	3,026	7,530	9,595	98,611	84,014
Bonneville H	2,406	2,734	6,526	8,173	77,012	91,885
Paris./Safari	46	153	131	494	3,747	5,882
Total Pontiac	19,282	20,170	51,295	58,361	555,724	602,487
GENERAL MOTORS	91,869	94,828	230,150	278,097	2,862,289	3,078,894
HONDA	15,605	14,354	30,717	32,713	324,085	310,597
Civic	7,272	6,373	15,339	13,299	146,152	98,692
Accord	8,333	7,981	15,378	19,414	177,933	211,905
MAZDA	1,129	1,854	2,179	3,153	34,755	26,193
MITSUBISHI	1,548	0	3,754	0	25,330	0
NISSAN	3,773	2,573	8,243	5,618	90,156	97,576
TOYOTA	7,809	3,937	16,656	5,958	168,012	51,208
VOLKSWAGEN	0	0	0	0	0	24,939
DOMESTIC TOTAL	204,793	209,967	524,166	589,815	6,143,517	6,358,855
IMPORT TOTAL			223,571	242,486	2,390,739	2,565,041
INDUSTRY TOTAL			747,737	832,301	8,534,256	8,923,896

U.S.-built Volkswagen models sold after June 30, 1989, are included in import totals.

GM car-market share dives below 32%

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

General Motors lost four percentage points of car-market share in October and slipped to 31.94 percent for the month. It was GM's lowest market share of any month this year. The Japanese makes won the four points that GM lost last month.

The Japanese climb and the GM dive were the high and low points of a month that saw car and truck sales trail the year-ago total.

"Car deliveries have fallen right along with what we expected," said Ted Sullivan, auto consulting director of The WEFA Group in Bala Cynwyd, Pa. "We predicted a 6.5 million annual selling rate. In the final 10 days, it came in for domestics at 6.3 million."

In October, sales of imported and domestic cars and light trucks sagged to 1,091,447, down 10.67 percent from 1,221,778 last year.

Deliveries of U.S.-built and imported cars slumped 10.16 percent to 747,737, down some 84,000 from last October's 832,301.

Incentives flourished in October both years, although this year's rebates covered more of the newly introduced models than was the case last year.

In contrast to GM's loss of more than four points of market share in October, Ford Motor Co. and Chrysler Motors lost very little of their shares.

While Japanese cars gained almost four points at GM's expense, market shares of European and Korean cars slipped only slightly from last October.

In October, deliveries of U.S.-built cars fell 11.13 percent or 65,649 units. In the final 10 days of the month, domestic car deliveries trailed last year's comparable period by 2.46 percent.

Among the eight U.S. automakers, Nissan and Toyota reaped healthy year-to-year increases in domestic car sales because of incentives and consumers wanting to beat price increases.

"People came out to take advantage of the incentives. They were a little afraid of seeing big price increases. We sold 1,472 new vehicles vs. 1,162 a year ago," said Greg Penske, general manager of Longo Toyota, El Monte, Calif.

In October, the four U.S. car and light-truck makers delivered 828,156 vehicles, a decline of 11.57 percent from last year. Nissan sold 39.97 percent more U.S.-built vehicles than a year ago. However, the Big 3 automakers reported that U.S.-built car and light-truck deliveries were off from 8.57 to 18.38 percent this year.

MARKET SHARES, OCTOBER 1989

	Total Sales	Pct. of Total
SUBCOMPACT	88,286	11.81
COMPACT	145,752	19.49
INTERMEDIATE	201,120	26.90
STANDARD	86,570	11.58
SPECIALITY	2,438	0.33
IMPORT	223,571	29.89
TOTAL	747,737	100.00

IMPORTED CAR SALES, OCTOBER

	Oct. 1989	Oct. 1988	10 Mos., 1989	10 Mos., 1988
Acura	10,865	10,101	121,572	108,333
Alfa Romeo	151	222	2,644	3,885
Audi	2,114	1,947	17,984	20,282
BMW	5,391	6,262	55,278	59,548
Chevrolet	7,258	6,852	98,811	101,316
Chrysler	638	691	6,499	8,863
Daihatsu	1,512	1,017	12,381	9,583
Dodge	3,550	3,858	32,381	45,640
Eagle	1,375	2,275	21,127	14,710
Ford	5,123	4,799	61,105	58,265
Honda	24,538	23,972	209,965	211,893
Hyundai	14,663	16,232	160,705	225,198
Isuzu	604	1,539	15,167	21,399
Jaguar	1,507	1,849	15,389	16,762
Lexus	3,416	0	7,970	0
Maserati*	20	42	240	691
Mazda	16,780	16,405	188,060	190,928
Mercedes-Benz	5,974	6,671	62,304	70,576
Mercury	926	1,928	7,246	13,700
Mitsubishi	6,705	4,827	65,016	60,100
Nissan	30,712	20,803	352,064	295,818
Peugeot	426	582	5,188	5,676
Plymouth	3,554	3,367	30,354	40,830
Pontiac	1,351	6,039	42,505	52,094
Porsche	688	1,033	8,020	13,493
Saab	2,357	2,843	28,627	32,702
Sterling	510	600	5,054	8,093
Subaru	8,747	15,194	119,922	131,614
Suzuki	688	16	5,306	16
Toyota	41,508	57,797	418,046	505,625
Volkswagen	11,355	12,637	116,012	124,637
Volvo	7,697	8,080	88,504	84,759
Yugo	868	2,006	9,193	28,012
TOTAL	223,571	242,486	2,390,739	2,565,041

*-Estimate

U.S. CAR SALES BY MARKETING UNITS, OCTOBER

	Oct. 1989	Percent Share	Oct. 1988	Percent Share	10 Mos., 1989	Percent Share	10 Mos., 1988	Percent Share
Alfa Romeo	151	0.02	222	0.03	2,644	0.03	3,885	0.04
American Honda	66,120	8.84	66,786	8.02	655,622	7.68	630,823	7.07
BMW	5,391	0.72	6,262	0.75	55,278	0.65	59,548	0.67
Buick	35,625	4.76	47,446	5.70	468,606	5.49	488,571	5.47
Cadillac	21,180	2.83	21,888	2.63	225,878	2.65	217,534	2.44
Chevrolet	92,162	12.33	102,223	12.28	1,180,081	13.83	1,260,779	14.13
Chrysler	15,213	2.03	18,551	2.23	171,453	2.01	239,198	2.68
Daihatsu	1,512	0.20	1,017	0.12	12,381	0.15	9,583	0.11
Dodge	36,127	4.83	42,597	5.12	389,282	4.56	429,071	4.81
Eagle	5,061	0.68	6,523	0.78	62,209	0.73	54,454	0.61
Ford	117,928	15.77	131,751	15.83	1,321,358	15.48	1,348,163	15.11
Hyundai	14,663	1.96	16,232	1.95	160,705	1.88	225,198	2.52
Isuzu	604	0.08	1,539	0.18	15,167	0.18	21,399	0.24
Jaguar	1,507	0.20	1,849	0.22	15,389	0.18	16,762	0.19
Lincoln	14,921	2.00	17,118	2.06	167,198	1.96	157,129	1.76
Maserati	20	0.00	42	0.01	240	0.00	691	0.01
Mazda	18,959	2.54	19,558	2.35	222,815	2.61	217,121	2.43
Mercedes	5,974	0.80	6,671	0.80	62,304	0.73	70,576	0.79
Mercury	32,060	4.29	37,761	4.54	420,472	4.93	432,476	4.85
Mitsubishi	10,459	1.40	4,827	0.58	90,346	1.06	60,100	0.67
Nissan	38,955	5.21	26,421	3.17	442,220	5.18	393,394	4.41
Oldsmobile	37,146	4.97	55,031	6.61	530,811	6.22	610,839	6.84
Peugeot	426	0.06	582	0.07	5,188	0.06	5,676	0.06
Plymouth	26,323	3.52	26,893	3.23	265,630	3.11	290,965	3.26
Pontiac	52,646	7.04	64,400	7.74	598,329	7.01	654,581	7.34
Porsche	688	0.09	1,033	0.12	8,020	0.09	13,493	0.15
Saab	2,357	0.32	2,843	0.34	28,627	0.34	32,702	0.37
Sterling	510	0.07	600	0.07	5,054	0.06	8,093	0.09
Subaru	8,747	1.17	15,194	1.83	119,922	1.41	131,614	1.47
Suzuki	688	0.09	16	0.00	5,306	0.06	16	0.00
Toyota	61,580	8.24	63,755	7.66	594,028	6.96	556,833	6.24
Volvo	7,697	1.03	8,080	0.97	88,504	1.04	84,759	0.95
VWoA	13,469	1.80	14,584	1.75	133,996	1.57	169,858	1.90
Yugo	868	0.12	2,006	0.24	9,193	0.11	28,012	0.31
TOTAL	747,737	100.00	832,301	100.00	8,534,256	100.00	8,923,896	100.00
TOTAL GM	238,759	31.94	290,988	34.97	3,003,705	35.20	3,232,304	36.22
TOTAL FORD	164,909	22.05	186,030	22.42	1,909,028	22.37	1,937,768	21.71
TOTAL CHRYSLER	82,724	11.06	94,564	11.36	888,574	10.41	1,013,688	11.36
TOTAL JAPANESE	207,624	27.77	199,113	23.92	2,157,807	25.28	2,020,883	22.64
TOTAL EUROPEAN	39,058	5.22	44,774	5.38	414,437	4.86	494,055	5.54
TOTAL KOREAN	14,663	1.96	16,232	1.95	160,705	1.88	225,198	2.52

*—Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.
Sales charts compiled by Karen Dellowski

Tire to spare

E&G Classics, Columbia, Md., offers a 1990 Lincoln Town Car classic spare kit. Suggested retail price for the kit, installed, is $1,295.

Canadian sales rebound; Ford sets model-year mark

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — A summer-long drop in Canadian new car and truck sales showed signs of leveling off in September.

Sales of domestically built cars slipped less than one percent from the same month a year ago, while imports fell 2.06 percent. For the year, domestic car sales are trailing 1988's tally by 5.45 percent.

Ford of Canada posted a 13.38 percent gain over year-ago volume. General Motors of Canada sales fell 4.14 percent, and Chrysler Canada was off 9.52 percent. Ford's showing, it's strongest September since 1978, topped off the best total-vehicle model-year sales in the 85-year history of the Canadian company. Its combined 347,194 model-year sales edged the previous high of 346,950 of 1988 and helped Ford increase its share of the Canadian car market 1.4 percentage points, to 20.1 percent.

"The 1989 model year clearly belonged to Ford," said Jack Clissold, Ford vice president of sales and marketing.

While GM's overall car sales fell, it did well in the truck market. GM's domestic trucks gained 8.26 percent for the month, and its imports were up substantially.

Bill Atkinson, GM's marketing vice president, gave credit to the complete truck line.

Among other imported trucks and vans, Mazda continued to boom along. Its MPV van led the company to a 56 percent year-over-year rise.

CANADIAN CAR AND TRUCK SALES

Domestic cars	Sept. 1989	Sept. 1988	9 mos., 1989	9 mos., 1988
General Motors	22,039	22,991	244,650	270,684
Ford	15,419	13,599	146,709	140,384
Chrysler	9,966	11,015	95,262	114,035
Honda	2,045	2,386	20,169	12,094
Volvo	291	263	2,963	1,937
Domestic car total	**49,760**	**50,254**	**509,753**	**539,134**
Import cars				
Toyota	7,290	7,192	61,494	55,295
Honda	4,646	4,418	45,097	46,637
Hyundai	2,953	2,912	21,989	24,177
Nissan	2,535	2,687	21,895	23,699
Volkswagen	2,449	2,624	23,722	27,516
General Motors	2,244	1,699	22,875	21,813
Mazda	1,781	2,233	20,948	22,531
Chrysler	1,578	1,391	17,172	9,590
Subaru	501	838	4,699	6,094
Ford	409	732	6,700	5,256
BMW	387	435	3,340	3,865
Mercedes-Benz	312	325	3,195	3,300
Volvo	298	337	2,425	2,958
Suzuki	201	225	5,752	5,903
Saab	104	100	966	1,064
Jaguar	102	185	1,231	1,658
Lada	38	76	519	796
Peugeot	11	0	191	78
Skoda	10	27	145	292
Import car total	**27,849**	**28,436**	**264,355**	**262,522**
TOTAL — ALL CARS	**77,609**	**78,690**	**774,108**	**801,656**
Domestic trucks (including vans)				
General Motors	12,816	11,838	120,794	132,662
Ford	9,806	10,763	106,218	113,433
Chrysler	7,924	8,466	79,922	83,724
Domestic truck total	**30,546**	**31,067**	**308,934**	**329,819**
Import trucks (including vans)				
Mazda	1,827	774	13,673	8,765
Toyota	1,511	1,360	12,577	11,689
General Motors	1,116	249	8,210	1,292
Nissan	773	1,249	10,215	10,651
Suzuki	367	302	5,838	4,053
Chrysler	148	254	1,895	3,065
Volkswagen	137	52	672	733
Lada	8	14	187	115
Import truck total	**5,887**	**4,252**	**53,267**	**40,363**
TOTAL — ALL TRUCKS	**36,433**	**36,321**	**362,201**	**370,182**
TOTAL — CARS, TRUCKS	**114,042**	**114,011**	**1,136,309**	**1,171,838**

LEGAL BRIEFS

Would-be Ill. Lexus dealer can't sue

A person who is not an auto dealer cannot sue a distributor under the Illinois auto franchise law, according to the U.S. District Court for the Northern District of Illinois. The case is Knauz vs. Toyota Motor Sales U.S.A.

Henry W. Knauz, who applied to become a Lexus dealer, received a letter of intent from Toyota on April 29, 1988. But it was predicated on a number of conditions, including submission of a detailed set of building plans. Knauz said he met the building plan condition, but Toyota disagreed and rescinded its letter of intent on Aug. 15, 1988.

Knauz sued Toyota, alleging breach of contract and violation of the state auto franchise law.

Judge John A. Nordberg dismissed the franchise law count. He said the law "protects an existing dealership" but "forecloses the claim of a dealer who has applied for, but has not been granted, a new franchise."

— Helen Kahn

Montreal exporter out duels Chrysler

OTTAWA — Canada's Competition Tribunal has ordered Chrysler Canada to resume auto parts sales to a Montreal exporter.

The decision supporting Richard Brunet is seen as a precedent that will help small, independent marketers in their dealings with suppliers in all Canadian businesses, not just auto parts.

Brunet started an auto parts export business in 1976. He began to obtain parts from Chrysler Canada the following year. He then sold them in South America and Europe. In 1986, Chrysler told Brunet that all exports would be handled by Chrysler Corp. in the United States, and that if he wanted parts, he had to get them through the corporation.

Brunet said that meant increased prices and shipping problems. He tried to buy the parts directly from Chrysler stores in Canada, and that caused Chrysler Canada to send out a bulletin warning its dealers against that, he said.

Brunet's business dropped precipitously, and he took his case to the Competition Tribunal.

In ruling in Brunet's favor, the federal bureau noted that Chrysler may have had legitimate reasons for doing what it did, but that was not enough.

"There was no warning that he might be cut off, and there was no face-to-face meeting to discuss the situation," the tribunal said. "Brunet has been substantially affected by the denial of supplies. Losses of $200,000 in sales and $30,000 in gross profits constitute a substantial effect for a small business such as Brunet's."

Said Wayne Critchley, a senior official with the bureau, "This shows that the Competition Act provides protection for small businesses in this situation."

— Alex Law

Jury sides with GM in Chevette radio fire

A jury in Baltimore has absolved General Motors of liability in a federal court case involving an electrical fire in a 1982 Chevette.

Henry Danilowicz bought the Chevette from Alamo Auto Leasing, where it had accumulated 36,000 miles; he added 33,000 miles. When he sued GM, the Chevette was 4½ years old and had been driven nearly 70,000 miles.

The GM radio had been removed and replaced with a used eight-track tape player/radio, and the radio fuse had been changed from 10 to 20 amperes. When the instrument panel fire occurred, Danilowicz stopped the car but suffered an angina attack for which he was hospitalized.

He claimed the fire aggravated his heart condition, causing a second heart attack and more angina attacks.

The plaintiff's expert witness claimed the fire was caused by a manufacturing problem. GM's expert blamed the fire on the installation of the aftermarket radio.

— Helen Kahn

Chrysler, supplier cleared in fatal car fire

READING, Pa. — A jury has decided that Chrysler Corp. and United Technologies Automotive are not responsible for a fire in a police car that claimed the life of a Manheim, Pa., policeman.

After hearing nearly three weeks of technical testimony, the U.S. District Court jury concluded that a high-low headlight-beam-selector switch was not to blame for the death of Sgt. Delbert R. Flowers Jr.

Flowers' widow, Nancy, brought the product-liability suit, alleging that the headlight selector switch sparked the fatal blaze because it was defectively designed by United Technologies Automotive.

Nancy Flowers' attorney, Robert A. Longo, said she is considering an appeal, which would have to be filed by mid-November.

Sgt. Flowers, a nine-year member of the Manheim police force, died in the back seat of a 1982 Dodge Diplomat when the fire filled it with a lethal gas. The fire occurred Nov. 9, 1984.

Attorneys for the corporations successfully argued that the switch in question, with some 14 million in use since June 1978, was not defectively designed.

A witness speaking for Chrysler blamed the fatal fire on a short circuit that he said was caused by the improper installation of a wire after the car left the factory.

— The Associated Press

GM asks court to overturn award

HELENA, Mont. — An attorney for General Motors has asked the Montana Supreme Court to toss out a $1.3 million damage award against the automaker for a 1983 accident that left a man paralyzed.

Richard Bowman, a Minneapolis lawyer for GM, told the court a new trial should be granted because important information was kept from the jury during the original trial last year. Lawyer Dennis Conner, representing Andrew Krueger of Great Falls, contended the award should stand because GM manufactured a defective and dangerous product without warning consumers.

Krueger, 31, was injured in February 1983 while working under a 1976 Chevrolet four-wheel-drive pickup truck. When he removed the driveshaft to the front axle, the truck rolled over him. Krueger suffered a broken neck and is paralyzed from the chest down. Bowman argued before the court that the award would have been less had the jury been told that Krueger had a shorter-than-normal life expectancy because of drug abuse.

"There's every evidence that this individual was a habitual risk-taker," he said. He noted that Krueger was arrested three times in Texas for possession of marijuana in 1978-79, and was arrested in Great Falls in March 1988 for cocaine distribution. Such habits were detrimental to Krueger's health, Bowman said, and should have been known to the jury before it awarded damages based on Krueger's life expectancy.

Bowman also said the jury was improperly prevented from hearing testimony of GM expert Richard Keefer, who had tested several late-model, four-wheel-drive vehicles with the same type of transmission that was on the Chevy pickup. The tests showed that all the vehicles would roll when the front driveshaft is removed, Bowman said, showing that the allegedly unsafe design is still being used.

Prevented from proving that the transmission design in 1976 is no different or more unsafe than one used on 1988 vehicles, the company was hamstrung in presenting its case. Krueger assumed the risk when he removed the driveshaft without first applying the emergency brake or blocking the truck's wheels, Bowman said. Krueger was familiar with such vehicle repairs and should have known the danger, he said.

But Conner said Krueger is not to blame for his accident. "Andrew Krueger did not know the truck would roll," Conner said. "If he would have actually known of that danger, then he could be said to have assumed that risk." He criticized GM for raising the drug-use issue, saying it was done only to rouse prejudice against Krueger in the eyes of the court. He said the automaker never offered proof of a link between drug use and a shorter life for Krueger.

— The Associated Press

Former dealer sentenced on 3 used-car counts

Joseph L. Sperino, a former dealer who once sold BMWs and Mercedes-Benz cars from Prestige Motors in St. Louis, has been given a two-year suspended prison sentence on each of three counts of misrepresenting prices, consignment fees and warranties on used cars.

Sperino is now on supervised probation. The 1988 case dealt with incidents in 1986 and 1988.

A parallel civil suit charged Sperino with odometer fraud, repair fraud and falsely claiming affiliation with Boulevard Motors, an authorized Mercedes dealership. In a settlement, Sperino was barred from selling cars in Missouri and was fined $25,000. Of that, $20,000 was awarded to consumers who bought 19 vehicles from Sperino.

— Helen Kahn

Chrysler ad agencies restructure

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The marketing shake-up at Chrysler Motors has had a ripple effect for at least two of its advertising agencies which have restructured their own operations.

There is no indication yet that advertising spending or creative content will change as a result of the reorganization.

Campbell-Mithun-Esty Advertising/Detroit, which handles Chrysler's Jeep-Eagle Division account, last week restructured its management team and pink-slipped 12 "lower level" staff members and one supervisor partly as a result of Chrysler restructuring its marketing organization.

Ross Roy Communications, which does marketing programs for Chrysler, started reorganizing its operations two months ago with Chrysler's $1 billion cost-cutting program — among other things — in mind.

On the other hand, BBDO Worldwide, which handles Chrysler's Dodge account, said it has no plans to make any staff changes based on the automaker's reorganization.

Bozell, Jabobs, Kenyon and Eckhart of Birmingham, Mich., which handles Chrysler and Plymouth brand advertising, declined comment last week, but is considered likely to restructure.

The $20 million coporate advertising account handled by Bozell could be in jeopardy.

Advertising Age reported Chrysler officials have solicited corporate account ideas from BBDO and Campbell-Mithun-Esty, although there is no formal agency review in process.

Advertising Age said the expected 1991 retirement of Chrysler Corp. Chairman Lee Iacocca — the corporate ad spokesman — may be one reason the automaker is open to new ideas.

The trade paper said competitors may consider the Chrysler corporate account vulnerable because "Ronald DeLuca, Bozell's vice chairman and longtime confidante of Iacocca, has curtailed his day-to-day agency activities."

At Campbell-Mithun-Esty, Thomas Bernarden becomes senior vice president, management director, Jeep-Eagle Group and David Van Peursem was promoted to the newly created position of executive vice president, director of business development.

Bernardin was formerly management director of the Jeep Group and Van Peursem had been management director of the Eagle Group.

Under the restructured plan, Bernardin will direct all Jeep and Eagle domestic and international marketing functions including account services, media, collateral and research.

Van Peursem is now in charge of new business development and future planning strategies for the agency and clients.

According to Campbell-Mithun-Esty spokeswoman Eileen Wunderlich, the agency quadrupled its staff after Chrysler acquired American Motors two years ago. The 13 layoffs reduced the staff to 277.

"It's a very small percentage of the staff," she said.

"It's unfortunate, but it is the nature of remaining competitive."

Ross Roy Communications began its reorganization in September when it reduced its creative department to three work groups: Chrysler/Plymouth and Jeep Eagle Group; Dodge/Dodge Truck and Alfa Romeo Group and Consumer Promotions Group. Previously, there were five groups.

Earlier this month, former creative director Michael Labiak, was named director of creative services in charge of the streamlined creative groups.

Two months ago, Michael Webster was named management supervisor in charge of corporate and dealer merchandising for the new car divisions.

Campbell-Mithun-Esty's Wunderlich said her firm does not expect any changes in billings.

Richard Ward, Ross Roy's executive vice president and general manager, said "at this point we have not seen any reductions in billings, but I don't know what Chrysler's plans are." Wunderlich and Ward agree that the restructuring is a way to operate more effectively and efficiently.

Ross Roy's reorganization also involved a staff reduction, mostly through attrition.

"I don't know the total number — less than 10," Ward said.

Ross Roy Communications has 300 employees. It is a division of Ross Roy Inc., an advertising agency in Bloomfield Hills, Mich.

However, it's business as usual at BBDO Worldwide in Southfield, Mich., said William Kelly, president and chief executive officer.

"They're (Chrysler) going back to the system they had five years ago — more streamline," said Kelly. "We didn't change terribly much when they changed to the brand management system; we don't have any plans to change terribly much now."

While Bruce Andrews, senior vice president and assistant general manager at Bozell, Jacobs, Kenyon and Eckhart, refused comment, sources in the automotive advertising community expects the firm to follow Campbell-Mithun-Esty and Ross Roy's leads and make some staff changes.

IMPORT DAYS' SUPPLIES

	Nov. 1, 1989	Oct. 1, 1989	Nov. 1, 1988
Chevrolet	114	65	165
Chrysler Motors	106	73	146
Acura	52	39	34
Daihatsu	65	67	79
Honda	30	31	16
Isuzu	113	95	188
Lexus	30	16	—
Mazda	64	46	59
Mitsubishi	123	99	123
Nissan	99	77	126
Subaru	91	71	51
Suzuki	170	203	—
Toyota	49	37	19
JAPAN	69	55	57
Audi	94	70	115
BMW	60	80	65
Mercedes-Benz	27	37	38
Mercury	22	104	68
Porsche	90	91	93
VW	91	127	97
GERMANY	68	83	77
Alfa Romeo	114	140	156
Ford	103	84	144
Hyundai	41	49	67
Jaguar	34	35	30
Peugeot	90	90	95
Pontiac	108	43	83
Eagle/Chrysler	139	217	224
Saab	61	69	69
Sterling	73	70	89
Volvo	57	50	53
Yugo	120	108	140
Other Countries	62	60	86
Total Import Cars	68	59	65
Geo Tracker	192	148	—
Isuzu	81	95	109
Mazda	54	48	72
Mitsubishi	95	82	99
Nissan*	60	65	58
Range Rover	27	34	28
Suzuki	104	105	258
Toyota	49	48	24
Dodge	100	116	135
Total Imp. Trucks	69	71	70
Total Imp. Vehicles	68	61	66

*Includes domestic trucks

DOMESTIC DAYS' SUPPLIES

	Nov. 1, 1989	Oct. 1, 1989	Nov. 1, 1988
Talon	75	89	—
Premier	132	75	111
Total Eagle	105	79	111
Horizon	69	22	73
Laser	128	92	—
Sundance	59	38	58
Reliant	56	58	37
Acclaim	66	77	—
Caravelle	—	—	69
Gran Fury	—	—	43
Total Plymouth	69	52	52
LeBaron K	—	—	51
LeBaron J	99	102	76
LeBaron GTS	130	139	90
Fifth Avenue (rwd)	105	77	129
Fifth Avenue (fwd)	102	138	—
New Yorker C	97	73	67
New Yorker E	—	—	97
Total Chrysler	100	100	78
Omni	59	25	80
Shadow	50	37	52
Daytona	121	102	77
Aries	53	54	34
Lancer	142	146	110
Spirit	73	93	—
Diplomat	—	—	56
Dynasty	49	59	50
Dodge 600	—	—	68
Total Dodge	66	63	55
CHRYSLER MTRS.	75	67	62
Escort	105	61	71
Mustang	100	75	71
Tempo	51	82	50
Taurus	51	45	65
Thunderbird	71	76	83
Probe	112	100	43
Crown Victoria	75	52	56
Total Ford Div.	75	66	63
Lynx/Tracer	74	71	131
Topaz	86	69	59
Sable	72	59	78
Cougar	97	60	56
Grand Marquis	63	38	36
Total Mercury	78	57	66
Continental	66	62	41
Lincoln	47	49	50
Mark VII	81	57	84
Total Lincoln	56	53	52
Total L-M Division	71	56	61
FORD MOTOR CO.	74	63	62
Skyhawk	65	37	96
Somerset/Skylark	90	65	93
Century	97	50	72
Regal	163	71	124
LeSabre	74	39	73
Reatta	68	81	140
Electra	105	56	74
Riviera	101	45	59
Total Buick	97	52	86
Cimarron	—	—	63
Allante	103	75	158
Seville	80	66	67
DeVille	74	46	43
Brougham	71	55	71
Eldorado	94	49	84
Total Cadillac	76	48	55
Geo Prizm/Nova	117	125	109
Cavalier	66	51	64
Camaro	124	76	100
Celebrity	88	34	76
Corsica/Beretta	117	79	105
Lumina/Monte Carlo	67	81	69
Caprice	83	44	74
Corvette	109	46	90
Total Chevrolet	88	67	84
Firenza	—	—	90
Calais	89	60	100
Cutlass Ciera	66	19	48
Cutlass Supreme	140	84	97
Olds 88	98	44	72
Olds 98	88	55	62
Toronado	89	63	76
Total Oldsmobile	96	44	72
Fiero	—	—	72
Sunbird	41	58	38
Firebird	136	78	89
Grand Am	72	62	50
Pontiac 6000	67	67	74
Grand Prix	141	92	94
Bonneville H	85	58	83
Paris./Safari	48	27	87
Total Pontiac	79	68	67
GENERAL MTRS.	88	58	76
HONDA	32	32	16
MAZDA	99	63	46
MITSUBISHI	55	42	—
NISSAN	102	108	73
TOYOTA*	35	34	17
DOM. TOTAL	77	59	66
Subcompact	60	54	48
Compact	62	57	49
Intermediate	86	64	78
Standard	78	49	63
Speciality	95	54	96

*Estimate

INVENTORY

FROM PAGE 2

Mitsubishi and Yugo also were over 100 days.

Among the Big 3, GM's total domestic and captive import stockpile climbed 9.91 percent, to 812,643, on Nov. 1, for an 88-day supply. On Oct. 1, GM had a 58-day supply of unsold cars.

Combined car stocks for Ford Motor Co. rose 6.37 percent above Oct. 1 to 472,900, equal to a 75-day supply. Last month, Ford had a 64-day supply.

Chrysler Motors started November with 251,380 unsold U.S.-built and imported cars in stock, a 79-day supply, up from 68 days last month.

Except for Honda, all the Japanese carmakers with transplant operations here had higher combined car inventories and days' supplies on Nov. 1.

Honda was able to maintain a 31-day supply, although its combined car stocks rose 13.85 percent to 66,379. In October, Toyota's combined car stocks grew 22.38 percent to 101,371, a 45-day supply. That was up from last month's 37 days.

Nissan's combined car stocks rose 5.34 percent to 149,055, equal to a hefty 99-day supply, in spite of a 47.44 percent year-to-year sales gain last month.

Combined U.S.-built and import car stocks for Mazda rose 23.93 percent to 49,456, a 68-day supply.

Tokyo show draws record 1.9 million

TOKYO — The 28th Tokyo auto show drew a record 1,924,200 persons. The last Tokyo show, in 1987, attracted 1.29 million, and the old record was 1.5 million in 1969.

Some 330 domestic and foreign companies took part in the show, held Oct. 26-Nov. 6 at the new Makuhari Messe convention center.

This year's auto show in Frankfurt, West Germany, drew 1.3 million.

RETIRE

FROM PAGE 3

president for brand development and is in charge of "identifying customer wants and needs to ensure that Chrysler's product development meets those customer requirements," said the automaker in a prepared statement.

Cappy and Damoose will continue to report to Bennett E. Bidwell, Chrysler Motors chairman.

Campana, a Yale University graduate and former new-car dealer, spent 15 years in various sales and marketing managerial postions at Ford before joining Chrysler in July 1979. His title was director of marketing plans.

Credited with bolstering Chrysler's truck operations during the lean years, Campana's retirement marks the end of a decade on the fast-track with the company. He was promoted several times during his tenure:

- October 1980, director, marketing plans and programs;
- July 1981, general manager, truck operations;
- October 1982, vice president, marketing;
- August 1987, vice president, Chrysler-Plymouth marketing
- January 1988, vice president, Chrysler-Plymouth Division.

Calling the automobile industry a "cyclical business," Campana said he believes Chrysler is doing what it has to do to remain viable in a constantly changing, highly competitive market.

"We have to prepare for different times in the automobile industry," said Campana. "It's a cyclical business. Over the past several years, we've enjoyed an unbelievable time of good market conditions. Right now we are facing a time when there is great overcapacity in this country.

"That capacity has to be adjusted to demand. In that process, we have to be a lot more efficient in the way we run our business. I think Chrysler, in terms of restructuring, is doing all the right things, and they are doing it at a time when they are planning ahead of the need to do it as opposed to waiting."

CONGRESS

FROM PAGE 3

as executive vice president, in charge of sales and marketing and public affairs. In 1985 he was named vice chairman of Chrysler Corp., overseeing Washington affairs, personnel and organization, public affairs and corporate planning and marketing strategies.

Bidwell was instrumental in Chrysler's purchase of American Motors.

He was named vice chairman of Chrysler Motors in 1987, responsible for automotive sales and service activities, and marketing for all passenger cars and trucks.

He was named chairman of Chrysler Motors Corp. in November 1988.

Bidwell

Tonkin

Ron Tonkin owns several dealerships in Portland, Ore., ranging from Ferrari and Lotus to Dodge, Chevrolet and Suzuki.

During his nine months as president of NADA, the outspoken Tonkin has been one of the most visible NADA presidents in history. He has blasted automakers on issues like fleet subsidies, rebates and mandatory advertising associations. He inspired the creation of the Rough Riders, a group of 1,500 dealers dedicated to pushing the dealers' agenda.

His administration has been highlighted by a whistle-stop tour of major U.S. cities where he spoke to the media on the plight of dealers. He has called dealers "an endangered species."

Tonkin and the NADA recently called on dealers to reduce their inventories to a 15-30 day supply to lower operating costs.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$750	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$750**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Ford Motor Co. (1989 models)						
Ford cars	$500-$1,000	6.9	8.9	9.9	10.9	None
Ford trucks*	$500-$1,250	6.9	8.9	9.9	10.9	None
Lincoln	$1,000-$1,500					None
Mercury	$600-$1,500	6.9	8.9	9.9	10.9	None
Merkur	$3,000-$4,000					None
*-Ford truck finance incentive applies only to Ranger, Bronco and Bronco II.						
Ford Motor Co. (1990 models)						
Ford cars	**$500-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Ranger, Bronco, Bronco II, Econoline	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Mercury Topaz, Cougar, Sable	**$600**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
*-Ford truck finance incentive applies only to Ranger, Bronco and Bronco II.						
General Motors (1989 models)						
Chevrolet cars	$400-$1,000	6.9	8.9	9.9	10.9	None
Chevrolet trucks	$500-$1,250	6.9	8.9	9.9	10.9	None
GMC	$500-$1,250	6.9	8.9	9.9	10.9	None
Oldsmobile	$200-$2,500*	6.9	8.9	9.9	10.9	None
Pontiac	$600-$1,000	6.9	8.9	9.9	10.9	None
*-Based on option package selected						
General Motors (1990 models)						
Buick	**$200-$1,000***	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Chevrolet cars	**$750-$800 on Corsica, Beretta, Lumina, Prizm****	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Chevrolet trucks	**$1,000-$1,250 on S-10 pickup, Blazer**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
GMC	**$1,000-$1,250 on S-15 pickup, Blazer; $750 on full-sized Jimmy and Suburban**	**6.9**	**8.9**	**9.9**	**10.9**	**Jan. 4**
Oldsmobile	**$200-$1,000***	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Pontiac	**$800-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
*-Based on option package selected **-$1,400 on Prizm for import owners						
Audi 80 and 100 (1990 models)			5.9	6.9	7.9	Nov. 30
Hyundai Excel (1988-89 models)	$500-$1,000					Jan. 3
Nissan Stanza (1989)	$1,500-$2,000			7.9	9.9	Dec. 4
Sterling (1989)	$3,500-$5,000					Dec. 31
Subaru Justy ('89)	$500-$1,000*					Jan. 3
*-Rebates go to the customer in some regions and to the dealer in other regions.						
Volkswagen (1989 models)	$500-$4,000	2.9	6.9	7.9	9.9	Nov. 30

Ford, Olds, VW adjust rebates

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co., Oldsmobile and Volkswagen have adjusted their incentive programs.

Ford increased customer rebates on the 1989 and 1990 Escort to $700 from $600 and on the 1990 Probe GT to $1,000 from $800.

The automaker added 1989 and 1990 Mustangs equipped with 2.3-liter engines and automatic transmissions to the program with a $500 cash rebate.

The rebate on the 1989 Econoline E150 dropped from $1,250 to $500, and a $500 rebate has been placed on the 1990 Econoline E150.

In lieu of cash rebates, customers may choose special finance rates. No expiration date was given for the customer incentives.

The $1,000 dealer incentive on the 1989 and 1990 Taurus SHO has been extended to Jan. 9. Based on quotas, dealers will receive $200 to $500 on 1989 and 1990 regular Taurus, Thunderbird, Tempo, Escort, Aerostar and F-Series trucks. The program expires Jan. 9.

Ford also offers dealers $200 to $400 on 1989 and 1990 Festiva, based on quotas. The program expires Dec. 31.

On the 1989 Ranger, quota-based incentives range from $250 to $750. Dealers can earn $250 on 1990 Ranger and 1989 and 1990 Bronco II. Those programs expire Nov. 27.

Oldsmobile added the Cutlass Supreme four-door to its "Option Bonus Program" that offers customers $200 to $1,000. The program, which runs indefinitely, is offered with alternative financing.

VW raised the customer incentive on its 1989 Vanagon Camper to $4,000 from $3,000 and extended incentives until Nov. 30. Alternative financing is also offered.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Ford Motor Co. (1989 models)		
Ford Festiva	$200-$400, quota	Dec. 31
Escort, Tempo, Taurus Thunderbird	$200-$500, quota	Jan. 9
Taurus SHO	$1,000	Jan. 9
Ford Ranger	$250-$750, quota	Nov. 27
Bronco II	$250	Nov. 27
Aerostar, F Series	$200-$500	Jan. 9
Ford Motor Co. (1990 models)		
Ford Festiva	**$200-$400, quota**	**Dec. 31**
Escort, Tempo, Taurus, Thunderbird	**$200-$500, quota**	**Jan. 9**
Taurus SHO	**$1,000**	**Jan. 9**
Ford Ranger, Bronco II	**$250**	**Nov. 27**
Aerostar, F Series	**$200-$500, quota**	**Jan. 9**
General Motors (1990 models)		
Buick	**$1,000-$2,000 on Reatta, Riviera, Park Avenue Ultra**	**Nov. 30**
General Motors (1989-90 models)		
All Buick	**$200-$500, quota**	**Jan. 4**
Chevrolet Cars	**$200-$500, quota**	**Jan. 4**
Chevrolet Trucks*	**$200-$500, quota**	**Jan. 4**
GMC*	**$200-$500, quota**	**Jan. 4**
Oldsmobile	**$200-$500, quota**	**Jan. 4**
Pontiac	**$200-$500, quota**	**Jan. 4**
*Excluding S-10 pickup and Blazer and S-15 pickup and Jimmy		
Audi (1989 models)	$2,000-$3,500	Nov. 30
Hyundai (1989-90 models)	$300-$1,500	Jan. 3
Isuzu (1989 models)	$1,500, quota	Dec. 31
Nissan (1989 models) Axxess, trucks	$200-$2,000	Dec. 4
Peugeot (1989 models)	$1,000	Dec. 31
Subaru XT (1989 model)	$1,000-$3,000*	Jan. 3
*-Rebates go to the customer in some regions and to the dealer in other regions.		
Toyota Tercel, Celica (1989 models)	$300-$500	Dec. 4
Corolla, Camry (1989 models)	$500-$800, quota	Jan. 3
Corolla, Camry (1990 models)	**$100-$400, quota**	**Jan. 3**

FIRE

FROM PAGE 2

be affected. They noted that the industry's two primary suppliers of complete air-bag systems — TRW Inc. and Morton International — have begun sourcing limited quantities of sodium azide overseas. But both suppliers acknowledge that there is little excess sodium azide capacity in the world, and nowhere near enough to offset an extended shutdown at McMasterville, the world's largest producer of the substance.

"I think the situation is a little more serious than the carmakers are admitting," said an air-bag industry executive.

The TRW spokesman said the company's current supply of air-bag propellent will last through the end of this year. A Morton spokeswoman said Morton's supply will last "three to four months."

A one-month delay on air-bag deliveries to the industry during the next year could affect production of about 200,000 cars.

Federal rules now require passive restraints in all cars built after Sept. 1, 1989. Automakers have been meeting the standards by installing either air bags or automatic seat belts.

An NHTSA spokesman declined to say whether the agency is discussing a reprieve for carmakers if they are left without air bags.

TRW and Morton International were apparently under the initial impression that the latest fire would interrupt production only two to three weeks. But CIL, a subsidiary of Imperial Chemical Industries in the United Kingdom, has assembled a committee of chemical experts from Great Britain and the United States to investigate the situation. One source described it as "mystifying."

According to the CIL spokeswoman, production will be halted until the committee determines why the chemical is erupting and learns how to prevent it.

"They can't just stop producing the stuff," said Claude Gianino, a spokesman for TRW, which supplies about 50 percent of the air-bag market. "GM, Ford and Chrysler aren't going to shut down just because some British chemical company doesn't want to make a product any more. There will be cannons on their heads and lawsuits on their back if they don't move quickly on this thing."

At least four other fires and explosions have occurred in the past year at factories where sodium azide is blended and packed into metal canisters. The canisters are then inserted into modules, which are housed in the steering column of cars with driver-side air bags.

When a car's sensors signal a collision, an electrical impulse is relayed to the module, and the air bag inflates with nitrogen gas.

The factory mishaps apparently were caused by the presence of moisture on the water-sensitive material. The CIL spokeswoman said the company simply does not know what is causing the Quebec eruptions.

Approximately 3.3 million cars are scheduled to contain air bags this model year, up from about 480,000 in 1989. Chrysler Motors has made the biggest commitment this year. Air bags are standard equipment in virtually all of its U.S.-built cars. Ford Motor Co. has scheduled air bags for about one million cars, and General Motors has air bags on more than a dozen models.

After CIL's Oct. 8 supply interruption, TRW and Morton scrambled to source sodium azide from the world's only other manufacturers of the ingredient — one in West Germany and one in Japan. The Japanese source is already producing at capacity, and the European operation is not large enough to serve as a primary supplier.

The TRW spokesman said the company is paying "a premium price" for the replacement material, but said the cost is "acceptable for a temporary situation."

TRW and Morton are also negotiating to obtain the compound from new plants in India and South Africa, but those facilities have not yet begun production.

"Prudence would tell you not to have a single source on something that's this important," the TRW spokesman said.

Neither TRW nor Morton would speculate on what it will do if the McMasterville plant fails to resume production by year's end.

PRODUCTION

GM output of new vans is 19,252

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has produced an estimated 19,252 of its new 1990-model plastic-bodied minivans. Last week's scheduled output of the three minivans built at GM's Tarrytown, N.Y., plant was 2,043.

That total was divided this way: Chevrolet Lumina APV, 1,194; Pontiac Trans Sport, 539; and Oldsmobile Silhouette, 310.

Truckmakers built 315,534 units in October, 1.99 percent more than September's 309,388 but 11.34 percent below the year-ago mark.

Last week's scheduled truck build of 76,649 dipped 8.29 percent from the prior week's figure and 15.05 percent from the year-ago week.

Automakers built 620,406 cars in October, 7.77 percent more than the September total of 575,698 but 6.87 percent below the 666,199 built in October 1988.

Car assembly was targeted at 131,900 units last week, 8.47 percent below the prior week and 20.54 percent below the year-ago week.

Last week's estimated production was split as follows among the 10 car builders: General Motors, 40.99 percent; Ford Motor Co., 26.52 percent; Chrysler Motors, 13.21 percent; Honda of America Manufacturing, 5.50 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.39 percent; Toyota Motor Manufacturing U.S.A., 3.11 percent; New United Motor Manufacturing Inc., 2.87 percent; Diamond-Star Motors, 2.41 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.59 percent; and Subaru-Isuzu Automotive, 0.41 percent.

Subaru-Isuzu in Lafayette, Ind., was added to the Automotive News statistics last week.

GM idled its Flint, Mich., and Pontiac (Mich.) West plants because of sluggish sales.

GM plants in Fairfax, Kan.; and Wilmington, Del.; and its Pontiac Grand Am line at the Lansing, Mich., plant resumed output today after being idle because of slow sales.

Ford said it will reduce output at its truck plant in Louisville, Ky., by 20 percent beginning Jan. 15. About 300 to 350 workers will be laid off.

Canada cars up, but trucks slip

Canadian auto production in October totaled 93,259, 11.92 percent above September's 83,324 and 6.53 percent more than the year-ago month's 87,544.

Truck assembly last month of 79,979 slid 2.35 percent from September's 81,900 and dipped 5.49 percent from the October 1988 total of 84,629.

Hyundai Auto Canada was added to the Automotive News statistics last week.

Chrysler's Brampton, Ontario, plant reopened today after being idle for two weeks because of high inventories of the Jeep Wrangler.

U.S. CAR	Week Ended Nov. 11, 1989	Week Ended Nov. 12, 1988	Week Ended Nov. 4, 1989	Oct. Total	Jan. 1 to Nov. 11, 1989	Jan. 1 to Nov. 12, 1988
Horizon	1,100	2,082	1,125	4,895	29,596	70,511
Sundance	2,000	2,334	1,996	8,332	89,820	90,143
Reliant	0	2,178	0	0	0	79,711
Acclaim	3,100	773	3,372	12,932	112,589	1,818
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	483	0	0	0	18,505
Total Plymouth	6,200	7,850	6,493	26,159	231,985	269,953
LeBaron K	0	0	0	0	0	7,912
LeBaron J	0	2,611	0	5,486	85,779	73,822
LeBaron GTS	0	179	0	0	2,946	8,106
N. Yorker C-Class	900	2,244	835	3,839	69,838	92,473
Fifth Avenue	800	1,023	833	4,902	22,216	26,645
Imperial	600	0	458	1,492	2,561	0
Total Chrysler	2,300	6,057	2,126	15,719	183,340	210,958
Omni	1,200	2,052	1,249	5,486	31,624	69,423
Daytona	0	1,779	0	3,696	66,925	67,944
Shadow	2,600	2,063	2,422	9,792	89,263	88,974
Aries	0	2,506	0	0	0	78,809
Dodge 600	0	0	0	0	0	8,549
Dynasty	3,000	3,086	2,734	11,038	115,743	96,181
Lancer	0	214	0	0	1,528	7,978
Spirit	2,200	787	2,188	11,502	96,765	1,515
Diplomat	0	525	0	0	0	17,111
Total Dodge	9,000	13,012	8,593	41,514	401,848	436,484
CHRYSLER MOTORS	17,500	26,919	17,212	83,392	817,173	917,395
Escort	9,863	9,523	9,966	42,267	310,879	361,182
Mustang	0	3,457	3,714	16,239	171,966	176,918
Tempo	3,054	3,655	2,402	13,561	130,317	161,744
Taurus	7,348	8,460	8,120	35,455	316,353	346,675
Thunderbird	2,697	1,696	2,450	5,168	125,252	96,266
Total Ford Div.	22,962	26,793	26,652	112,890	1,054,787	1,142,785
Topaz	1,036	1,295	699	4,984	59,238	62,07[illegible]
Cougar	2,706	1,719	2,447	4,904	107,677	75,674
Sable	2,833	3,081	3,014	12,783	105,784	118,283
Total Mercury	6,575	6,095	6,160	22,671	272,599	256,032
Continental	1,675	1,535	1,467	6,810	56,988	46,075
Mark VII	557	766	484	2,246	18,474	24,128
Lincoln Town Car	3,354	2,305	2,942	13,599	109,074	109,241
Total Lincoln	5,586	4,606	4,893	22,655	184,536	179,444
Total L-M Division	12,161	10,701	11,053	45,326	457,235	435,476
FORD MOTOR CO	35,123	37,494	37,705	158,016	1,512,022	1,578,261
Skyhawk	0	1,170	0	0	6,913	23,400
Skylark/Somerset	1,920	1,767	1,962	8,456	57,540	45,498
Century	2,348	4,765	2,364	8,739	111,657	123,396
Riviera	588	633	587	2,433	17,703	9,831
Electra	1,585	2,544	1,966	7,293	70,284	77,599
LeSabre (fwd)	3,570	2,796	3,523	15,589	135,479	118,524
LeSabre (rwd)	263	226	262	1,005	6,798	8,697
Reatta	207	263	207	907	5,631	8,722
Total Buick	10,481	14,164	10,871	44,422	412,005	415,667
Cimarron	0	0	0	0	0	3,693
Eldorado	654	775	646	3,080	26,152	31,077
Seville	712	579	724	2,601	19,981	20,261
Brougham (rwd)	158	912	0	6,422	47,370	30,845
Deville (fwd)	3,680	4,776	3,638	17,870	161,414	137,632
Allante	75	75	75	330	2,767	1,819
Total Cadillac	5,279	7,117	5,083	30,303	257,684	225,327
Cavalier	7,320	7,790	8,248	35,676	319,039	314,203
Camaro	1,805	3,042	2,031	8,634	89,039	86,029
Celebrity	0	5,683	0	0	70,720	164,564
Corsica/Beretta	4,320	9,105	8,632	16,960	320,379	380,557
Caprice	1,700	3,963	1,266	9,007	147,838	182,842
Corvette	565	540	501	1,904	22,077	20,046
Total Chevrolet	16,310	30,143	20,678	72,181	969,092	1,148,241
Calais	1,680	2,987	1,725	7,400	78,509	101,903
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	1,908	1,322	1,912	5,916	75,447	29,451
Cutlass Supreme	4,030	3,468	4,080	17,612	103,589	126,441
Toronado	294	330	292	1,207	8,237	13,474
88 (fwd)	3,530	3,312	3,950	17,494	126,822	138,322
88 (rwd)	63	161	0	856	6,724	9,951
Olds 98	1,520	1,744	1,512	6,635	63,523	64,816
Total Oldsmobile	13,025	13,324	13,471	57,120	462,851	489,596
Sunbird	4,478	2,920	4,106	16,394	132,075	96,534
Grand Am	0	5,760	4,880	21,157	204,775	212,741
Firebird	1,445	2,021	1,173	5,596	50,880	57,475
Grand Prix	0	4,000	0	11,720	111,955	127,039
Pontiac 6000	1,530	2,381	1,509	5,014	70,022	81,314
Bonneville	1,744	2,976	2,127	8,445	82,883	105,968
Safari/Parisienne	0	101	0	0	2,691	6,750
Fiero	0	0	0	0	0	13,297
Total Pontiac	9,195	20,159	13,795	68,326	654,181	701,118
GENERAL MOTORS	54,290	84,907	63,898	272,332	2,755,813	2,979,951
DIAMOND-STAR	3,187	0	3,452	13,346	74,663	0
HONDA	7,290	7,529	7,482	30,079	320,794	323,844
Civic	2,530	2,572	3,135	14,778	119,155	96,107
Accord	4,760	4,957	4,347	15,301	201,639	227,737
MAZDA†	4,485	5,702	4,484	19,914	180,233	133,924
NISSAN	2,100	2,037	2,056	9,550	102,261	97,971
NUMMI	3,800	1,409	3,807	15,974	172,937	117,678
Corolla	1,700	1,409	1,753	7,024	70,748	47,108
Geo Prizm/Nova	2,100	0	2,054	8,950	102,191	70,567
SUBARU-ISUZU*	540	0	540	2,000	3,280	0
TOYOTA	4,125	0	4,000	17,783	127,814	0
VOLKSWAGEN	0	0	0	0	0	35,997
Golf/GTI	0	0	0	0	0	30,444
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	132,440	165,997	144,646	622,408	6,066,990	6,185,021
Total Cars, Canada	26,995	16,207	26,253	93,259	870,462	921,627
U.S., Canada Cars	159,435	182,204	170,898	715,685	6,937,452	7,106,648
U.S., Canada Cars and Trucks	252,404	292,207	271,300	795,644	11,385,804	11,526,289

Monthly estimates may contain errors of one or two units due to rounding.
†—Total includes 929, 626, and Ford Probe.

CANADIAN CAR	Week Ended Nov. 11, 1989	Week Ended Nov. 12, 1988	Week Ended Nov. 4, 1989	Oct. Total	Jan. 1 to Nov. 11, 1989	Jan. 1 to Nov. 12, 1988
Premier	1,275	1,277	1,291	1,559	30,848	52,686
CHRYSLER MOTORS	1,275	1,277	1,291	1,559	30,848	52,686
Tempo	1,440	2,320	1,338	10,219	111,940	151,345
Topaz	3,360	1,124	3,147	4,365	52,968	60,051
Crown Victoria	2,866	2,939	2,710	10,604	103,631	112,430
Grand Marquis	2,894	2,887	3,007	11,760	112,127	114,248
FORD MOTOR CO.	10,560	9,270	10,202	36,948	380,666	438,074
Celebrity	1,087	397	1,086	3,347	21,632	18,380
Cutlass Ciera	2,143	3,574	2,034	6,124	106,630	197,139
Lumina	7,192	0	6,506	26,885	154,074	0
Pontiac 6000	0	0	0	0	0	29,690
Regal	1,608	0	1,976	6,123	68,682	139,603
GENERAL MOTORS	12,030	3,971	11,602	42,479	350,998	384,812
HONDA	2,100	1,545	2,128	7,954	73,643	40,537
HYUNDAI*	300	0	300	1,290	12,680	0
TOYOTA	550	0	550	2,273	14,573	0
VOLVO	180	144	180	756	7,054	5,518
Total Cars, Canada	26,995	16,207	26,253	93,259	870,462	921,627

U.S. TRUCK	Week Ended Nov. 11, 1989	Week Ended Nov. 12, 1988	Week Ended Nov. 4, 1989	Oct. Total	Jan. 1 to Nov. 11, 1989	Jan. 1 to Nov. 12, 1988
Caravan	2,100	2,078	2,165	10,525	93,482	80,360
Dakota	2,400	2,235	1,918	4,011	81,939	94,931
Caravan C/V	100	238	86	452	5,854	10,813
Ram pickups	2,000	2,238	1,603	3,336	80,695	73,436
Total Dodge	6,600	6,789	5,772	18,324	261,970	259,540
Cherokee	4,200	4,604	4,171	14,114	187,462	162,626
Comanche	350	846	341	1,353	23,778	39,080
Grand Wagoneer	300	350	0	325	8,752	12,249
Wagoneer	150	202	191	617	7,015	9,566
Total Jeep	5,000	6,002	4,703	16,409	227,007	223,521
Voyager	1,900	1,888	2,003	10,061	87,382	74,706
Town & Country	25	0	30	153	3,057	0
Total C-P Div.	1,925	1,888	2,033	10,214	90,439	74,706
CHRYSLER MOTORS	13,525	14,679	12,508	44,947	579,416	554,221
Aerostar	3,218	4,042	4,862	18,249	194,429	180,679
Bronco	1,348	1,686	1,148	4,912	62,963	48,984
Bronco II	2,774	2,706	2,584	10,312	103,657	105,740
Econoline	2,087	5,481	3,751	17,245	190,984	210,102
Mediums/Heavies	1,295	1,311	1,309	3,033	51,185	57,416
Light trucks	9,979	10,618	10,957	46,595	458,914	430,771
Ranger	6,060	6,232	6,235	27,991	274,473	283,517
Total Ford Div.	26,761	32,076	30,846	128,337	1,334,585	1,317,209
FORD MOTOR CO.	26,761	32,076	30,846	128,337	1,334,585	1,317,209
Astro	2,939	4,261	3,195	13,397	142,383	155,302
Blazer	468	529	311	1,264	23,409	23,198
Lumina APV*	1,194	0	1,190	3,944	12,500	0
Mediums/Heavies	322	444	296	889	6,568	17,554
P-Model	761	897	0	1,540	25,957	36,834
Pickups	7,653	8,132	7,506	34,036	352,314	321,008
S-10	1,856	6,012	5,554	8,944	209,782	267,282
S-10 Blazer	3,032	4,437	3,102	6,838	154,556	149,326
Sportsvan/Van	1,771	2,246	1,788	8,029	84,118	84,324
Suburban	1,016	1,408	150	3,169	63,828	62,025
Total Chevrolet	21,012	28,366	23,092	82,050	1,065,279	1,116,853
Jimmy	234	167	396	402	7,512	6,764
Mediums/Heavies	568	507	548	1,602	11,556	31,739
P-Model	119	123	0	199	3,520	4,618
Pickups	2,237	2,651	2,477	10,284	106,829	98,627
S-15	465	1,294	1,210	1,064	50,858	61,276
S-15 Jimmy	1,288	1,152	1,379	2,140	45,165	42,079
Safari	1,121	976	939	3,533	38,593	39,770
Suburban	1,091	675	1,965	1,831	28,868	27,503
Vandura/Rally Vans	689	675	673	2,918	26,165	30,052
Total GMC	7,812	8,220	9,587	23,973	319,066	342,428
Olds Silhouette*	310	0	300	990	2,315	0
Pontiac Trans Sport*	539	0	530	1,974	4,437	0
GENERAL MOTORS	29,673	36,586	33,509	108,987	1,386,024	1,459,281
NAVISTAR	0	1,733	0	5,954	67,185	75,528
NISSAN	2,700	2,399	2,724	10,229	105,814	81,410
SUBARU-ISUZU*	540	0	540	1,900	3,280	0
AM GENERAL*	450	450	450	1,980	19,890	20,160
MISCELLANEOUS*	3,000	2,300	3,000	13,200	126,600	103,040
Total Trucks, U.S.	76,649	90,223	83,577	315,534	3,622,794	3,610,849

CANADIAN TRUCK	Week Ended Nov. 11, 1989	Week Ended Nov. 12, 1988	Week Ended Nov. 4, 1989	Oct. Total	Jan. 1 to Nov. 11, 1989	Jan. 1 to Nov. 12, 1988
Caravan	2,239	3,099	3,581	13,288	127,003	123,340
Caravan C/V	66	187	105	406	8,900	10,669
Ram Wagon	307	500	0	1,819	21,970	23,119
Ram Van	1,001	1,448	0	7,269	62,062	63,077
Total Dodge	3,613	5,234	3,686	22,782	219,935	220,205
Voyager	1,663	2,386	2,638	10,920	108,921	110,982
Total Plymouth	1,663	2,386	2,638	10,920	108,921	110,982
Wrangler	0	1,304	0	1,240	63,513	44,911
Total Jeep	0	1,304	0	1,240	63,513	44,911
CHRYSLER MOTORS	5,276	8,924	6,324	34,942	392,369	376,098
FORD MTR. (lt. trks.)	3,648	3,586	3,506	14,115	142,636	141,646
Light trucks	3,789	3,383	3,670	15,661	141,856	135,392
Vans	1,460	1,503	1,618	6,125	52,899	52,424
Total Chevrolet	5,249	4,886	5,288	21,786	194,555	187,816
Light trucks	1,457	1,507	1,305	6,204	62,759	66,931
Vans	490	800	402	2,166	23,686	26,103
Total GMC	1,947	2,107	1,707	8,370	86,445	93,034
GENERAL MOTORS	7,196	6,993	6,995	30,156	281,000	280,850
NAVISTAR	200	275	0	766	9,553	10,198
Total Trks., Canada	16,320	19,780	16,825	79,979	825,558	808,792
U.S., Canada Trks.	92,969	110,003	100,402	395,513	4,448,352	4,419,641

*—Estimated
Miscellaneous includes estimates for Isuzu, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Automotive News

November 20, 1989

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CZ710-3

Car loans lengthen in slack market

Some lenders give 84-month terms

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

New-car loans and leases as long as 84 months, which started in Florida, are spreading to other parts of the country. The move is fueled by regional competition between lenders, steeper new-car prices and a slack sales climate.

At least three years ago, several major lenders in Florida offered 66-month terms in response to the marketplace.

And two years ago, trendsetting Florida banks began to specialize in 72- and 84-month luxury car loans on amounts over $15,000.

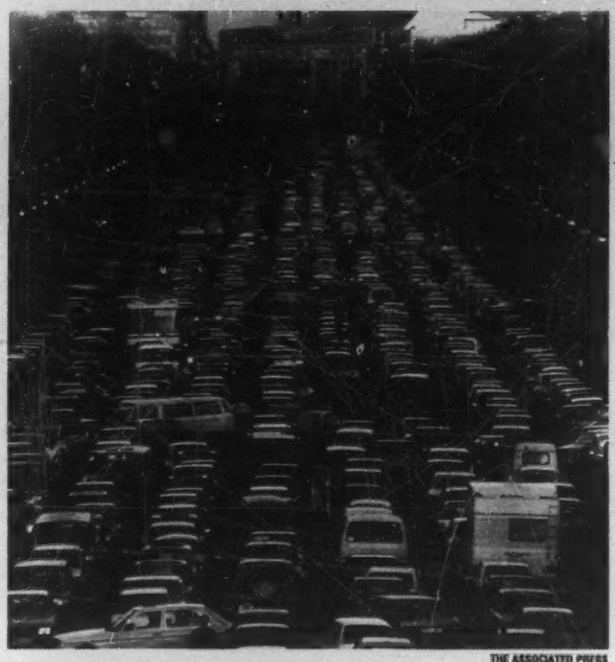
Banks in Kentucky, Indiana, New York Maryland and California told Automotive News that they have followed suit to stay competitive. Banks have 44.1 percent of outstanding auto paper, and finance companies hold 30.5 percent, according to the Federal Reserve Board.

The 66-month-plus terms are an extension of a longtime trend. Twenty years ago, the average finance company auto loan tracked by the Fed was just over 36 months. A decade later, it was 43.7 months. By the end of 1988, the average maturity was 56.2 months.

But extended term financing means car owners are out of the market longer. Most people trade in or sell a new car after 30 to 40 months, according to bankers and finance firm executives.

An owner of an average-priced new car with a 60-month loan has to make 51 monthly payments to

see LOANS, page 37



THE ASSOCIATED PRESS

A flood of East German cars mingles with Western vehicles near the Brandenburg Gate in West Berlin.

LOOKING EAST

Changes behind Iron Curtain may mean Western help for a stodgy auto industry

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — The dramatic political changes in Eastern Europe are pulling the Iron Curtain back on an auto industry badly in need of help.

Eastern European carmakers are looking westward, but changes may be slow in coming.

Hidebound auto concerns are still beset by meddling central planners, difficulties in adjusting to freer market conditions and a range of options so limited by lack of hard currency that makers are forced into curious management decisions and wild flip-flopping that can exasperate potential Western partners.

Some key cooperation discussions have failed in recent months and others appear to have stalled.

Enthusiasm for low-priced exports to North America — rampant

see EAST, page 36

Car sales fall 23%; GM topples furthest

New incentives anticipated

By Charles M. Thomas, Mary Connelly and Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTERS

The new-car sales slump is expected to trigger the next round of retail incentives this week.

Sales of U.S.-built cars dropped 23.08 percent in the first 10 days of November as consumers continued to hedge on spending. The 143,467 total was the lowest for any 10-day period since early January 1988.

Still, analysts aren't fretting. They expect sales to rise gradually in the weeks ahead.

General Motors' car sales dipped 29.11 percent against slides of 23.51 percent at Ford Motor Co. and 22.55 percent at Chrysler.

The Big 3 reported early November light-truck sales declines of 16.56 to 26.27 percent.

Pontiac last week notified its dealers that 1990 customer cash rebates or special low-finance-rate alternatives on 1990 models, and 1989-model dealer incentives will end Wednesday. Often, Pontiac is the bellwether for other GM divisions.

"An ending date for current programs was never announced," said a spokeswoman for Pontiac. "We will announce new programs Wednesday to keep our dealers competitive."

She said Pontiac will introduce some new incentive programs and some that are similar to existing programs.

Some analysts were surprised by the nosedive in sales, but they were quick to point out that the unusually high incentives in late summer stole sales from October and from November's first 10 days.

The result was that Big 3 car and light-truck sales in the opening 40 days of the 1990 model year were off nearly 17 percent from early 1989-model-year sales.

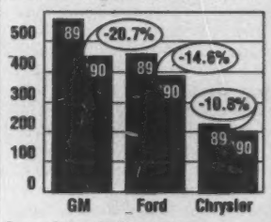
The slump in car sales and a slight dip in retail sales overall are signs of a weakening economy that could prod the Federal Reserve Board into lowering interest rates.

But it is doubtful if that alone would give car sales a jolt. A 1 percent decline in interest rates would mean a savings of only $60 annually on the financing of a $12,000 vehicle.

Meanwhile, automotive analyst Ronald Glantz of Montgomery Securities in San Francisco, places the blame for sagging auto sales squarely on GM.

40 days of trouble

Chart compares Big 3 unit sales for first 40 days of model years 1989 and 1990. Figures in thousands.



Source: Automotive News figures

AUTOMOTIVE NEWS / CHRISTINE BEEVER

"GM is responsible for 59 percent of the decline between the third quarter and Oct. 1 through Nov. 10," he said. "This is a payback for the third-quarter incentives."

Still, analysts expect domestic car and truck sales will balance out, averaging about a 6.5 million annual rate for the fourth quarter. That compares to a 7.9 million rate in the third quarter and a 7.4 million rate in the fourth quarter last year. On a calendar-year basis through October, U.S.-built cars were selling at a 7.3 million rate,

see SALES, page 37

Minivan planned off '94 Taurus platform

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Division will replace its rear-wheel-drive Aerostar minivan in the 1994 model year with a multipurpose vehicle based on the same platform as the next generation Taurus/Sable.

The vehicle, code named WIN88, will give Ford an entry into the booming front-wheel-drive minivan market now dominated by Chrysler Motors. General Motors introduced three fwd minivans this fall and Mazda's MPV has been a hot seller since its fall 1988 debut.

The WIN88 is expected to be more carlike than the Aerostar. Its styling, according to those close to the project, is similar to the Nissan/Mercury fwd minivan that will be built at Ford's Avon Lake, Ohio, truck plant beginning in the second quarter of 1992. But sources said the next generation Aerostar will be larger than the Nissan/Mercury minivan and will meet car safety standards.

Sources said the WIN88 was part of the PN38 flexible truck platform program but was switched to the next generation Taurus platform when PN38 was dismantled. PN38 was to provide the basis for all of Ford's truck platforms in the 1990s. Ford Automotive Group President Philip Benton told Automotive News in August that the PN38 has been modified due to cost and expected industry sales in the future.

Ford supplier sources said the replacement for the Aerostar will be built in Oakville, Ontario. The plant currently builds Ford Tempo and Mercury Topaz. The next generation Tempo/Topaz, code named CDW27, will be built in St. Louis. The Kansas City, Mo., plant, which also builds Tempo/Topaz, will become a truck plant under this plan.

Ford Division dealers have been anxious to have a fwd minivan since the Nissan/Mercury minivan project was announced last year. But divisional executives said a Ford Division version was not feasible because of limited capacity at Ford's Avon Lake, Ohio, plant.

The next-generation Econoline full-sized van, code named VN58, will debut in the 1992 model year and will be built alongside the Nissan/Mercury minivan at Avon Lake. The next Econoline will also be rwd. Like its predecessor, the VN58 will go through the final assembly process at Ford's Lorain, Ohio, assembly plant.

Talk from the Top

Exclusive interviews with six industry influentials in the special section following Page 20.

Lee Iacocca, Chrysler: "It's going to be a difficult year."

Roger Smith, GM: "We can have 15 million total vehicle sales next year."

Harold Poling, Ford: "We'll see a decline next year."

Ron Tonkin, NADA: "We'd be very fortunate to maintain a 14.5 million total sales year."

Owen Bieber, UAW: "We're going into a tough set of negotiations."

Samuel Skinner, DOT: "We have to make sure we don't over-regulate."

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Air-bag problems?
Al Slechter, Chrysler Motors' technical affairs director, said the automaker is investigating complaints that its air bags cause hand burns and facial abrasions when they inflate. Page 3.

Chrysler investigates air-bag face scuff and hand burns

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Chrysler Motors is investigating complaints that its air bags cause hand burns and facial abrasions when they inflate.

Chrysler first learned of the problems in September, when passive restraints became mandatory in U.S. cars, said Al Slechter, federal technical affairs director for the automaker.

The facial abrasions, similar to a rug burn, can result from the force of the air bag striking the driver's face.

The hand burns have occurred when gases from the inflated air bag are vented onto the steering wheel and the driver's hands. At least one driver has suffered second-degree burns.

Chrysler may redesign the vents that allow hot gases to escape from the air bag, Slechter said.

"The (facial) abrasion is impossible to test for in the laboratory, Slechter said. "You're using a dummy and the 'skin' doesn't relate to human skin.

"It slaps some people in face, but it is not a thermal burn. There is no way in our design where hot gases from the bag could get to the face of the driver," Slecther said.

Safety experts at General Motors, Ford Motor Co. and Mercedes-Benz of North America acknowledged that their air bags have caused facial abrasions. But they said the skin irritations are a necessary trade-off for the potential life-saving benefits of air bags.

"It is a natural consequence of the bag, minor when you consider the alternative," a Mercedes spokesman said.

Injuries to the hands have been more severe than those to the face. As the driver makes contact with the inlated air bag, gas is forced out of the bag through a vent.

Vent locations vary by manufacturer. Slechter said the vents Chrysler uses are identical to those used by Mercedes-Benz, on the back side of the bag, facing the front of the car.

"It was our best guess to put the vents at the three and nine o'clock position to minimize the burning," Slechter said.

Slechter said GM vents are also at three and nine o'clock, and Ford's are at four and 10 o'clock.

A Mercedes spokesman said its current air bags have vents at two, four, eight and 10 o'clock.

Chrysler is considering moving one of the vents to a 12 o'clock position and may eliminate the other, Slechter said.

Even if the vents are relocated, it may be impossible to eliminate air-bag injuries, he said.

"We're concerned to the extent that we want to further optimize

see AIR BAGS, page 33

Damoose gets tough at Chrysler

By Arlena Sawyers and Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTERS

HIGHLAND PARK, Mich. — When the going gets tough, John B. Damoose gets tougher.

Declining car sales, fierce competition and a predicted recession are making times tough for the auto industry. So Chrysler Motors is taking tough measures.

Two weeks ago, Chrysler named Damoose, 43, the vice president of brand marketing in charge of customer-oriented marketing programs and maintaining brand identification in the marketplace. He was formerly Dodge car and truck division vice president.

A self-described "perfectionist to a fault," Damoose has a style of hands-on management and teamwork that involves every level of Chrysler's marketing department, its agencies and its dealers.

"I'm participative. I have a fairly healthy disregard for structure," said Damoose. "I work with the people at all levels of the organization, not because it's a modern, contemporary thing to do, but because that's my personality.

"I lead by example. I believe in teamwork wholeheartedly, with every fiber in my body. I believe you generate that by working right with the people who are doing the jobs."

Damoose is considered an aggressive, take-charge manager by his peers. He is credited with increasing sales and restoring dealer and customer confidence at Audi of America when it was faced with reports that its cars accelerated unexpectedly.

AUTOMOTIVE NEWS/JOE WILKSEN

Chrysler's John Damoose: "I lead by example. I believe in teamwork."

His latest appointment is a continuation of a fast-track career that started almost 20 years ago and spanned three automobile companies and one government agency.

Armed with a bachelor's degree in economics from the University of Michigan and a master's degree from Columbia University, Damoose went to work in the CIA's Office of Strategic Plans and Operations 1971. Two years later, he began his automotive career at Ford Motor Co. on Lincoln-Mercury's sales and marketing staff.

By 1981, Damoose was appointed marketing strategy manager at Ford North American auto-

see DAMOOSE, page 35

Computer valvetrain may hike power, mpg

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

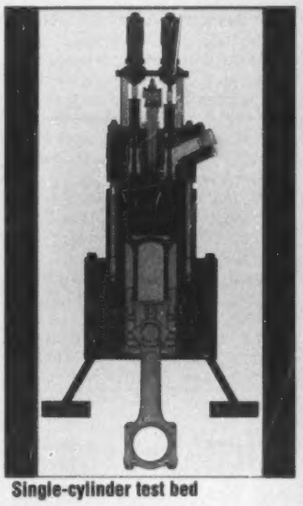
WASHINGTON — The auto industry is developing computer-controlled valvetrain systems that promise to deliver a combination of better performance, emissions control and fuel economy in a smaller engine package.

While this technology by itself may not allow automakers to comply with future rules governing fuel consumption and pollution, it could make a significant contribution by the second half of the 1990s. Development engineers predict the systems will provide a 10 percent improvement in fuel efficiency over engines now on the market and at least a 12 percent power boost.

Automakers could be testing the systems as early as next year. Yet a number of technological questions — including durability — need to be answered before mass production can take place.

Many of the systems under development do not use traditional camshafts to drive the valves but instead rely on electric, hydraulic or pneumatic actuators to control each valve individually.

see VALVE, page 33



Single-cylinder test bed

No bed of roses for Ford's new team

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

The four executives who will assume control of Ford Motor Co. on March 1 as the reconstituted office of the chief executive will face some of the toughest challenges that the company has faced since the early 1980s.

Despite its impressive market share gains and string of product home runs since 1985, Ford is grappling with huge cost overruns and delays on its new products and intense competition that has forced it to invest heavily into new technology. It also faces the challenge of successfully globalizing its automotive operations and wringing out new efficiencies.

Company insiders and industry analysts say the four members of Ford's new office of the chief executive — Harold "Red" Poling, Philip Benton, Allan Gilmour and Stanley Seneker — will be put to the test.

Poling, 64, now the company's vice chairman and chief operating officer, will take over as chairman and chief executive officer on March 1 replacing Donald Petersen, 63, who announced Nov. 10 that he will retire early.

Benton, 60, now president of the Ford automotive group, will become president and chief operating officer of Ford Motor Co. Gilmour, 55, now executive vice president of corporate staffs, will succeed Benton as head of the Ford automotive group. Seneker 58, will continue as executive vice president and chief financial officer.

Company insiders and automotive analysts say the profitability of Ford's domestic business will be under pressure the next three years. While Ford's non-U.S. automotive profits continue to soar, Ford's North American automotive operations lost $37 million in the third quarter of 1989 due to heavy

see FORD, page 35

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World Congress slates Bruce, Bieber, Curry, Bowler

DETROIT — William Bruce, vice president and general manager of Nissan Motor Corp. in U.S.A.'s Infiniti Division; Brian Bowler, president and chief executive officer at Porsche Cars North America; Jerry Curry, NHTSA administrator designate; and UAW President Owen Bieber will speak at the 1990 Automotive News World Congress.

Register for World Congress, Page E23

The 14th Automotive News World Congress, held in conjunction with the North American International Auto Show, will be held Sunday through Wednesday, Jan. 7-10, at the Westin Hotel in Detroit and is expected to draw industry leaders from around the world.

Bruce

Bowler

Curry

Bieber

Speakers are experts and executives from the manufacturing, supplier and dealer sectors of the automotive industry.

Bruce joined Nissan in 1982 as manager of national sales administration and manager of dealer planning and placement.

In 1983 he was named sales manager for the Norfolk region, and in 1985 he returned to California to become Los Angeles regional sales manager.

He remained in that position until January 1987, when he was appointed director of business planning. Later that year he was named general manager of Infiniti.

Prior to joining Nissan, he spent 13 years in sales and marketing with Ford Motor Co.

Bowler began his automotive career in 1967 at Volkswagen in Great Britain. After several promotions, he was named director of management services for dealer business and networking in 1972.

VW appointed him to its board of directors in 1973, and three years later he was promoted to director of sales and marketing for Audi and VW.

After a 34-year career in the U.S. Army, Curry retired in 1984 with the rank of major general. His military assignments included: commanding general of the Fifth Corps in West Germany; deputy assistant secretary of defense for public affairs; and commanding general of the U.S. Army Test and Evaluation command and White Sands missile range.

After retiring from the Army, Curry served as president of the National Perspective Institute, a public policy organization; president of the Freedom Council, a non-profit organization to encourage patriotism; and vice president of plans and programs for Systems Management American Corp.

Bieber joined the UAW in 1948 when he went to work at McInerney Spring and Wire Co. in Grand

see CONGRESS, page 35

OCTOBER TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1989	TOTAL 1988
CHRYSLER-PLYMOUTH	MO	12,867						12,867	16,575
	YR	155,402						155,402	177,550
DODGE	MO	44,638						44,638	40,334
	YR	462,482						462,482	470,538
JEEP	MO	18,578						18,578	22,435
	YR	214,237						214,237	209,114
TOYOTA	MO	17,189						17,189	18,160
	YR	190,404						190,404	210,043
NISSAN	MO	9,583						9,583	11,332
	YR	128,987						128,987	142,980
MAZDA	MO	5,861						5,861	6,122
	YR	68,635						68,635	81,136
ISUZU	MO	10,438						10,438	8,311
	YR	83,356						83,356	73,480
MITSUBISHI	MO	2,664						2,664	3,411
	YR	31,035						31,035	36,877
SUZUKI	MO	2,211						2,211	1,493
	YR	21,998						21,998	52,010
RANGE ROVER	MO	292						292	287
	YR	3,854						3,854	2,814
FORD	MO	103,694	1,641		614	3,089	907	109,945	121,823
	YR	1,179,641	20,949		8,652	28,485	12,353	1,250,080	1,292,752
FREIGHTLINER	MO						1,536	1,536	2,748
	YR						20,068	20,068	19,914
CHEVROLET	MO	88,466		16	721	633		89,836	116,495
	YR	1,126,037		201	5,738	7,254		1,141,230	1,135,207
GMC	MO	24,419		258	373	1,100		26,150	30,674
	YR	303,479		3,608	4,689	10,818		322,594	326,324
OLDSMOBILE	MO	310						310	
	YR	310						310	
PONTIAC	MO	859						859	
	YR	859						859	
KENWORTH	MO					36	1,858	1,894	1,494
	YR					337	15,308	15,645	14,072
MACK	MO				166	220	1,391	1,777	2,313
	YR				1,583	2,103	16,558	20,244	21,582
MERCEDES-BENZ	MO				50	104		154	214
	YR				691	1,044		1,735	2,537
NAVISTAR	MO		106	24	1,376	3,654	3,468	8,628	9,227
	YR		213	133	10,647	27,896	29,807	68,696	72,618
PETERBILT	MO					36	1,455	1,491	1,598
	YR					432	13,844	14,276	13,564
VOLVO/GM HEAVY	MO					73	1,613	1,686	1,666
	YR					824	13,761	14,585	13,893
HINO	MO	22		21	20	40		103	252
	YR	220		394	427	785		1,826	1,799
NISSAN DIESEL	MO	49		57	48	36		190	153
	YR	471		636	348	515		1,970	1,709
ISUZU TRUCK	MO	489	50	28	56	83		706	495
	YR	4,478	525	199	632	589		6,423	5,460
MITSUBISHI FUSO	MO	211		79	32	54		376	230
	YR	1,414		568	288	514		2,784	2,380
SCANIA	MO						9	9	10
	YR						101	101	132
IVECO TRUCKS	MO	130	34	14	26			204	447
	YR	1,151	417	224	146			1,938	2,340
WESTERN STAR	MO						106	106	108
	YR						1,206	1,206	1,216
OTHER DOMESTICS	MO				23		48	71	88
	YR				179	116	-664	959	765
GRAND TOTAL	MO	342,970	1,831	497	3,505	9,158	12,391	370,352	418,495
	YR	3,980,450	22,104	5,963	34,020	81,712	123,670	4,247,919	4,384,816
1988 YR to DATE		4,104,960	17,913	6,853	45,733	87,515	121,842		

NOTE: 1988 YTD includes 10 Subaru Brats; Class 1-3 sales data reported by individual manufacturers; Class 4-8 reported by Motor Vehicle Manufacturers Assoc.

The Freightliner/Heil Advanced Concept Truck was the center of attention at the SAE Truck and Bus Meeting and Exposition.

Concept truck is plea for higher weight rules

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

CHARLOTTE, N.C. — Freightliner Corp., along with a consortium made up of Heil Co., Shell Oil Co., Rohm & Haas and Michelin Tire Co., built the perfect centerpiece for the SAE Truck and Bus Meeting and Exposition here.

The objective in creating the Freightliner/Heil Advanced Concept Truck was to create a showcase for current safety, productivity, aerodynamic, emissions and suspension technology.

Although safety and compatibility with the environment are high priorities for all truckmakers, the way that increased productivity is provided by this rolling leviathan is controversial.

The new tanker is designed to haul several tons more payload than federal standards allow. The Freightliner/Heil Advanced Concept Truck unit has a gross combination weight of 88,000 pounds. That means it can handle up to 10,200 gallons of gasoline — 1,200 gallons more than now permitted.

"The Advanced Concept Truck is a tool to persuade regulators to revise weight limits and bridge formulas to accommodate this improved vehicle concept," said Peter Wolsdorf, Freightliner senior vice president of engineering and technology.

Highway experts agree that higher axle loads increase pavement wear and especially rutting with the growing use of high-pressure tires that have a smaller contact patch.

The consortium said that despite its higher payload, the truck does less damage to highways and bridges because of three engineering tweaks:

- Lower-pressure Michelin radial tires.
- Individual axle loads are kept at or below federal limits.
- A low-rate (soft-ride) air-suspension system.

Those modifications are said to cushion dynamic-load impacts on pavement and bridge surfaces to minimize damage.

Some of the important safety features built into the truck-tractor combination include devices that enhance driver vision and electronic detection of other vehicles in what are normally big-truck blind spots.

A fiber-optic viewing device, developed by Poly Optical Products, lets the driver see the right front side of the tractor. The system's display, mounted in the cab's overhead console, shows a live picture similar to what would be provided by a videocamera.

A proximity warning system has been fitted to the tractor and the trailer. Dual infrared and ultrasonic sensors on the tractor's left and right side fairings and on the rear of the trailer detect objects within 10 feet of the truck. The driver is informed by a dash-mounted color-coded display and digital read-out alert. The small port window in the passenger's door also features a wide-angle Fresnel lens.

Improving the truck's ability to resist rollover was achieved primarily by lowering the center of gravity 11 inches and by using wider track axles — 102 inches compared with 96 inches.

The Heil tanker has structural changes that should help to make it more spill resistant. Sidewalls of the tank are 20 percent thicker than those on current production models. A special venting system prevents the release of small amounts of cargo liquid during a rollover. And deep side skirting provides additional impact protection.

Electronics play a part in providing additional safety and security. Freightliner's electronic control system monitors the anti-lock braking system, traction control, engine temperature and other vehicle systems.

Early in 1990, the Freightliner/Heil Advanced Concept Truck will undergo four months of tests on instrumented tracks to verify and analyze performance.

Mack completes T200 series

ALLENTOWN, Pa. — Mack Trucks has introduced two lightweight, heavy-duty transmissions to complete its conversion to a full line of T200 series transmission designs.

The new 13-speed T2130 and 18-speed T2180 are geared to all heavy-duty on- or off-road truck applications that require the flexibility of multiple-speed configurations.

They complement Mack's current selection of 5-, 6-, 7-, 8-, 9- and 10-speed T200 models. Both new transmissions have a "range and splitter" design. They feature an overall range of 19.59:1, with torque capacity ratings of 1,700 pounds-feet.

The 13-speed T2130 has a low gear ratio of 13.91:1 and an overgear ratio of 0.71:1, with gear steps of 18 percent in the top gears and 40 percent in the low gears.

The new 18-speed T2180 has the same low gear and overgear ratios as the T2130, with the addition of five intermediate low gears.

The average gear step through all 18 gears on the T2180 is 18 percent.

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Auto News Classifieds Get Results

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AUCTION DATES

Chrysler Motors

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Nov. 22 — Southwest Auto Auction, Chandler, Ariz.; Northway Exchange, Clifton Park, N.Y.; A.D.E. of Birmingham, Moody, Ala.; and Butler Auto Auction, Gibsonia, Pa.

Nov. 28 — Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Hatfield Auto Auction, Hatfield, Pa.; Nashville Auto Auction, Nashville, Tenn.; South Seattle Auto Auction, Kent, Wash.; Golden Gate Auto Auction, Fremont, Calif.; and Dallas Auto Auction, Grand Prairie, Texas

Nov. 29 — Columbus Fair Auto Auction, Obetz, Ohio; Denver Auto Auction, Aurora, Colo.; and Minneapolis Auto Auction, Plymouth, Minn.

Nov. 30 — Indianapolis Auto Auction, Indianapolis; Big Sky Auto Auction, Billings, Mont.; Fredericksburg Auto Auction, Fredericksburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Utah Auto Auction, West Bountiful, Utah; Amarillo Auto Auction, Amarillo, Texas; and Southern States Vehicle Auction of Atlanta, Newman, Ga.

Ford Motor Co.

Nov. 21 — A.D.E. of Birmingham, Moody, Ala.; Ohio Auto Auction, Grove City, Ohio; Bay Cities Auto Auction, Hayward, Calif.; and South Seattle Auto Auction, Kent, Wash.

Nov. 22 — Concord Auto Auction, Acton, Mass.; Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Fort Worth Auto Auction, Fort Worth, Texas; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Nov. 28 — Greater Chicago Auto Auction, Chicago, and Newburgh Auto Auction, Newburgh, N.Y.

Nov. 29 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Texas Hobby Auto Auction, Houston; and Southern California Auto Auction, Fontana, Calif.

Nov. 30 — Greensboro Auto Auction, Greensboro, N.C.; Interstate Auto Auction, Mercer, Pa.; Southwest Auto Auction, Chandler, Ariz.; and St. Louis Auto Auction, Bridgeton, Mo.

General Motors

Nov. 21 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and Fresno Auto Dealers Auction, Fresno, Calif.

Nov. 22 — Atlanta Auto Auction, Atlanta; Puget Auto Auction, Auburn, Wash.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; and Omaha Auto Auction, Omaha.

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Nov. 29 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Statesville Auto Auction, Statesville, N.C.

Toyota

Nov. 28 — South Seattle Auto Auction, Kent, Wash., and Greater Chicago Auto Auction, Chicago

Nov. 29 — Aptco Auto Auction, Taylor, Mich., and Greater Tampa Bay Auto Auction, Tampa, Fla.

Model-year breakdown

Used car sales, auction averages

Year	1st half Sept.	1st half Oct.	1st half Nov.
1989	$10,724	$9,788	$9,635
1988	7,490	7,143	7,050
1987	5,808	5,677	5,678
1986	5,010	4,879	4,731
1985	4,091	3,984	3,930
1984	3,145	3,025	3,077
1983	2,382	2,373	2,360
1982	1,897	1,838	1,904
Overall Average	$5,563	$5,322	$5,231

Source: NADA Official Used Car Guide

Borg-Warner settles Muncie plant strike

DETROIT — Borg-Warner has settled a strike by UAW Local 287 that lasted nearly two months at its Muncie, Ind., plant. The strike threatened the supply of manual transmissions and four-wheel-drive transfer cases for General Motors and Ford Motor Co. cars and light trucks.

Borg-Warner settled the strike Oct. 28-29 when workers voted to accept a three-year contract running through Sept. 6, 1992, which resolved the key issue of health insurance. Workers agreed to a managed health care plan that includes second and third physician opinions on major medical issues. The Muncie plant had been on

Peugeot adds features, holds most '90 models until spring

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Peugeot adds passive seat belts to its 1990 lineup. The cars have some other new features and a new mix of optional and standard equipment.

One new model for 1990, the 405 Sportswagon, was introduced in August. Peugeot is holding back the 1990 versions of its carryover models until spring because of an oversupply of 1989s.

INTRO 1990

The 405 Sportswagon followed last year's U.S. introduction of three 405 sedans — the basic 405-DL, the better-appointed 405-S and the sporty 405-Mi16.

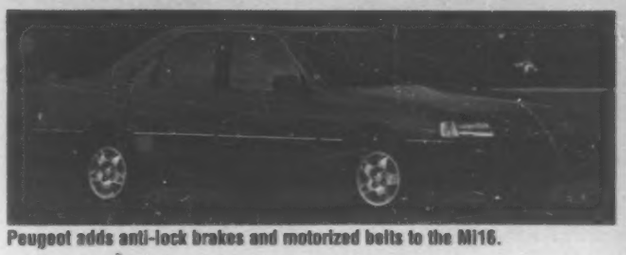
Peugeot Motors of America, based in Lyndhurst, N.J., also sells 505-series sedans and wagons, which were cosmetically freshened last year.

Peugeot is holding the line on pricing for models that are basically unchanged for 1990. Price hikes on other models range from just under 2 percent to about 6 percent.

On the 405-DL, Peugeot added a six-speaker stereo/cassette player with power antenna, motorized passive seat belts and a folding rear armrest with access to the trunk. Suggested retail price for the 405-DL is up about 6 percent, to $15,390.

The 405-S, which already had motorized seat belts, stays at $17,700.

Peugeot added anti-lock brakes and motorized belts to the Mi16. The sticker price rose about 6 percent, to $20,700.



Peugeot adds anti-lock brakes and motorized belts to the Mi16.

The 505 models get non-motorized passive belts.

The 505-S 2.2i sedan and the 505-S V-6 sedan each have a four-speed automatic transmission with lock-up torque converter for 1990. The automatic transmission had been a $650 option. The price of the 505-S V-6 sedan was hiked about 5 percent, to $21,435. The 505-S 2.2i is $19,945, about 3 percent above last year.

The 505-STX V-6 sedan, which had such standard features as anti-lock brakes and leather interior, has been dropped for 1990.

For 505 wagons, the 505-DL has risen about 6 percent, to $18,590. Increases have been held to about two percent or less on the eight-passenger 505-SW8 2.2i, $20,400; the 505 Turbo, $25,940; and the eight-passenger 505-SW8 Turbo, $26,100.

PEUGEOT FOR 1990

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
405 DL	105.1	177.7	67.6	55.4	2,460	1.9-liter I-4	fwd	4-dr.
405 DL	105.1	175.1	67.5	56.0	2,635	1.9-liter I-4	fwd	wagon
505 S 2.2i	108.0	191.4	67.7	57.0	2,998	2.2-liter I-4	rwd	4-dr.
505 DL/SW8	114.2	194.5	67.7	60.1	3,230	2.2-liter I-4	rwd	wagon

Transplant bite plays a part as import sales dip

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Imported-car sales fell 7.80 percent in October, as troubles continued for European importers and as Japanese manufacturers transferred more production to U.S. plants.

European imports declined 8.69 percent for the month compared to year-ago volume. Through October, they were down 12.31 percent.

Japanese import sales fell 5.29 percent last month and 2.52 percent for 10 months.

After about 10 weeks of sales, Toyota's Lexus Division had sold 7,970 cars, passing the 10-month totals of some European makes, such as Sterling and Peugeot.

October sales declined for two of its European rivals, BMW and Mercedes Benz.

BMW sales were off 13.91 percent, while sales of the flagship 7 series dropped 26.78 percent.

Mercedes-Benz sales declined 10.45 percent last month.

Among European volume leaders, Volvo posted its second month of declining sales, down 4.74 percent, after 11 consecutive months of improving numbers.

Volkswagen sales were off 10.14 percent for the month and 6.92 percent for the year.

Meanwhile, the rise in transplant capacity continued to affect sales of Japanese imports.

Imports of cars like the Toyota Corolla and Camry declined while more were produced in the United States.

Toyota's import sales were off 28.18 percent for the month. Toyota's 10-month import sales were 17.32 percent below last year's, but the company's combined sales were ahead of last year's.

SIZE CLASS SHARES
Domestic and Import
October 1989

	Total Sales	Pct. of Total
SUBCOMPACT	184,468	24.67
COMPACT	206,098	27.56
INTERMEDIATE	246,383	32.95
STANDARD	69,154	11.92
SPECIALITY	21,636	2.90
TOTAL	747,737	100.00

IMPORT CAR SALES BY MODEL

	Oct. 1989	Oct. 1988	10 Mos., 1989	10 Mos., 1988
ACURA	10,865	10,101	121,572	108,333
Integra	5,294	3,933	66,331	49,736
Legend	5,571	6,168	55,241	58,597
ALFA ROMEO	151	222	2,644	3,885
Milano	51	119	1,002	1,958
Spider	100	103	1,642	1,927
AUDI	2,114	1,947	17,984	20,282
4000	8	10	103	556
5000	37	190	341	7,107
80	366	450	3,830	5,097
90	309	581	3,933	5,353
V8 Quattro	134	0	626	0
Coupe Quattro	56	0	268	0
100/200	1,005	524	7,145	1,611
100/200 Quattro	199	182	1,738	558
BMW	5,391	6,262	55,278	59,548
3-Series	2,545	2,785	27,193	30,491
5-Series	1,759	1,895	18,568	14,076
635 CSi	99	141	1,323	1,612
7-Series	886	1,210	8,715	11,013
M3	87	102	868	1,453
M5	10	79	285	404
M6	5	50	346	499
CHEVROLET/GEO	7,258	6,852	98,811	101,316
Geo Storm/Spectrum	4,432	3,209	53,687	60,359
Geo Metro/Sprint	2,826	3,643	45,124	40,957
CHRYSLER MOTORS	9,117	10,191	90,361	110,043
Colt	6,018	5,592	51,226	69,705
Conquest	225	691	4,747	8,863
Medallion	83	1,571	3,819	12,731
Summit	1,292	704	17,308	1,979
Vista	1,096	1,633	11,509	16,765
TC	413	0	1,752	0
DAIHATSU	1,512	1,017	12,381	9,583
FORD Festiva	5,123	4,799	61,106	58,265
HONDA	24,538	23,972	209,965	211,893
Civic/CRX	5,029	5,096	52,793	84,856
Accord	17,163	13,032	117,896	84,057
Prelude	2,346	5,844	39,276	42,980
HYUNDAI	14,663	16,232	180,705	225,198
Excel	11,543	16,232	136,069	225,198
Sonata	3,120	0	24,636	0
ISUZU	604	1,539	15,167	21,399
I-Mark	539	1,257	10,805	14,655
Impulse	65	282	4,362	6,744
JAGUAR	1,507	1,849	15,389	16,762
XJ6	1,252	1,440	11,885	12,716
XJS	255	409	3,504	4,046
LEXUS	3,416	0	7,970	0
ES 250	1,001	0	2,116	0
LS 400	2,415	0	5,854	0
MASERATI	20	42	240	691
MAZDA	16,780	16,405	188,060	190,928
323	3,127	6,967	56,439	78,364
Protege	2,343	0	4,685	0
626	2,863	5,124	46,178	57,298
MX-6	26	13	2,165	7,527
Miata	3,145	0	16,670	0
929	1,348	1,849	18,783	22,473
RX-7	991	1,455	14,567	24,155
MPV	2,939	987	30,573	1,111
MERCEDES BENZ	5,974	6,671	62,304	70,576
190	1,096	791	12,003	14,530
300E 2.6/260E	437	405	4,292	5,572
300	1,996	1,876	18,602	17,949
300 SE	375	596	5,446	3,914
300SDL Turbo	0	1	2	90
300SEL	240	210	3,227	4,217
420SEL	777	712	6,054	7,136
560SEL	457	580	4,168	4,594
560SL	372	1,168	6,552	10,165
560SEC	144	158	1,291	1,314
Tourist	80	264	867	1,095
MERKUR	926	1,928	7,246	13,700
XR4Ti	158	858	3,853	4,914
Scorpio	768	1,070	3,393	8,786
MITSUBISHI	6,705	4,827	65,016	60,000
Starion	45	124	682	2,766
Cordia	17	229	382	5,349
Tredia	0	4	12	470
Mirage	3,432	790	20,148	10,541
Galant	2,546	1,536	27,663	11,137
Sigma	149	329	149	6,141
Precis	394	1,405	14,320	17,838
Van/Wagon	122	410	1,660	5,758
NISSAN	30,712	20,803	352,064	295,818
Sentra	7,687	5,832	104,942	115,260
Pulsar	950	1,752	21,235	40,083
Stanza	3,150	3,377	37,472	40,508
Axxess	1,063	0	7,186	0
Maxima	9,503	3,929	93,754	56,649
240SX/200SX	4,931	3,224	60,552	21,752
300ZX	2,275	1,300	22,876	17,340
Hawaii	1,153	1,389	4,047	4,226
PEUGEOT	426	582	5,188	5,676
PONTIAC LeMans	1,351	6,039	42,605	52,094
PORSCHE	688	1,033	8,020	13,493
924S	4	54	112	2,108
944	65	293	1,143	3,157
944S	91	50	442	422
944 Turbo	52	136	665	1,539
911 Coupe/Carrera 4/2	281	216	2,146	2,626
911 Turbo	32	73	1,006	918
911 Cabriolet/Speedster	84	101	1,808	1,556
928S	79	110	698	1,167
SAAB	2,357	2,843	28,627	32,702
900	439	485	5,740	5,632
900S	559	686	7,315	8,711
900 Turbo	684	684	7,683	7,938
9000S	223	328	2,380	3,031
9000 CD	197	0	2,635	0
9000 Turbo	243	643	2,621	6,682
Tourist	12	17	253	708
STERLING	510	600	5,054	8,093
SUBARU	8,747	15,194	119,922	131,614
Hatchback	112	329	2,481	4,671
3-Door	64	1,034	7,331	7,880
4-Door Sedan	238	4,031	26,975	27,973
Legacy	4,279	0	23,520	0
Loyale	1,038	0	9,716	0
XT/XT6	1,120	1,218	11,600	12,408
Station Wagon	107	6,672	19,652	56,513
Justy	1,789	1,910	18,647	22,169
SUZUKI	688	16	5,306	16
TOYOTA	41,508	57,797	418,046	505,625
Corolla	9,210	16,169	100,109	128,997
Tercel	8,530	11,318	82,433	82,121
Celica	5,407	5,096	47,808	56,034
Supra	781	1,486	12,982	16,568
Camry	9,345	19,580	112,840	176,690
Cressida	2,567	1,298	22,557	10,162
Land Cruiser	365	314	4,379	5,284
Van	406	399	3,962	4,525
4Runner SR 5	4,443	1,489	26,111	17,960
MR2	454	648	4,865	7,284
VOLKSWAGEN	11,355	12,637	116,012	124,637
Cabriolet	492	483	9,130	11,799
Corrado	316	0	826	0
Jetta	4,982	3,436	47,195	44,436
Golf/GTI	1,820	1,627	19,782	7,717
Vanagon	371	299	4,448	4,602
Quantum	12	230	920	2,638
Scirocco	8	314	862	3,241
Fox	3,354	6,268	32,849	50,204
VOLVO	7,607	8,080	88,504	84,769
240 Series	2,592	3,722	35,614	35,879
740 Series	3,476	3,631	39,776	36,100
760 Series	1,061	604	10,439	10,619
780	396	91	1,997	1,550
Tourist	172	32	678	611
YUGO	868	2,006	9,193	2,012
IMPORT TOTAL	223,571	242,486	2,390,739	2,585,041

Volkswagen has reported sales of U.S.-built Golf and GTI models as imports after June 30, 1988.

Compiled by Karen Dettkowski

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European sales climb resumes

October new-car deliveries rise 11% after September decline

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

WIESBADEN, West Germany — After a decline in September, West European new-car sales rebounded last month and remain on target for another record year.

Sales in October increased 11 percent to 1,116,000, according to industry estimates compiled by Automotive News.

Volume fell 3 percent the month before.

For the first 10 months, sales were up 4.5 percent to 11,526,300. Full-year sales in 17 Western European countries totaled a record 12.96 million units in 1988.

And there are signs of continuing optimism, even though a decline is widely forecast and long overdue.

"This year, we expect the European market will be approximately 13.4 million cars," said General Motors Europe President Robert Eaton. He addressed the International Symposium on Automotive Technology and Automation.

"We also expect to see the market continue to increase around 2.5-2.7 percent per year on a trend basis," Eaton said.

Sales in Europe's four major new-car markets increased during October — France by a whopping 20.8 percent because of a reduction in car taxes in September.

Volkswagen clung to first place as group sales — including VW, Audi and Seat brands — increased 11.1 percent for the month to 171,300.

Through the first 10 months, VW held 14.9 percent of the market with group sales of 1,712,400 units.

Second-place Fiat still expects to make a run for the sales leadership VW has claimed for the past four years.

The Italian giant, including the Fiat, Alfa Romeo, Lancia and Ferrari brands, rose 4.2 percent to 159,600 in October and was up 3.4 percent to 1,677,200 through 10 months.

Ten-month sales for third-place Peugeot S.A., including the Peugeot and Citroen brands, rose 5.2 percent over 1988 to 1,474,800, a 12.8 percent market share.

Ford followed at 11.8 percent on sales of 1,355,200 cars.

General Motors continued its surge in October. For 10 months, it climbed 10.2 percent to 1,286,300, the largest gain of any carmaker in Europe in 1989.

Buoyed by the strong French market in October, sixth-place Renault's 10-month sales were up 7.8 percent to 1,178,900.

Among national markets, West Germany was back on track in October after declining in September. The United Kingdom and Italian markets remained healthy.

EUROPEAN SALES

Manufacturer	10 Mos. 1989	1989 share*	10 mos. 1988	Volume Change '89 vs '88
VW-Audi-Seat	1,712,400	14.9	1,618,500	+ 5.8
Fiat Group**	1,677,200	14.6	1,621,700	+ 3.4
PSA***	1,474,800	12.8	1,402,100	+ 5.2
Ford	1,355,200	11.8	1,260,400	+ 7.5
General Motors****	1,286,300	11.2	1,167,400	+10.2
Renault	1,178,900	10.2	1,093,900	+ 7.8
Rover	364,400	3.2	394,500	– 7.6
Mercedes-Benz	362,000	3.1	381,300	– 5.0
Nissan	350,100	3.0	333,200	+ 5.1
BMW	328,800	2.9	305,100	+ 7.8
Toyota	295,300	2.6	306,000	– 3.5
Volvo	227,100	2.0	224,400	+ 1.2
Mazda	196,700	1.7	214,100	– 8.2
Mitsubishi	141,900	1.2	135,800	+ 4.5
Honda	118,500	1.0	122,700	– 3.4
Others	456,700	4.0	446,700	+ 2.2
Total	11,526,300	100.0	11,027,800	+ 4.5

*Doesn't add to 100 because of rounding
**Includes Alfa Romeo
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, GM-U.S. Canada

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	10 mos., 1989	Percent gain/loss
West Germany	2,401,700	+ 1.3
United Kingdom	2,070,800	+ 4.9
Italy	1,991,800	+ 7.6
France	1,904,200	+ 8.7
Spain	923,400	+ 4.5
Netherlands	455,700	+ 2.3
Belgium-Luxembourg	421,700	+ 3.3
Switzerland	291,500	+ 5.6
Sweden	253,400	– 9.7
Austria	243,900	+ 9.4
Portugal	159,800	– 5.9
Finland	156,500	+ 3.2
Ireland	72,000	+26.0
Denmark	66,900	–12.6
Greece	66,100	+39.3
Norway	45,300	–23.9
Total	11,526,300	+ 4.5

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EAST

FROM PAGE 1

in the East two years ago — has largely subsided. At best, exports to the United States of such new products as the Soviet Union's Lada Samara and Moskvich Aleko and Czechoslovakia's Skoda Favorit are on the back burner.

But reform could create new opportunities for Western carmakers. Change is expected to stimulate economic aid from Western governments.

Besides joint-venture prospects, Western European makers could get cheap supply sources closer than the Far East and access to newly opened domestic markets integrated with Western Europe.

"Labor rates are more favorable in Eastern Europe," said Peter Cope, of Britain's Motor Industry Research Unit. "It may be a (source) at the base of the market. A number of manufacturers would like to explore this possibility. But quality problems would tend to restrict volume."

Eastern Europe also offers opportunities for suppliers, engineering consultants and designers. Bertone styled the new Skoda. British consultants International Automotive Design and Ricardo and Italy's IDEA are involved in new Soviet projects. Porsche's Weissach consultancy remains active, developing new engines for Lada and the Soviet Union's Oka minicar and probably a new Skoda engine.

As Mikhail Gorbachev singled out Soviet auto factories for structural changes, many here predict reformers in Poland, Hungary and East Germany will focus on cars.

"It would be unwise to do something simply because some interesting things have emerged in the last four weeks," said a European industry executive last week. "The situation is too unstable. And in East Germany, even the opposition parties say they don't want ventures coming in with foreign majority ownership."

And priorities are hard to gauge. Though auto exports are a main source of hard currency in the Soviet Union, Laszlo Kallay of the Institute of Industrial Economics in Budapest, said that other industries may get more attention. The reason: for better or worse Soviet auto plants still grind out cars, while other industries verge on collapse.

Still, automakers badly need attention. Isolated from global recessions, oil crises and Western competition at home, even their newest models are based on hand-me-down technology.

But Eastern countries have too few resources to modernize their industries. Ford Motor Co.'s talks with the Soviets for production of the Scorpio in Gorki collapsed earlier this year because, sources say, Ford would have had to wait several years for reimbursement of a $5 billion dollar outlay.

Automotive News has learned that talks Mercedes-Benz held with the Soviet Union about selling tooling for the 190 have also broken down for financial reasons.

Big licensing arrangements are still taking place in the East, but not all agree it is the right solution.

Kallay said the deal to produce 50,000 Suzukis under license in Hungary would hurt the local auto industry. He said Suzuki would exact high royalties with low investments and lock the Hungarians into a dependence that would preclude integration with the Western European auto industry.

With reform, new competition among Eastern European nations may grow. Some doubt whether older auto industries in the Soviet Union and Czechoslovakia can hold their advantage if political upheaval quickens economic change in East Germany, Poland and Hungary.

East Germany, which produces the most outdated passenger cars in the world, could become competitive relatively quickly with West German help, said Cope.

East Germany's auto planners are concentrating on new engines derived from a licensing agreement with Volkswagen and have no firm plans to replace the Wartburg and the plastic-bodied Trabant. The suddenness of political change could jump-start the car industry there, but few think anything will happen quickly in Eastern Europe.

"It is not a question of politics, it is a question of economics," said Jindrich Nevrla, head of passenger cars at Skoda. "Everyone sees our needs. The question is how to pay for it."

"There will be no short-term direct effect," added Kallay, who recently co-authored the Economist Intelligence Unit's exhaustive study on the subject. Significant change, he said, will require at least one investment cycle.

Still, there are already signs of the impact of political changes. The new Polish government has reversed a decision made by the previous leadership last January to build a Fiat-designed minicar at both its auto plants instead of one as originally planned.

Retreating to the original decision is viewed by many as a rational move. But the sudden shifts in Poland — including bringing Daihatsu back into the bidding process after it had been beaten out by Fiat last year — has apparently irritated both competitors.

The Soviet Union began reforming its motor industry under Gorbachev in 1985, giving individual factories profit incentives and freeing them fron central planning.

Vadim E. Spirin, deputy chief of the technology department for the Soviet Ministry of Automobile and Agricultural Machine-Building, said the Soviet Union plans to increase auto production from 1.2 million cars to 2.3 million by the mid-1990s. The increase would be achieved primarily at a new plant in Jelabuga producing the Oka.

The Soviets' priority is a plan to turn out 900,000 cars annually at Jelabuga by the mid-1990s.

But the plans are still in flux. Spirin said an engineering faction backs a separate plan to produce only 600,000 at Jelabuga and another 300,000 in another city.

Fiat is known to be negotiating a deal to supply equipment for production of 300,000 Okas annually. VW, Suzuki and Mitsubishi also have talked to the Soviets about Oka production.

The Lada plant in Togliatti already is building a few units of a two-cylinder Oka.

Spirin said plant directors now report directly to auto industry minister Nicolai Pugin, who has been portrayed by many colleagues as a dynamic leader of Soviet auto industry restructuring since taking charge under Gorbachev. But Kallay said that while men like Pugin are zealous, their efforts are offset by bureaucracy.

Spirin said suppliers with output once managed in Moscow can now make their own deals — to the detriment of final assembly plants. "Suddenly the supplier factories are dictators," he said.

Czechoslovakia has Eastern Europe's best automaking heritage. Skoda was once an important European producer.

"The Czechs are maybe the ones to watch," said Cope. "They have quality problems, but are selling reasonably well in the West. They have the greatest tradition and history, but the country still has to go through the reform process."

Skoda introduced the Favorit subcompact in Western markets early this year. It will reach an important milestone next year by increasing production of its old rear-engine S-series model. Favorit production will rise from 100,000 to 180,000 as planned, Nevrla said.

But Skoda's top managers are unhappy with a decision just imposed by central planners. Czech sources say Skoda will not license engine technology from a Western or Japanese maker for the Favorit.

Instead, Automotive News has learned, Porsche will likely assist Skoda in the development of its own engine, which Skoda insiders say will take four years. Under a licensing agreement, the engine could have been ready in two years.

But Kallay said Eastern Europe must stop importing technology and trying to sell obsolete products. He said parts manufacturers in the vertically structured Eastern European auto industries cannot easily adopt to free market conditions.

East Europe car plants

Source: Automotive Industry Data and Economist Intelligence Unit

AUTOMOTIVE NEWS / CHRISTINE BEYER, CAROL A. GOSSMAN

EAST EUROPE CAR PLANTS

	Company/location	Principal products	Maximum capacity
1.	VAZ Togliatti, Soviet Union	Lada, Samara, Niva 4wd	800,000
2.	AZLK Moscow, Soviet Union	Moskvich, Aleko	180,000
3.	ZAZ Zaporozhe, Soviet Union	ZAZ968, Tavria	200,000
4.	GAZ Gorki, Soviet Union	Volga	100,000
5.	Jelabuga, Soviet Union	Oka (planned)	—
6.	FSO Warsaw, Poland	Polski Fiat, Fiat 126	100,000
7.	FSM Bielsko-Biala, Poland	Polonez	250,000
8.	AZNP Mlada Boleslav, Czechoslovakia	Skoda Favorit, Estelle, Rapid	180,000
9.	VEB Sachsenring Automobile Works Zwickau, East Germany	Trabant	140,000
10.	VEB Automobile Works Eisenach, East Germany	Wartburg	77,000
11.	Motor Car Enterprise Pitesti, Romania	Dacia	90,000
12.	Oltcit Craiova, Romania	Oltcit	150,000
13.	Zavodi Crvena Zastava Kragujevac, Yugoslavia	Yugo	210,000

"It is not a question of politics, it is a question of economics. Everyone sees our needs. The question is how to pay for it."

JINDRICH NEVRLA
Skoda

What East Germans drive

East German drivers are crossing the West German border as tourists or refugees in their domestic cars — the Wartburg, built in Eisenach, and the Trabant, built in Zwickau.

Trabants are plastic-bodied four-seaters. Power comes from a two-cylinder, two-stroke engine that develops 25 horsepower, a top speed of 62 mph and fuel economy of about 34 mpg. The Trabant has rack-and-pinion steering, drum brakes on all wheels, and comes in 2-door, convertible and station wagon versions.

Medium-sized Wartburgs are skinned in steel. They are built as a 4-door sedan seating 5 and as a station wagon for 7. A Volkswagen-supplied 1.3-liter I-4 engine develops 57 horsepower, a top speed of 84 mph and fuel economy of about 36 mpg. It has rack-and-pinion steering and front wheel disk brakes.

With a full tank of gas, Wartburg drivers have a range of 418 miles, enough to drive from West Berlin to Vienna. Trabant drivers would almost reach Cologne, after 235 miles.

EAST GERMAN MODELS FOR 1990

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
Trabant	79.5	138.2	59.3	56.7	1,354	0.6-liter I-2	fwd	2-dr., convert, sta. wag.
Wartburg	96.5	166.1	64.6	58.9	1,982	1.3-liter I-4	fwd	4-dr., sta. wag.

Suzuki, Hungary talks for car venture near completion

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — As Berliners danced on the wall, Suzuki Motor Co. President Osamu Suzuki was flying back from what appears to have been a highly successful visit to Eastern Europe.

After four years of unproductive talks to set up a joint venture for passenger-car production in Hungary, Suzuki returned with a deal that insiders say is nearly complete.

At the same time, Daihatsu and its trading partner colleagues will visit Poland around Dec. 10 to resume their automotive talks, emphasizing a movement by smaller Japanese car companies into Eastern Europe while their larger competitors establish production beachheads in Western Europe.

The Suzuki deal is by no means complete.

Peter Gador, first commercial secretary at the Hungarian Embassy in Tokyo, said no single company can be Suzuki's sole partner. The talks have involved 19 automotive and parts companies and banking and investment corporations in Hungary.

Gador also said the government, which apparently is seeking loans from international banks, will bow out once the venture is running.

"If we want a market economy, we must act accordingly," he said.

The Suzuki project would be one of the biggest Japanese investments in Eastern Europe, Gador said. Initial production volume may be fewer than 50,000 Cultus models a year.

Daihatsu's long-term efforts to set up a joint venture in Poland failed earlier but have now returned to phase one. The parties have agreed to start talking again, according to Eugeniusz Olczak, commercial attache at the Polish Embassy in Tokyo.

Daihatsu, as part of a consortium, has said repeatedly that some kind of Polish government assurance of financial backing is needed to make the operation feasible. Poland is deeply in debt, and is negotiating to restructure it.

Japan is expected to contribute $100 million to $200 million to Poland, part of $1 billion in international support that was approved at the Paris summit of industrialized nations in July, but Daihatsu said that decision has not affected its talks.

Japanese Prime Minister Toshiki Kaifu may visit Eastern Europe next year, and that could generate some progress on the issue.

When earlier talks bogged down, Poland arranged a deal with Fiat, but that was canceled, and in late September, Poland asked Daihatsu to reopen talks.

Eastern Europe, with its potential for exporting to Western Europe, has captured the attention of small companies like Suzuki, Daihatsu and Isuzu, which failed to set up a joint venture in Czechoslovakia.

Although interested, they remain cautious in their business dealings. Japanese auto exports to the region in 1988 totaled just 10,917 units. Most went to Poland by way of Finland.

But the small trade volume has not diminished the ardor of Eastern European suitors who would like to count on Japanese money.

Peter Medgyessy, deputy prime minister of Hungary, visited Japan last week, and five days after East Germany made the first break in the Berlin Wall, an East German delegation led by Gerhard Beil, minister of foreign trade, was in Japan for the biannual Japan-East Germany economic committee talks.

Although the talks are supposedly routine, a spokesman for the embassy suggested that, given the exciting developments in East Germany, there might be new proposals to promote trade this time.

LOANS

FROM PAGE 1

have equity, bankers say. That means a person will owe more than the car is worth (be "upside down") if he/she trades sooner.

To curb the upside-down trend, the Big 3 captive finance companies are confronting the banks' extended terms by providing lower interest rates on 24-, 36- and 48-month loans. Also, in the last year, General Motors Acceptance Corp. and Ford Motor Credit Co. have been heavily promoting lease programs of 48 months or less.

To stem the tide to longer terms, Ford Credit is siphoning more money into shorter-term programs and dealer training. Through May 1989, half of Ford Credit's leases were less than 48 months. Another 40 percent were 48-month leases, said Leo Larkin, marketing vice president for North American automotive financing operations.

"But they (the captives) are eating huge losses," warned Fritz Elmendorf, vice president of the Consumers Bankers Association in Arlington, Va. Bankers are not seeing the same levels of losses, he said, although it's causing them to pull in their rates.

Still, the auto finance market is so competitive, that some captive finance firms continue to provide longer terms. Chrysler Credit Corp. has offered routine 66-month financing since August 1988, in Florida and California, said J.E. Farrell, president of Chrysler Credit.

In trendsetting Florida, extended terms are the fastest way to grow, according to Joseph S. Martucci, vice president of retail financing for Citizens & Southern National Bank of Florida, Fort Lauderdale.

"Anyone who is aggressive in finance is offering longer terms," Martucci said. "The 66-month loan is more acceptable than leasing to most people."

William A. Rosevear, senior vice president of indirect lending for Chase of Florida in Tampa, said his bank first offered 66-month terms in 1987. A specialist in luxury car lending, Chase extends terms to 72 and 84 months based on a high balance and a loan amount over $15,000 for a dozen luxury cars.

Two years ago, Liberty National Bank in Louisville, Ky., began offering 72-month terms on amounts over $20,000. In the last few years, there has been more demand for luxury cars, said John H. Shipman, executive vice president.

Security Pacific Corp. in Woodland Hills, Calif., offered 84-month financing on BMWs and Porsches, but stopped in July, because cars depreciate too much in seven years. The bank offers 72-month terms on cars that retail for $20,000 or more, according to Barbara Cunlise, product manager for auto finance in Southern California.

Not all banks are handing out longer terms, said Donald W. Grigley, a senior executive vice president with Shawmut National Corp., a New England-based bank holding company.

Grigley said some banks are honing terms for two reasons: a softening in the used-car market and increasing delinquency and loan losses nationwide.

Although Shawmut still offers 66-month terms for luxury car loans in excess of $20,000, a 60-month limit is set on standard loans. Marine Midland Automotive Financial Corp. in Buffalo, N.Y., the largest bank financer of auto loans, won't go beyond 60-month loans but has had 66-month leases for luxury vehicles since June 1987, according to Robert I. Reich, president and chief executive officer.

"We've offered 66-month loans for four years," said James Link, administrative vice president of Key Bank in Albany, N.Y. Key Bank first offered 72-month luxury car financing on indirect loans less than a year ago.

Maryland National Bank in Baltimore, a top vehicle leasing bank, is offering an extended 64-month lease as a promotion on 1990 models until the end of the year.

Competition also prompted Indiana National Bank in Indianapolis to lengthen indirect auto loan terms to 66 months in 1988. But Craig Robinson, vice president and sales manager for installment lending, said he hopes it's not a long-term trend.

"Terms are getting longer," said Jack Blake, director of information at the Credit Union National Association in Madison, Wis. "The critical factor is keeping payments within a customer's budget." The first survey of new-car loans found the average credit union loan in 1988 was 52.9 months.

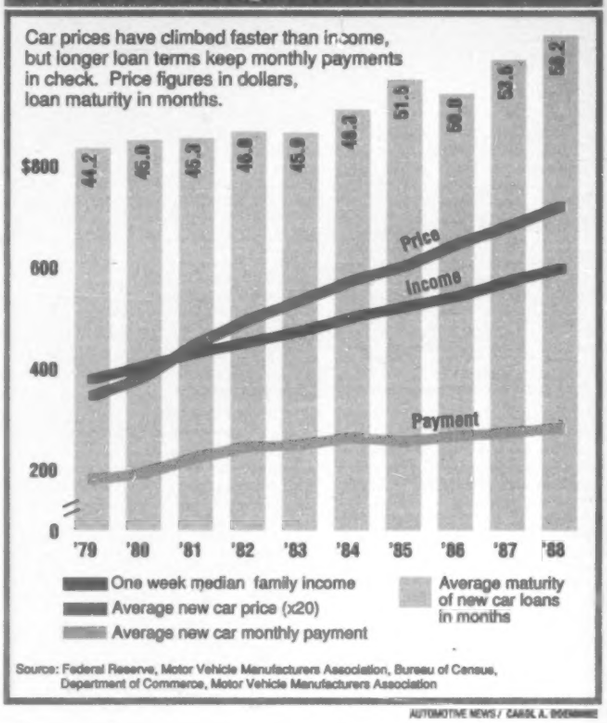
For luxury car buyers, longer-term loans and leases are more prevalent because of heftier prices, corporate tax benefits and residual values that are higher than on non-luxury vehicles.

"Though we have had leases up to 84 months available, since last year, a very small percentage of our customers use them," said Johan Bayer, marketing services manager at Volvo Finance of North America. In the Dallas area, 72-month leases have been attractive this year. Leasing is up 43 percent over 1988 because of special incentives, he said.

Honda has been experimenting with special financing. Earlier this year, Honda's upscale Acura Division tried a national 90-day test leasing program with Chase Manhattan Bank that featured a 66-month lease on a Legend to reduce the monthly payment.

The extended terms helped Saab-Scania Financial write 12 percent more loans over 60 months, according to Robert Kosky, national fleet and leasing manager. Leases over 60 months are up 9 percent from last year, while shorter-term financing has declined slightly, Kosky said.

Effects of longer loans



Source: Federal Reserve, Motor Vehicle Manufacturers Association, Bureau of Census, Department of Commerce, Motor Vehicle Manufacturers Association

AUTOMOTIVE NEWS / CAROL A. BOEHMER

SALES

FROM PAGE 1

according to a Commerce Department formula.

U.S.-built car and truck sales plummeted 20.22 percent below the year-ago period in early November.

Dealers said that traffic has declined dramatically and there is no sense of urgency to buy a car or truck.

Auto production reflects that. Currently, fourth-quarter U.S. auto production schedules are nearly 13 percent below those of 1988. So far this quarter, nine car assembly plants have been idled — some more than once — due to sluggish sales and bloated inventories. Seven were GM plants. Also, nine truck assembly plants have been shut down. Four were GM plants.

In the first 10 days of November, the annual selling rate for domestic cars averaged a grim 5.6 million units, according to a U.S. Commerce Department formula.

In early November, 235,750 cars and light trucks were sold, down 59,747 units from last year's 295,497 units.

Each of the Big 3 reported losses. GM's combined car and light-truck sales slumped 26.27 percent. Ford Motor Co. delivered 19.94 percent fewer vehicles, and Chrysler Motors' domestic car and truck sales dropped 16.56 percent from last year's period.

Two of the transplants reported car sales gains and two had losses. Toyota sold four times as many U.S.-built cars as in the year ago period, when the Georgetown, Ky., plant had just come on line.

Nissan again reported a 22.17 percent improvement in sales of U.S.-built Sentras.

Domestic Accord sales declined dramatically for Honda in early November due to a shortage of 1990 model Accords and increased competition. The Japanese carmaker sold 30.54 percent fewer U.S.-built Accords and Civics in the period.

DOMESTIC SALES

CARS

	Nov. 1-10, 1989	Nov. 1-10, 1988
Eagle	991	1,396
Chrysler	3,593	5,840
Dodge	9,434	12,119
Plymouth	6,748	7,457
Chrysler Motors	20,766	26,812
Ford	29,094	40,135
Mercury	8,481	11,163
Lincoln	6,233	5,977
Ford Motor Co.	43,808	57,275
Buick	10,572	14,695
Cadillac	6,560	6,637
Chevrolet	22,395	33,254
Oldsmobile	10,678	16,010
Pontiac	12,344	17,642
General Motors	62,549	88,238
Honda	7,431	10,699
Mazda	530	801
Mitsubishi	982	—
Nissan	1,802	1,475
Toyota	5,599	1,421
U.S. Car Total	**143,457**	**186,521**

TRUCKS

	Nov. 1-10, 1989	Nov. 1-10, 1988
Chrysler	94	0
Dodge	12,548	12,405
Jeep	5,189	7,246
Plymouth	3,907	4,475
Chrysler Motors	21,738	24,126
Ford Motor Co.	31,237	36,456
Chevrolet	28,895	37,203
GMC	7,301	9,231
Oldsmobile	198	0
Pontiac	354	0
General Motors	36,748	46,434
Nissan	2,560	1,960
U.S. Truck Total	**92,283**	**106,976**
U.S. Car-Truck Total	**235,740**	**295,497**

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$750	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$750**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Ford Motor Co. (1989 models)						
Ford cars	$500-$1,000	6.9	8.9	9.9	10.9	None
Ford trucks*	$500-$1,250	6.9	8.9	9.9	10.9	None
Lincoln	$1,000-$1,500					None
Mercury	$600-$1,500	6.9	8.9	9.9	10.9	None
Merkur	$3,000-$4,000					None
*-Ford truck finance incentive applies only to Ranger, Bronco and Bronco II.						
Ford Motor Co. (1990 models)						
Ford cars	**$500-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Ranger, Bronco, Bronco II, Econoline	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Mercury Topaz, Cougar, Sable	**$600**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
**-Ford truck finance incentive applies only to Ranger, Bronco and Bronco II.						
General Motors (1989 models)						
Chevrolet cars	$400-$1,000	6.9	8.9	9.9	10.9	None
Chevrolet trucks	$500-$1,250	6.9	8.9	9.9	10.9	None
GMC	$500-$1,250	6.9	8.9	9.9	10.9	None
Oldsmobile	$200-$2,500*	6.9	8.9	9.9	10.9	None
Pontiac	$600-$1,000	6.9	8.9	9.9	10.9	None
*-Based on option package selected						
General Motors (1990 models)						
Buick	**$200-$1,000***	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Chevrolet cars	**$750-$800 on Corsica, Beretta, Lumina, Prizm****	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Chevrolet trucks	**$1,000-$1,250 on S-10 pickup, Blazer**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
GMC	**$1,000-$1,250 on S-15 pickup, Blazer; $750 on full-sized Jimmy and Suburban**	**6.9**	**8.9**	**9.9**	**10.9**	**Jan. 4**
Oldsmobile	**$200-$1,000***	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Pontiac	**$600-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
**-Based on option package selected						
**-$1,400 on Prizm for import owners						
Audi 80 and 100 (1990 models)			5.9	6.9	7.9	Nov. 30
Hyundai Excel (1988-89 models)	$500-$1,000					Jan. 3
Nissan Stanza (1989)	$1,500-$2,000			7.9	9.9	Dec. 4
Sterling (1989)	$3,500-$5,000					Dec. 31
Subaru Justy ('89)	$500-$1,000*					Jan. 3
*-Rebates go to the customer in some regions and to the dealer in other regions.						
Volkswagen (1989 models)	$500-$4,000	2.9	6.9	7.9	9.9	Nov. 30

Mexico to supply truck engine for Smyrna

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

SMYRNA, Tenn. — Nissan Motor Manufacturing Corp. U.S.A. will begin importing Mexican-made engines in February for the light pickup trucks it builds at its plant here.

Plans call for imports of 5,000 to 6,000 engines a month initially and 100,000 units annually in the early 1990s. The engines will come from Nissan's plant in Aguascalientes, Mexico, and will replace units currently imported from Japan.

The move will initially account for more than a fourth of the Mexican plant's annual capacity of 240,000 engines.

"Nissan certainly wants to try to utilize that plant capacity, since we have a large investment standing there in building and machinery," said Rick Sommer, vice president of manufacturing for Nissan Motor Manufacturing. "There are some real cost advantages to us working closely with Mexico, both in transportation savings and in putting that investment to greater use."

Engine production facilities mushroomed in Mexico in the early 1980s as carmakers added capacity to serve a booming, oil-rich Mexican car market. But when world oil prices collapsed, Mexican auto sales floundered and demand for engine production fell.

As of last year, Mexican engine plants controlled by Nissan, the Big 3, Volkswagen and Renault had a combined capacity of almost 2.5 million units annually, but estimated plant utilization was below 75 percent.

Last year, the Nissan Mexicana operation geared up to produce the new 2.4-liter KA-series engine for the Smyrna-built pickups, replacing Z-24 truck engines. The new KA engine, with three valves per cylinder instead of two, is also used in Nissan's Stanza and 240SX models.

For a short time last year, the Smyrna plant also used Mexican engines in its Sentra subcompact. But when the decision was made to redesign that engine for the 1990 model year, Nissan Mexicana opted to switch to the KA-model engine.

The move could provide the Mexican operations with a double payoff when, in 1992, Smyrna will begin producing the replacement for the Stanza. Company officials have declined to say what engine that new vehicle will use.

Sommer also said that the Tennessee plant has reached capacity production on its own new engine assembly line, which began in June. Smyrna is now producing 4-cylinder, 12-valve Sentra engines at the rate of 500 a day.

He added that the company is considering its next move on engine production at the facility, which could involve assembling additional engine models or adding component machining.

Toyota Motor Manufacturing USA will open a $300 million engine plant in Georgetown, Ky., next month. Honda of America manufactures engines in Marysville, Ohio. Mitsubishi and Chrysler have acknowledged their interest in building an engine plant to serve Diamond-Star Motors in Normal, Ill. And Fuji Heavy Industries is studying the feasibility of an engine plant to serve Subaru-Isuzu Automotive in Lafayette, Ind.

"We're aware of what everybody else is doing, but it doesn't make sense for us to invest in an expanded engine plant right now," Sommer said. "We have a lot going on here now with our expansion."

Nissan announced earlier this year that it will spend $450 million to add a third vehicle at Smyrna, boosting plant capacity from 220,000 to 440,000 cars and pickups a year by 1992.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Ford Motor Co. (1989 models)		
Ford Festiva	$200-$400, quota	Dec. 31
Escort, Tempo, Taurus Thunderbird	$200-$500, quota	Jan. 9
Taurus SHO	$1,000	Jan. 9
Ford Ranger	$250-$750, quota	Nov. 27
Bronco II	$250	Nov. 27
Aerostar, F Series	$200-$500	Jan. 9
Ford Motor Co. (1990 models)		
Ford Festiva	**$200-$400, quota**	**Dec. 31**
Escort, Tempo, Taurus, Thunderbird	**$200-$500, quota**	**Jan. 9**
Taurus SHO	**$1,000**	**Jan. 9**
Ford Ranger, Bronco II	**$250**	**Nov. 27**
Aerostar, F Series	**$200-$500, quota**	**Jan. 9**
General Motors (1990 models)		
Buick	**$1,000-$2,000 on Reatta, Riviera, Park Avenue Ultra**	**Nov. 30**
General Motors (1989-90 models)		
All Buick	**$200-$500, quota**	**Jan. 4**
Chevrolet Cars	**$200-$500, quota**	**Jan. 4**
Chevrolet Trucks*	**$200-$500, quota**	**Jan. 4**
GMC*	**$200-$500, quota**	**Jan. 4**
Oldsmobile	**$200-$500, quota**	**Jan. 4**
Pontiac	**$200-$500, quota**	**Jan. 4**
*Excluding S-10 pickup and Blazer and S-15 pickup and Jimmy		
Audi (1989 models)	$2,000-$3,500	Nov. 30
Hyundai (1989-90 models)	$300-$1,500	Jan. 3
Isuzu (1989 models)	$1,500, quota	Dec. 31
Mitsubishi (1989 models)		
Precis, Mirage, Galant	$750-$1,250, quota	Nov. 30
Precis, (California, Hawaii)	$750-$1,500, quota	Nov. 30
Pickup, Montero*	$750-$1,250, quota	Nov. 30
*-Pickup, Montero rebates are $400-$800 for limited-product dealers.		
Mitsubishi (1990 models)		
Mirage, Galant	**$750-$1,250, quota**	**Nov. 30**
Pickup, Montero*	**$750-$1,250, quota**	**Nov. 30**
*-Pickup, Montero rebates are $400-$800 for limited-product dealers.		
Nissan (1989 models)		
Axxess, trucks	$200-$2,000	Dec. 4
Peugeot (1989 models)	$1,000	Dec. 31
Subaru XT (1989 model)	$1,000-$3,000*	Jan. 3
*-Rebates go to the customer in some regions and to the dealer in other regions.		
Nissan (1989 models)		
Axxess, trucks	$200-$2,000	Dec. 4
Peugeot (1989 models)	$1,000	Dec. 31
Subaru XT (1989 model)	$1,000-$3,000*	Jan. 3
*-Rebates go to the customer in some regions and to the dealer in other regions.		
Toyota Tercel, Celica (1989 models)	$300-$500	Dec. 4
Corolla, Camry (1989 models)	$500-$800, quota	Jan. 3
Corolla, Camry (1990 models)	**$100-$400, quota**	**Jan. 3**

OBITUARIES

Raymond M. McCarthy

BLOOMFIELD HILLS, Mich. — Raymond M. McCarthy, 62, president of General Motors Acceptance Corp., died here Nov. 13. He worked for GMAC for 40 years and was named president in 1985.

Glenn E. Tarr

PONTIAC, Mich. — Glenn E. Tarr, 53, Chevrolet assistant manager of marketing information and research, and his wife, Wanda, were abducted and murdered Nov. 9. Their bodies were found in a Pontiac park. Mr. Tarr had been with Chevrolet's marketing organization since 1964.

Yoshiaki Saegusa

WASHINGTON — Yoshiaki Saegusa, 50, a former vice president of Nissan Motor Corp. in U.S.A. and director of the company's office here from 1984 to 1988, died in Tokyo Oct. 31. He was secretary-treasurer and a director of the Automobile Importers of America. He returned to Japan in 1988 as a general manager in Nissan Motor Corp.'s corporate planning office.

PRODUCTION

Truck output falls below 1988 total

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Year-to-date truck output slipped below 1988's total last week for the first time since early January.

Plant closings due to slow sales have caused this year's truck build to fall 0.03 percent behind last year's. The 1989 total is 3,702,619.

With two plants and one line idle, scheduled truck assembly dipped to 76,949 last week. The total was 3.24 percent below the prior week and 17.07 percent below the year-ago week.

Despite two idle plants and the closing of one car line, last week's scheduled domestic auto output increased over the previous week's build.

Automakers targeted 136,606 cars, 1.58 percent more than the prior week but 16.32 percent below the year-ago week.

Slow sales continue to hold down weekly auto production.

Estimated output last week was shared as follows:

General Motors, 43.27 percent; Ford Motor Co., 24.51 percent; Chrysler Motors, 12.74 percent; Honda of America Manufacturing, 5.42 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.28 percent; Toyota Motor Manufacturing U.S.A., 3.02 percent; Diamond-Star Motors, 2.84 percent; New United Motor Manufacturing Inc., 2.78 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.74 percent; and Subaru-Isuzu Automotive, 0.40 percent.

GM's Flint, Mich., and Pontiac, Mich., truck plants along with its Reatta Craft Centre in Lansing, Mich., were closed last week due to high inventory. The plants are expected to reopen today.

The company's Wentzville, Mo., and Doraville, Ga., car plants are down this week; they are slated to reopen Nov. 27.

GM extended downtime for its Grand Am line at the Lansing, Mich., plant. The line is expected to resume operations today.

Chrysler's St. Louis car plant and the Grand Wagoneer line at its Toledo, Ohio, plant were at a standstill last week due to poor sales.

Both are expected to resume output today.

Trucks up; cars dip in Canada

Canadian auto production was targeted at 21,746, last week, 17.78 percent below the prior week but 22.60 percent more than the year-ago week.

So far this year, 891,660 cars have been built, 4.96 percent below last year's assembly at this point.

Truckmakers scheduled output of 19,220 units last week, 20.59 percent above the prior week but 12.03 percent below the year-ago week.

Year-to-date, 844,396 trucks have been built, 1.74 percent more than last year's output at this time.

Chrysler Motors closed its Bramalea, Ontario, plant last week because of sluggish sales.

U.S. CAR	Week Ended Nov. 18, 1989	Week Ended Nov. 19, 1988	Week Ended Nov. 11, 1989	Nov. to Date	Jan. 1 to Nov. 18, 1989	Jan. 1 to Nov. 19, 1988
Horizon	1,100	1,717	1,169	2,944	30,765	72,693
Sundance	2,000	2,501	1,999	5,197	91,819	92,877
Reliant	0	2,051	0	0	0	81,889
Acclaim	3,000	878	3,177	8,200	115,646	2,691
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	511	0	0	0	19,088
Total Plymouth	6,100	7,658	6,345	16,341	238,230	278,503
LeBaron K	0	0	0	0	0	7,912
LeBaron J	0	2,915	0	0	85,779	76,733
LeBaron GTS	0	205	0	0	2,946	8,335
N. Yorker C-Class	900	2,289	1,164	2,565	71,002	94,717
Fifth Avenue	800	842	1,188	2,488	23,404	29,668
Imperial	600	0	629	1,504	3,190	0
Total Chrysler	2,300	6,251	2,981	6,557	186,321	217,365
Omni	1,200	1,637	1,216	3,165	32,840	71,475
Daytona	0	1,941	0	0	66,925	70,023
Shadow	2,600	2,441	2,621	6,674	91,884	91,437
Aries	0	2,617	0	0	0	81,415
Dodge 600	0	0	0	0	0	8,549
Dynasty	3,000	3,126	3,618	8,258	119,361	99,367
Lancer	0	241	0	0	1,528	8,292
Spirit	2,200	901	2,383	5,896	99,148	2,402
Diplomat	0	316	0	0	0	17,636
Total Dodge	9,000	13,220	9,838	23,994	411,686	450,596
CHRYSLER MOTORS	17,400	27,129	19,164	46,891	836,237	946,464
Escort	8,435	10,029	9,863	24,278	319,314	321,216
Mustang	0	3,799	0	2,228	171,986	180,748
Tempo	3,266	3,570	3,058	7,765	133,587	165,318
Taurus	8,084	8,684	7,341	20,297	324,430	355,539
Thunderbird	3,058	2,130	2,609	7,137	128,222	98,526
Total Ford Div.	22,843	28,212	22,871	61,705	1,077,539	1,171,347
Topaz	1,226	1,380	1,032	2,677	60,460	63,451
Cougar	2,232	1,601	2,604	6,304	109,807	77,262
Sable	2,285	2,669	2,840	6,933	108,076	121,007
Total Mercury	5,743	5,650	6,476	15,915	278,343	261,720
Continental	1,466	1,569	1,685	4,031	58,464	47,643
Mark VII	494	762	546	1,330	18,957	24,889
Town Car	2,940	2,336	3,355	8,060	112,015	111,579
Total Lincoln	4,900	4,667	5,586	13,422	189,436	184,111
Total L-M Div.	10,643	10,317	12,062	29,337	467,779	445,831
FORD MOTOR CO.	33,486	38,529	34,933	91,042	1,545,318	1,617,178
Skyhawk	0	933	0	0	6,913	24,359
Skylark/Somerset	1,920	1,786	1,935	5,032	59,475	47,265
Century	1,985	3,792	2,361	5,764	113,655	126,959
Riviera	608	614	588	1,548	18,311	10,432
Electra	1,585	2,470	1,562	4,327	71,846	80,143
LeSabre (fwd)	3,570	2,655	3,519	9,203	138,998	120,995
LeSabre (rwd)	188	226	258	603	6,981	8,923
Reatta	0	0	207	331	5,631	8,722
Total Buick	9,856	12,476	10,430	26,809	421,810	427,798
Cimarron	0	0	0	0	0	3,693
Eldorado	675	707	660	1,723	26,833	31,816
Seville	601	542	699	1,734	20,569	20,812
Brougham (rwd)	1,338	905	609	1,947	49,159	31,785
DeVille (fwd)	3,680	4,703	3,678	9,541	165,092	142,550
Allante	75	75	75	195	2,842	1,894
Total Cadillac	6,369	6,932	5,721	15,140	264,495	232,550
Cavalier	6,706	7,033	7,810	19,465	325,635	321,215
Camaro	1,985	2,653	1,812	5,016	91,031	88,361
Celebrity	0	4,809	0	0	70,720	169,296
Corsica/Beretta	8,960	11,154	4,320	18,459	329,339	390,730
Caprice	2,608	4,021	1,930	5,298	150,676	187,025
Corvette	560	540	562	1,423	22,634	20,651
Total Chevrolet	20,819	30,210	16,434	49,660	990,035	1,177,278
Calais	1,680	3,027	1,694	4,409	80,203	104,890
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	2,998	1,673	1,909	6,054	78,446	30,768
Cutlass Supreme	0	3,552	3,991	6,439	103,550	130,311
Toronado	302	298	302	779	8,547	13,788
88 (fwd)	3,501	3,150	3,501	9,372	130,294	141,394
88 (rwd)	215	147	120	335	6,996	10,032
98	1,520	1,745	1,525	3,952	65,048	66,554
Total Oldsmobile	10,216	13,592	13,042	31,341	473,084	502,967
Sunbird	3,554	2,994	4,599	10,617	135,752	99,453
Grand Am	0	4,821	0	2,928	204,775	217,573
Firebird	1,265	1,686	1,388	3,357	52,088	59,245
Grand Prix	3,775	4,000	0	3,775	114,830	130,227
Pontiac 6000	1,503	2,177	1,515	3,923	71,510	83,446
Bonneville	1,744	2,693	1,764	4,784	84,447	106,668
Safari/Parisienne	0	89	0	0	2,691	6,841
Fiero	0	0	0	0	0	13,297
Total Pontiac	11,841	18,460	9,266	29,384	666,093	718,750
GENERAL MOTORS	59,101	81,670	54,893	152,333	2,815,517	3,059,343
DIAMOND-STAR	3,879	0	2,917	8,867	78,272	0
HONDA	7,410	7,514	7,181	19,080	328,095	331,373
Civic	2,150	2,497	2,357	6,388	121,132	98,619
Accord	5,260	5,017	4,824	12,692	206,963	232,754
MAZDA†	4,485	5,714	4,486	11,661	184,719	140,484
NISSAN	2,380	2,118	2,514	6,128	105,055	100,008
NUMMI	3,800	571	3,703	9,787	176,640	117,847
Corolla	1,700	461	1,751	4,503	72,497	47,177
Geo Prizm/Nova	2,100	110	1,952	5,284	104,143	70,667
SUBARU-ISUZU*	540	0	542	1,406	3,822	0
TOYOTA	4,125	0	4,145	10,675	131,959	0
VOLKSWAGEN	0	0	0	0	0	35,997
Golf/GTI	0	0	0	0	0	30,444
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	136,606	163,245	134,478	357,871	5,205,634	6,348,694
Total Cars, Canada	21,746	17,737	26,447	63,945	891,660	938,190
U.S., Canada Cars	158,352	180,982	160,925	421,816	7,097,294	7,286,884
U.S., Canada Cars and Trucks	254,521	295,614	256,388	467,069	11,644,309	11,820,604

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe

CANADIAN CAR	Week Ended Nov. 18, 1989	Week Ended Nov. 19, 1988	Week Ended Nov. 11, 1989	Nov. to Date	Jan. 1 to Nov. 18, 1989	Jan. 1 to Nov. 19, 1988
Premier	0	1,280	1,275	2,050	30,848	53,963
CHRYSLER MOTORS	0	1,280	1,275	2,050	30,848	53,963
Tempo	2,247	3,234	3,205	6,255	115,952	153,665
Topaz	964	1,373	1,351	4,203	51,923	61,175
Crown Victoria	2,118	2,869	2,967	6,711	105,850	115,369
Grand Marquis	2,139	2,870	2,744	6,687	114,116	117,135
FORD MOTOR CO.	7,468	10,646	10,267	23,856	387,841	447,344
Celebrity	1,118	416	1,102	2,872	22,765	18,812
Cutlass Ciera	2,200	3,760	2,136	5,556	108,823	201,034
Lumina	6,000	0	6,940	16,844	159,822	0
Pontiac 6000	0	0	0	0	0	29,690
Regal	1,600	0	1,551	4,337	70,205	139,603
GENERAL MOTORS	10,918	4,176	11,729	29,608	361,615	389,139
HONDA	2,310	1,455	2,117	5,704	75,970	42,082
HYUNDAI*	300	0	300	780	12,980	0
TOYOTA	570	0	579	1,479	15,172	0
VOLVO	180	180	180	468	7,234	5,662
Total Cars, Canada	21,746	17,737	26,447	63,945	891,660	938,190

U.S. TRUCK	Week Ended Nov. 18, 1989	Week Ended Nov. 19, 1988	Week Ended Nov. 11, 1989	Nov. to Date	Jan. 1 to Nov. 18, 1989	Jan. 1 to Nov. 19, 1988
Caravan	2,500	2,474	2,556	6,355	96,438	82,438
Dakota	2,400	2,413	2,374	5,925	84,313	97,166
Caravan C/V	100	218	101	253	5,955	11,051
Ram pickups	2,000	2,423	1,945	4,907	82,640	75,674
Total Dodge	7,000	7,528	6,976	17,439	269,346	266,329
Cherokee	4,200	4,598	4,164	10,867	191,626	167,230
Comanche	300	862	364	869	24,092	39,926
Grand Wagoneer	0	350	325	325	8,777	12,599
Wagoneer	150	212	147	412	7,162	9,768
Total Jeep	4,650	6,022	5,000	12,472	231,657	229,523
Voyager	2,300	2,261	2,350	5,852	90,132	76,594
Town & Country	25	0	33	76	3,090	0
Total C-P Div.	2,325	2,261	2,383	5,928	93,222	76,594
CHRYSLER MOTORS	13,975	15,811	14,359	35,839	594,225	568,900
Aerostar	4,360	4,366	3,218	10,495	198,789	185,046
Bronco	1,405	1,745	1,212	3,306	64,232	50,848
Bronco II	2,865	2,865	2,742	7,157	106,490	108,631
Econoline	2,087	5,649	2,044	6,382	193,028	217,746
Mediums/Heavies	0	1,307	1,293	2,078	51,163	58,725
Light trucks	9,393	11,071	9,786	25,753	468,114	442,026
Ranger	5,649	7,128	6,101	15,491	280,163	290,744
Total Ford Div.	25,759	34,131	26,396	70,663	1,359,979	1,353,766
FORD MOTOR CO.	25,759	34,131	26,396	70,663	1,359,979	1,353,766
Astro	2,834	3,248	2,992	7,743	145,250	158,998
Blazer	0	507	530	717	23,471	23,702
Lumina APV*	1,197	0	1,194	3,105	13,697	0
Mediums/Heavies	329	507	375	882	6,950	17,998
P-Model	761	0	827	1,588	26,784	36,773
Pickups	7,507	8,903	6,622	18,633	358,790	328,670
S-10	5,152	7,138	1,631	10,115	214,709	274,039
S-10 Blazer	1,445	4,177	3,357	6,663	156,326	153,763
Sportsvan/Van	1,770	1,802	1,787	4,630	85,904	86,209
Suburban	0	1,443	896	986	63,708	63,364
Total Chevrolet	20,995	27,725	20,211	55,061	1,085,473	1,143,516
Jimmy	0	151	178	416	7,456	6,924
Mediums/Heavies	581	473	492	1,402	12,061	32,246
P-Model	119	0	46	165	3,566	4,679
Pickups	2,093	2,395	3,305	6,884	109,990	101,148
S-15	1,643	1,668	690	3,059	52,726	62,719
S-15 Jimmy	475	1,315	1,068	2,370	45,420	43,231
Safari	1,226	890	1,216	3,005	39,914	40,601
Suburban	0	532	1,226	2,405	29,003	28,148
Vandura/Rally Vans	688	578	691	1,783	26,855	30,613
Total GMC	6,825	8,002	8,912	21,489	326,991	350,309
Olds Silhouette*	312	0	310	802	2,627	0
Pontiac Trans Sport*	540	0	539	1,397	4,977	0
GENERAL MOTORS	28,672	35,727	29,972	78,749	1,414,995	1,493,825
NAVISTAR	1,493	1,875	1,509	3,002	70,187	77,486
NISSAN	3,060	2,490	3,299	7,993	109,473	83,809
SUBARU-ISUZU*	540	0	540	1,404	3,820	0
AM GENERAL*	450	450	450	1,170	20,340	20,610
MISCELLANEOUS*	3,000	2,300	3,000	7,800	129,600	105,340
Total Trucks, U.S.	76,949	92,784	79,525	206,620	3,702,619	3,703,736

CANADIAN TRUCK	Week Ended Nov. 18, 1989	Week Ended Nov. 19, 1988	Week Ended Nov. 11, 1989	Nov. to Date	Jan. 1 to Nov. 18, 1989	Jan. 1 to Nov. 19, 1988
Caravan	3,395	3,347	2,274	7,818	130,433	126,719
Caravan C/V	100	199	72	235	9,006	10,873
Ram Wagon	491	661	406	897	22,560	23,752
Ram Van	1,609	1,762	902	2,511	63,572	64,862
Total Dodge	5,595	5,969	3,654	11,461	225,571	226,206
Voyager	2,521	2,621	1,748	5,852	111,527	113,583
Total Plymouth	2,521	2,621	1,748	5,852	111,527	113,583
Wrangler	1,460	1,272	0	1,460	64,973	46,215
Total Jeep	1,460	1,272	0	1,460	64,973	46,215
CHRYSLER MOTORS	9,576	9,862	5,402	18,772	402,071	386,004
FORD MTR. (lt. trks.)	2,614	3,660	3,512	8,230	145,114	145,234
Light trucks	3,525	4,156	4,218	9,945	145,810	139,072
Vans	1,460	1,671	1,511	3,942	54,210	53,927
Total Chevrolet	4,985	5,827	5,729	13,887	200,020	192,999
Light trucks	1,355	1,620	595	2,733	63,252	68,571
Vans	490	608	497	1,226	24,183	26,703
Total GMC	1,845	2,228	1,092	3,961	87,435	95,274
GENERAL MOTORS	6,830	8,055	6,821	17,848	287,455	288,273
NAVISTAR	200	271	203	403	9,756	10,473
Total Trks., Canada	19,220	21,848	15,938	45,253	844,396	829,984
U.S., Canada Trks.	96,169	114,632	95,463	251,873	4,547,015	4,533,720

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News

November 27, 1989

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Mazda wanted an upscale image; research showed that people buy emotionally; so, "It just feels right."

Japanese bullish on U.S. expansion

'Transplants are murdering' Big 3

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

The Japanese industry is moving aggressively ahead on U.S. turf, and analysts are warning louder than ever that the early 1990s do not look good for the Big 3.

This week in East Liberty, Ohio, Honda Motor Co. will open its third North American car plant, a $450 million facility that can provide another 150,000 U.S.-made vehicles a year.

The new plant brings Honda's total North American production capacity to 590,000 annually. The company has a facility 15 miles away in Marysville, Ohio, that yields up to 360,000 Accords a year, and it produces three-door Civic hatchbacks in Alliston, Ontario, at the rate of 80,000 a year.

For Honda, East Liberty is one more step in a 10-year-old strategy of expanding U.S. production for bigger U.S. sales. For the domestic industry at large, the new plant means more U.S. auto plant capacity, more competition and more evidence that the transplants are a force to be reckoned with.

"The transplants are murdering all of us — all of the Big 3," Chrysler Corp. Chairman Lee Iacocca told reporters in Washington last week. He warned that new plant closings were ahead.

Japanese makers, meanwhile, enter the 1990s looking forward to further expansion in the United States.

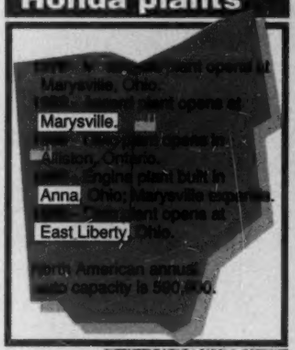
Next month in Georgetown, Ky., Toyota Motor Manufacturing Corp. launches its $300 million powertrain plant, a facility that will cast, machine and assemble most of the components for about 300,000 engines a year.

At the same time, Nissan Motor Co. is pushing ahead with a $490 million project to double capacity at its Smyrna, Tenn., car plant to 440,000 vehicles annually. The company also confirmed last week that it will spend about $200 million to double vehicle capacity at its Mexico auto plant.

Last month Subaru-Isuzu Automotive Inc. said it had accelerated by two years its plan to double capacity at a newly opened plant in Lafayette, Ind. And Mitsubishi Motors now confirms that it is pursuing a plan to build engines at its joint-venture car plant with Chrysler in Normal, Ill.

see JAPANESE, page 58

Chronology of Honda plants



AUTOMOTIVE NEWS / CAROL A. BOEHMER

NEW SLANT: *Makers alter advertising approach to meet demands of a tough market*

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

A soft, highly competitive market has forced some carmakers to enter the next decade with revised advertising campaigns and strategies.

Catchy slogans coupled with fast cars, pretty women and upbeat music is still the way most manufacturers showcase their products. But slumping sales and sagging profits have caused some domestic makers and importers to veer from the tried-and-true to less traditional advertising and marketing stances.

Shots of cars going off cliffs, the use of movie screens and video cassettes and commercials created to appeal solely to customers' emotions are among the ways manufacturers are trying to upstage the competition.

Nowhere is the change more dramatic than at Chrysler Motors.

see CAMPAIGNS, page 54

Customer comes first in Infiniti training

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

SCOTTSDALE, Ariz. — At 163 mph, the big Infiniti sedan has crept past the highest number on the speedometer.

Former Indy-car Rookie of the Year Dennis Firestone is having fun, swinging the sedan from high to low through the 40-degree banked corner; two helmeted dealer employees are grinning and holding tight in the back seat.

All in the cause of customer satisfaction.

Minutes earlier, 28 dealer service and parts managers and technicians had driven M30 coupes and Q45 sedans for laps on the closed track at speeds up to 130 mph. For some, it was the fastest they had ever driven, producing anxiety before and exhilaration afterward.

Jimmy Holt, parts manager at Crown Infiniti in Birmingham, Ala., has done some short track and street racing.

"I was just accelerating the M30 out of the pits and concentrating on setting myself up on the banked turn," Holt said later. "I was about to comment on how smooth the car was handling when my instructor said, 'You know the (M30) speed limit is 115.' I looked down and I was over 130 and still on the gas."

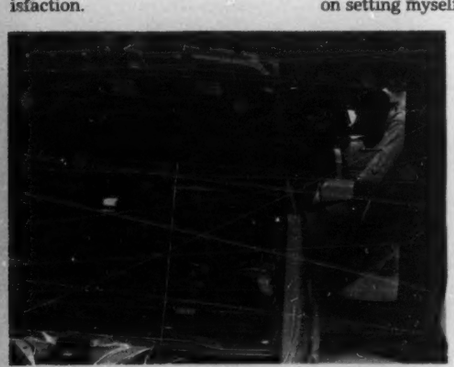
Dinner conversation that night was dominated by studiously understated comments about how fast the new Infiniti models were, and about how competitive Mercedes, BMW, Jaguar, Lexus and Acura models had compared in side-by-side slalom, acceleration, handling and braking tests.

The full day at Nissan's Advanced Testing Center in Mariposa, Ariz., is an important part of Infiniti Division's extensive eight-day training program for virtually all dealer personnel, said Ed Bradley, national sales operations manager.

"We want them to have the personal experience of not only knowing what our cars are capable of, but also understanding what they are competing against," he said. "After a day out here, they can speak enthusiastically and knowledgeably about our cars.

"In fact, when the sales consultants are out here, most have their

see INFINITI, page 57



Technicians study their new cars.

Olds ends cash rebates, improves dealer incentives

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

In what is viewed as a small victory for dealers, Oldsmobile abolished its customer cash rebates — with the exception of a first-time buyer program — and directed all incentive cash to dealers.

Pontiac has customer cash rebates on 1990 models but dropped the buyer rebates on 1989s. It has dealer rebates on both 1989 and 1990 models.

Oldsmobile's "New Generation — Sell-A-Bration" program went into effect Thanksgiving Day.

The idea behind the new strategy, said David E. Lahti, Oldsmobile general sales and service manager, is to allow "dealers to tailor their customer incentives to their respective market" and to make the program simpler.

"There has been a lot of confusion in the market with the variety of incentives that are available to the customer, and we believe this new program will be simpler and easier for the dealer and the customer," Lahti said in a prepared statement.

Ron B. Tonkin, president of the National Automobile Dealers Association, applauded the change in marketing strategy at Oldsmobile but said that it doesn't go far enough. He said the next step is for General Motors to take the program corporate-wide and to reduce the price of its products.

"It's a slow start, but a positive start," said Tonkin, who operates 10 dealerships and 17 franchises in Portland, Ore. "Consumers vote with their cash, and they are voting

see INCENTIVES, page 58

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ion rages:

rip-roaring years in a row, U.S. Big 3 chassis makers
narket downturn as van-conversion companies scrap
el sales. Extra section starts after Page 30.

Big 3 intensify export sales efforts in Europe

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Ford Motor Co. and General Motors are increasing their efforts to boost exports of North American-built vehicles to Europe.

Ford has decided to begin sales next year in the 2.6-million-car West German market — Europe's largest and most competitive — and GM has begun a major dealer recruitment effort to go with a big advertising push.

Chrysler Motors, which re-entered the European market last year, plans to export 50,000 vehicles to Europe in 1989.

GM expects sales to jump 80 percent next year, from 15,000 in 1989 to 27,000. The breakdown includes an estimated 5,000 units each in Germany, Switzerland and Sweden; 3,000 in Finland; and the remainder through smaller national markets.

The increase is expected to result primarily from expansion of the dealer network. GM international export sales now has 125 dealers in Europe outside France and Italy. In those two countries, GM's national sales organizations handle sales of North American-built vehicles.

Gary Meteer, executive director of General Motors North American Vehicles-Europe, said he expects to be nearing 200 dealers by the end of 1990 and 350 by 1992.

"We have a concerted effort now to sign up dealers," he said. About 20 have been added during the last three months. About 80 percent of the dealer organization will consist of current Opel dealers.

GM also has started a major advertising offensive in Europe — backed by an estimated one-year budget of $20 million — to improve the image of U.S. cars and demonstrate GM's seriousness about returning to the European market.

"There is very little resistance from a purely nationalistic point of view, or at least not as much as in the past," Meteer said. "For some people, buying American is a kind of a goal."

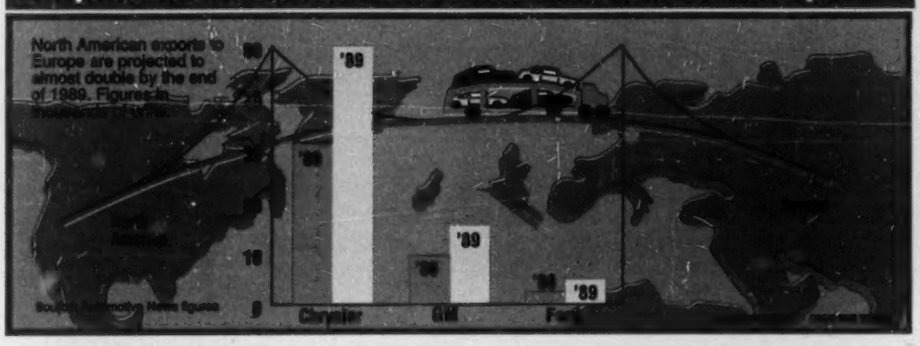
GM offers Chevrolet Corsica and Beretta — the top sellers — Caprice and Corvette; Pontiac Grand Prix, Bonneville and Firebird; Buick Park Avenue; and most Cadillac models.

GM also offers the Chevrolet S-10 Blazer, Astro van and G-body van, which is a big seller in Sweden because light commercial vehicles escape the country's heavy tax on passenger cars. The latest entry, along with the four-door Grand Prix, is the Pontiac Trans Sport minivan, which will not arrive in significant volume until late this year.

Meteer said another reason for the expected increase in volume next year is the addition of several

see BIG 3, page 56

Shipments of North American vehicles to Europe



Chrysler praised, Honda rapped on air-bag use

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Chrysler Motors may be the country's No. 3 automaker, but it's tops in the books of the industry's safety watchdogs.

Chrysler was lauded last week by three consumer groups that rated carmakers on their current and future plans to use air bags.

The company is putting air bags in 92 percent of its 1990 vehicles, including the low-priced Dodge Omni and Plymouth Horizon.

American Honda, the fourth-largest car retailer in the United States, was called the "biggest disappointment" and chastised for having air bags on only its most expensive car, the Acura Legend.

The survey of the 12 biggest-volume makers was a group effort by two powerful Ralph Nader-founded groups, the Center for Auto Safety and Public Citizen, and a smaller organization, Motors Voters.

The rankings were based on a weighted average of factors, including the number of 1990 models with air bags as standard equipment, future air-bag plans, occupant protection features in all seating positions in cars and vans, information provided to dealers and the contents of company ads.

Honda, which disputed the ranking, was among the five Asian auto companies that received failing grades.

It was joined at the bottom of the scorecard by Nissan Motor Corp. in U.S.A., Mazda Motor of America, Hyundai Motor America and Subaru of America.

Honda was singled out, not only because of its size, but because it had no promotion campaign for air bags and its dealers misinformed consumers, said Clarence Ditlow, executive director of the Center for Auto Safety.

But he said, "Chrysler's accomplishment is all the more remarkable since it came from being one of the staunchest opponents of air bags to leapfrogging the original leaders, Ford and Mercedes."

Mercedes-Benz of North America came in second, earning points for being the first to sell air bags, for offering passenger-side air bags in 13 of its 14 models and because it was one of only two auto companies surveyed to include air bags in all its cars.

see AIR BAG, page 56

No hard sell on air bags in D.C. area

As part of their survey, consumer activists posed as shoppers and visited 27 dealers in Virginia, Maryland and Washington this month.

They asked a variety of questions about air bags and their availability. Some answers indicate that customers might be advised to do some homework on the subject before visiting the showroom.

Here is a sampling of responses:

- A Chrysler retailer in Virginia encourages air bags, says they're great and believes they're standard in every Chrysler product (they aren't).
- A Maryland Oldsmobile dealer said "they aren't worth the extra cost." Olds offers them as options on its 88 and 98 models, and they are standard on the Toronado.
- "Only drivers that are 16- or 17-years-old need them, but not 'mature' drivers," said a salesperson at a Virginia Hyundai store. "Inadvertent deployments have caused accidents. They don't always work as designed. You can only get them in Chryslers and high-quality cars."
- "You don't need them because the car has (a) 'safety capsule' and the engine will drop down in a crash," said a Volkswagen dealer in Virginia.
- "Air bags are not necessary; the seat belt is all you need," said a saleswoman at a Virginia Mazda dealership. She said she didn't know how air bags work but knew they were standard in the Miata.

— Diana T. Kuryiko

Losh

Benefield

World Congress to hear Losh and Benefield

J. Michael Losh, general manager of Oldsmobile, and Jerry L. Benefield, president of Nissan Motor Manufacturing Corp. U.S.A., will speak at the Tuesday morning session of the 1990 Automotive News World Congress.

The 14th World Congress, held in conjunction with the North American International Auto Show, will be held Sunday through Wednesday, Jan. 7-10, at the Westin Hotel in Detroit and is expected to draw industry leaders from around the world.

Benefield began his automotive career in 1962 with Ford Motor Co. His last position with Ford was manager of the Dearborn, Mich., assembly plant.

Benefield joined Nissan in 1980 as vice president of manufacturing and was promoted to president and chief executive officer in 1988.

Register for World Congress Page 19

Losh joined General Motors in 1970 as a staff assistant at Inland Division. In 1972, he was transferred to GM's New York office as senior staff assistant of the treasurer's office. Two years later he was promoted to director of profit analysis and forecasts.

He has served as director of product programs in Detroit, director of finance at GM Brazil and president and managing director of GM Mexico.

Losh spent five years as general manager of Pontiac before joining Oldsmobile last June.

Saturn dealers drive and approve their car

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

Saturn dealers, after test-driving the cars they will begin selling next fall, predicted their vehicles will sell well against Japanese imports.

Some 57 Saturn dealerships were represented recently at General Motors' proving grounds in Arizona where dealers test drove Saturn developmental cars for three days. For comparison, they also drove imports that will compete directly with Saturn, including models from Toyota, Honda, Acura and Mitsubishi.

"I was very impressed," said Louis Fusz Jr., a Saturn dealer for the St. Louis area. "They have created a drivetrain that is very competitive. The suspension system is competitive. The longer wheelbase on the Saturn gives it a better ride than the competition. And it's good looking."

Fusz said the Saturn cars outperformed import models during the test drive. "They did as well or better than the high-priced imports," he said.

He predicted the Saturn models will do well in the marketplace, too. Fusz sells Chevrolet, Pontiac, Dodge, Mazda, Subaru, Toyota, Nissan, Suzuki, Isuzu, Rolls-Royce and Bentley.

Joseph "Rick" Hendrick, a Saturn dealer for the Charlotte and Raleigh-Fayetteville, N.C., areas, also was impressed.

Hendrick, a former race car driver and owner of three Winston Cup race car teams, was one of five dealers on the Saturn steering committee. He said he was concerned from the start that the Saturn engine, transmission and suspension had to match the Japanese competition.

"I was very vocal that Saturn really needed to make sure the car performed as well," said Hendrick. He said the Saturn performed better than the imports, some of

see SATURN, page 56

HIDDEN IMAGE

One dealer found Saturn's longer wheelbase allowed a smoother ride.

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Van converters join automakers in use of CSI data

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

The advent of new consumer satisfaction indices, similar to those used by automakers, is bringing a new level of sophistication to van converters.

Glaval Inc. of Elkhart, Ind., is using J.D. Power for consumer research. Glaval incorporated feedback from its first survey into its 1990 products.

A number of other converters are using Service Marketing Unlimited of Fort Worth, Texas.

They include: Mark III Industries of Ocala, Fla.; Starcraft Corp. of Goshen, Ind.; Coachmen Vans of Elkhart, Ind.; U.S. Conversions of Elkhart, Ind.; Good Times Van of Bentley, Texas; Aztec Custom Vans of Elkhart, Ind.; and Royal Vans of Texas, Round Rock, Texas.

Jake Cash, chairman of Service Marketing, said repeat buyers are becoming an increasingly bigger factor in van conversion sales, and his firm is working with converters to develop programs to attract them.

Almost 26 percent of new-van customers are people buying their second, third or fourth such vehicle, and the number is growing steadily, Cash said.

Yet, only 10 percent of those customers are buying the same brand they previously owned.

"With repeat buyers being such a high factor in the market, we need research to help converters retain their customers," Cash said.

"In the final analysis, customer retention will help determine the ultimate success of a converter."

The company has been surveying van buyers for its converter customers within a month or two after the sale and again at nine months to determine their initial reasons for buying the vehicle and contentment with its quality.

It rates individual converters against an industry average, but releases its findings to them on a confidential, individual basis.

Still, the converters are free to use the findings as a sales tool in their dealer recruiting and/or marketing efforts and also to correct any weaknesses in their products or services.

Meanwhile, Glaval "wanted our conversion van owners to really tell us what they liked and didn't like about our product," said William T. Becker, vice president of marketing, advertising and consumer relations.

The company produces Gladiator conversions on Chevrolet chassis, Universal conversions on Ford chassis and Auto Form conversions on GMC chassis.

"We've made some improvements on this year's models and strengthened and expanded customer service after the sale, based on responses to our survey," Becker said.

Ken Chotiner, J.D. Power coordinator on the Glaval project, said Glaval generated a 35 percent response rate from customers, about 10 percentage points higher than the norm on CSI studies.

The company got good scores on components that it manufactured, such as seating/fabric, woodwork and fiberglass.

The survey found that 87 percent of owners said they would buy another Glaval conversion.

The company made changes in some areas in which the survey showed it was weak.

It completely changed the wiring system on its 1990 models.

The system now includes automotive-type connectors, a simplified routing matrix, wiring covered by convoluted plastic conduits and a backup system.

The company also redesigned its seats to be more user-friendly, while adjusting the location of mechanisms for slide and recline.

It also increased the storage capacity of its vans by adding more pockets and separate storage areas in the overhead consoles and under the rear seats.

It relocated the TV sets in its vehicles to improve the viewing angle for passengers and eliminate the potential for passengers to bump their heads when getting in and out of the vehicle.

To improve service after the sale, Glaval is including a detailed, easy-to-understand owner's manual with its 1990 models.

It also computerized its warranty information to address customer requests and is providing more information for dealers to help them understand its products.

It enlarged its inventory of replacement parts to speed up shipments to dealers.

Becker said Glaval's relationship with J.D. Power is still in its infancy and that Glaval intends to continue using the research firm to monitor its CSI.

RV sales fall; fewer vans sent to converters

RV wholesale shipments to dealers totaled 28,700 in September, down 12.23 percent from a year earlier.

Shipments for the first nine months of 1989 are off 5.75 percent to 309,600 from 1988's pace, according to the Recreation Vehicle Industry Association.

Total RV wholesale shipments during the 1980s exceed 3.3 million units and may top 3.4 million, depending on fourth-quarter industry results, RVIA said.

Van conversion shipments, though off in September, continue to bolster the industry's nine-month total.

Converters shipped 14,200 vans to dealers in September, 7.79 percent fewer than last year.

Van conversion shipments totaling 154,800 for the first nine months of the year, slightly ahead of 153,300 a year earlier.

Raw chassis shipped by Detroit van manufacturers to converters indicated a slowdown of activity for October and November.

General Motors, Ford Motor Co. and Chrysler Motors shipped 23,100 vans to converters in September, 40.31 percent fewer than a year earlier.

The slowdown was sharper for compact than for full-sized vans.

Detroit manufacturers shipped 4,200 compact chassis to converters, 46.84 percent fewer than last year. They shipped 18,900 full-sized chassis, 38.64 percent fewer than a year ago.

For nine months of calendar 1989, Detroit manufacturers shipped 154,200 chassis to converters, down 9.56 percent from a year ago. Of them, 120,900 were full-sized chassis (down 8.69 percent) and 33,300 were compact chassis (down 12.60 percent).

Recreational Vehicle Wholesale Deliveries

	Sept. 1989	Sept. 1988	% change	9 mon. 1989	9 mon. 1988	% change
Travel trailers	3,900	4,000	– 2.5	43,800	47,800	– 8.4
Park Trailers	500	600	–16.7	5,600	5,400	+ 3.7
Travel trailers—fifth wheel	2,300	2,500	– 8.0	22,600	24,300	– 7.0
Folding camping trailers	2,600	3,100	–16.1	25,600	32,700	–21.7
Truck campers	800	900	–11.1	8,200	9,000	– 8.9
Towable RV total	10,100	11,100	– 9.0	105,800	119,200	–11.2
Conventional (type A)	2,600	3,700	–29.7	27,700	31,600	–12.3
Van Campers (type B)	400	300	+33.3	4,000	3,900	+ 2.6
Chopped vans (all)	1,400	2,200	–36.4	17,300	20,500	–15.6
Motor home total	4,400	6,200	–29.0	49,000	56,000	–12.5
Van conversions	14,200	15,400	– 7.8	154,800	153,300	+ 1.0
TOTAL ALL RVs	28,700	32,700	–12.2	309,600	328,500	– 5.8

Source: Recreation Vehicle Industry Association

Quigley produces right-hand-drive vans

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Quigley Motor Co. of Manchester, Pa., a four-wheel-drive van converter, has begun producing right-hand-drive versions of its vans for export to Australia and Europe.

The company produced its first unit for Australia, and a major British importer is interested in 100 to 200 similar units for the British Isles during the next two model years.

Bill Quigley, company president, declined to identify the importer.

He said the importer was primarily interested in General Motors chassis-based models and some Ford Econoline-based units.

Quigley said his wholesale price for such conversions purchased as a package is $11,250.

That includes $5,250 for the 4wd conversion and $6,000 for the right-hand-drive conversion. The prices are in addition to the cost of the chassis.

Quigley said that if right-hand drive were ordered without 4wd, the cost would be over $6,000.

Quadra-Version, Quigley's 4wd conversion system, is available on all full-sized vans, GM compact vans and Ford Super Duty trucks.

Quigley built its 4wd/right-hand-drive model on a full-sized GM van. It also moved the cargo doors from the right to the left side for safety and convenience.

The total right-hand-drive conversion process required many changes to driver controls in order to produce a functional mirror image of the original vehicle, Quigley said. Even the side-view mirrors had to be switched and rotated 180 degrees to retain their separate functions.

Through the use of specially fabricated plate, the van's firewall was modified extensively to allow for movement of the steering column/shifter assembly, the master cylinder/power brake unit and the accelerator and brake pedals to the right side of the vehicle.

The hood was altered to provide clearance for the relocated master cylinder/power brake assembly.

Another plate was fabricated for the left side of the firewall to provide a new mounting location for the front heater/air conditioner that had originally been mounted on the right.

To make that reversal, the heater/air conditioner box was split and modified, leaving the fan and blower housing in its original position.

The rest of the box, including the heater core and air conditioner, was moved to the left side of the van.

Through the use of specially designed mounting bracketry, the steering gear was installed on the opposite side of the vehicle's frame.

RV BRIEFS

GM, RVIA agree

RESTON, Va. — The Recreation Vehicle Industry Association and General Motors announced agreement on a plan that will attempt to allow van converters to maintain seat assembly design flexibility while still conforming to the requirements of safety standard 208.

Standard 208, which becomes effective in September 1991, will require dynamic testing of seats, seat belts and all related components on light trucks, vans and multi-purpose vehicles with gross vehicle weights of 8,500 pounds or less and unloaded weights of 5,500 pounds or less.

RVIA officials were concerned that interpretation of standard 208 by automakers might pose a threat to the seating flexibility that is vital to van converters.

Its Federal Motor Vehicle Safety Standard Task Force welcomed a GM proposal to create a series of projected best case/worst case seat assembly designs and specifications, including seats, pedestals and belt assemblies, for prototypes to be built by van seating manufacturers.

Chrysler plans to do its own testing of van seating and will provide the association with testing information. Its long-term goal is to continue to supply converters with the seat-delete option and to provide sufficient data to seating suppliers, RVIA said.

Ford plans to establish a Qualified Vehicle Modifiers program that will set minimum standards that van converters must meet to continue receiving Ford chassis. It will probably give converters a choice of ordering an RV prep package that includes the basic seat or a standard seat-delete package like that currently offered, RVIA said.

Compliment change

COMANCHE, Iowa — Three former employees of Compliment Vans, who purchased all its assets from Neoax Inc., have changed its name to Compliment Conversions. The new owners are David D. Dulany, president; Daniel McChane, vice president in charge of sales; and Rich Nelson, vice president in charge of production.

The new owners plan to increase production and employment at the plant and will introduce several new products in mid-December.

Compliment has produced some 28,000 conversions. It markets them in every state and also exports them.

Wetherby diversifies

FORT WORTH, Texas — Wetherby Enterprises, which produces various pickup, van and sport-utility conversions, has contracted to produce a line of treatment monitoring vans for Western Petroleum Services International.

Under its agreement, Wetherby is producing six vans, called TMVs, for Western. The latter will sell them in China.

The TMVs are being assembled at Wetherby's Mansfield, Texas, plant, according to Phil Wetherby, company chairman.

Compliment co-owners, from left: Nelson, Dulany and McChane

3-day week cuts build to 81,663 cars

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

With two car plants closed and a short work week due to the Thanksgiving holiday, last week's scheduled output nose-dived from the prior week's build.

Automakers targeted production of 81,663 units last week, 39.00 percent below the previous week and 8.91 percent below the year-ago week, which also was a holiday week.

So far this year, 6,284,573 cars have been assembled, 2.36 percent below last year's total at this point.

Last week's estimated production was split as follows: General Motors, 42.82 percent; Ford Motor Co., 26.10 percent; Chrysler Motors, 12.31 percent; Honda of America Manufacturing, 5.20 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.26 percent; Toyota Motor Manufacturing U.S.A., 3.03 percent; New United Motor Manufacturing Inc., 2.69 percent; Diamond-Star Motors, 2.51 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.68 percent; and Subaru-Isuzu Automotive, 0.40 percent.

Last week's scheduled truck build of 51,437 units fell 32.79 percent from the previous week and slipped 0.50 percent from the year-ago week.

Year-to-date, 3,573,641 trucks have been assembled, 0.05 percent below last year's output at this time.

GM continues to extend downtime at its plants. The Doraville, Ga., plant was scheduled to resume operations last week but remained idle and will also be down this week along with the Fairfax, Kan., facility.

Both are closed because of slow sales. No dates have been set for the plants to reopen.

GM's Wentzville, Mo., car and Janesville, Wis., truck plants were idle last week due to sluggish sales. The plants are expected to resume assembly today.

Chrysler's St. Louis car plant and its Grand Wagoneer line at the Toledo, Ohio, plant resumed operations last week after being idle to adjust inventories.

All plants were idle last Thursday and Friday due to the holiday.

Canada cars slip on GM cutback

Canadian car assembly dipped last week from the prior week as General Motors halted production of its Buick Regal and cut back on Chevrolet Lumina output.

Scheduled output of 18,667 fell 20.84 percent from the previous week but rose 5.40 percent over the year-ago week, when one plant was closed for model changeover and one for inventory adjustment.

Truck production was estimated at 19,290 units last week, 1.01 percent below the prior week and 7.88 percent below the year-ago week.

GM laid off 4,000 Buick Regal assemblers at its Oshawa, Ontario (No. 2), plant last week in response to sluggish sales.

No date was set for production to resume.

U.S. CAR	Week Ended Nov. 25, 1989	Week Ended Nov. 26, 1988	Week Ended Nov. 18, 1989	Nov. to Date	Jan. 1 to Nov. 25, 1989	Jan. 1 to Nov. 26, 1988
Horizon	500	0	1,267	3,611	31,432	72,710
Sundance	1,200	1,528	2,054	6,451	93,073	94,178
Reliant	0	1,301	0	0	0	82,940
Acclaim	1,600	531	2,954	9,754	117,200	3,269
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	0	0	0	0	19,199
Total Plymouth	3,300	3,360	6,275	19,816	241,705	281,561
LeBaron K	0	0	0	0	0	7,912
LeBaron J	0	1,429	0	0	85,779	78,248
LeBaron GTS	0	133	0	0	2,946	8,490
N. Yorker C-Class	750	1,403	962	3,377	71,814	96,106
Fifth Avenue	450	0	970	3,108	24,024	29,710
Imperial	350	0	596	1,850	3,536	0
Total Chrysler	1,550	2,965	2,528	8,335	188,099	220,466
Omni	700	0	1,138	3,803	33,478	71,512
Daytona	0	941	0	0	66,925	71,064
Shadow	1,500	1,220	2,615	8,189	93,399	92,678
Aries	0	1,465	0	0	0	82,032
Dodge 600	0	0	0	0	0	8,549
Dynasty	1,800	1,711	2,987	10,045	121,148	101,193
Lancer	0	132	0	0	1,528	8,433
Spirit	1,200	647	2,358	7,254	100,506	3,003
Diplomat	0	0	0	0	0	17,552
Total Dodge	5,200	6,116	9,098	29,292	416,984	456,016
CHRYSLER MOTORS	10,050	12,441	17,901	57,442	846,788	958,043
Escort	4,436	5,630	8,435	28,714	323,750	376,930
Mustang	1,499	2,264	0	3,727	173,485	182,687
Tempo	1,892	2,164	3,107	9,498	135,320	167,482
Taurus	5,556	4,635	8,036	25,805	329,938	359,889
Thunderbird	2,019	1,424	2,900	8,998	130,083	99,725
Total Ford Div.	15,402	16,117	22,478	76,742	1,092,576	1,186,713
Topaz	841	806	1,236	3,530	61,313	64,257
Cougar	1,328	938	2,132	7,532	111,035	78,093
Sable	831	2,203	2,301	7,780	108,923	123,124
Total Mercury	3,000	3,947	5,671	18,843	281,271	265,474
Continental	873	936	1,469	4,907	59,340	48,585
Mark VII	292	472	491	1,619	19,246	25,356
Town Car	1,748	1,412	2,940	9,808	113,763	112,990
Total Lincoln	2,913	2,820	4,900	16,335	192,349	186,931
Total L-M Div.	5,913	6,767	10,571	35,178	473,620	452,405
FORD MOTOR CO.	21,315	22,884	33,049	111,920	1,566,196	1,639,118
Skyhawk	0	576	0	0	6,913	24,922
Skylark/Somerset	1,152	1,157	1,861	6,125	60,568	48,337
Century	1,233	1,868	2,012	7,024	114,915	128,764
Riviera	363	383	586	1,889	18,652	10,791
Electra	0	1,512	1,591	4,333	71,852	81,633
LeSabre (fwd)	2,142	1,817	3,092	10,867	140,662	122,804
LeSabre (rwd)	174	134	190	779	7,157	9,063
Reatta	121	0	0	452	5,752	8,722
Total Buick	5,185	7,447	9,332	31,470	426,471	435,036
Cimarron	0	0	0	0	0	3,693
Eldorado	305	451	650	2,003	27,113	32,222
Seville	363	340	717	2,213	21,048	21,126
Brougham (rwd)	750	524	1,304	2,663	49,875	32,326
DeVille (fwd)	2,265	2,996	3,593	11,719	167,270	145,325
Allante	45	45	75	240	2,887	1,939
Total Cadillac	3,728	4,356	6,339	18,838	268,193	236,631
Cavalier	4,405	3,894	6,590	23,754	329,924	325,079
Camaro	1,287	1,532	2,005	6,323	92,338	89,855
Celebrity	0	2,718	0	0	70,720	172,164
Corsica/Beretta	5,124	5,296	8,476	23,099	333,979	396,166
Caprice	1,467	2,258	2,583	6,740	152,118	189,118
Corvette	336	315	560	1,759	22,970	20,964
Total Chevrolet	12,619	16,013	20,214	61,674	1,002,049	1,193,346
Calais	1,008	1,930	1,703	5,440	81,234	106,711
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	1,332	999	2,234	6,622	79,014	31,772
Cutlass Supreme	0	0	0	6,439	103,550	130,208
Toronado	361	196	284	1,122	8,890	13,958
88 (fwd)	978	2,006	3,256	10,105	131,027	143,433
88 (rwd)	165	81	214	499	7,160	10,145
98	855	1,069	1,489	4,776	65,872	67,615
Total Oldsmobile	4,699	6,281	9,180	35,004	476,747	509,072
Sunbird	1,811	1,429	3,366	12,240	137,375	100,986
Grand Am	2,880	3,071	0	5,808	207,655	220,714
Firebird	663	962	1,195	3,950	52,681	60,191
Grand Prix	2,466	2,376	3,812	6,278	117,333	132,603
Pontiac 6000	906	1,437	1,539	4,865	72,452	85,008
Bonneville	0	1,749	1,743	4,783	84,446	110,421
Safari/Parisienne	0	75	0	0	2,691	6,894
Fiero	0	0	0	0	0	13,297
Total Pontiac	8,726	11,099	11,655	37,924	674,633	730,114
GENERAL MOTORS	34,957	45,196	56,720	184,909	2,848,093	3,104,199
DIAMOND-STAR	2,048	0	3,384	10,420	79,825	0
HONDA	4,250	4,530	7,442	23,362	332,377	335,697
Civic	1,100	1,551	2,170	7,508	122,252	100,116
Accord	3,150	2,979	5,272	15,854	210,125	235,581
MAZDA†	2,666	2,795	4,474	14,316	187,374	143,377
NISSAN	1,372	1,299	2,368	7,488	106,415	101,302
NUMMI	2,200	509	3,900	12,087	178,940	118,773
Corolla	1,000	424	1,804	5,607	73,601	47,973
Geo Prizm/Nova	1,200	85	2,096	6,480	105,339	70,797
SUBARU-ISUZU*	330	0	545	1,741	4,157	0
TOYOTA	2,475	0	4,099	13,124	134,408	0
VOLKSWAGEN	0	0	0	0	0	35,997
Golf/GTI	0	0	0	0	0	30,444
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	81,663	89,654	133,882	436,810	6,284,573	6,436,506
Total Cars, Canada	18,667	17,710	23,580	84,446	912,161	955,571
U.S., Canada Cars	100,330	107,364	157,462	521,256	7,196,734	7,392,077
U.S., Canada Cars and Trucks	171,057	179,999	253,482	586,065	11,814,327	11,998,822

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe

CANADIAN CAR	Week Ended Nov. 25, 1989	Week Ended Nov. 26, 1988	Week Ended Nov. 18, 1989	Nov. to Date	Jan. 1 to Nov. 25, 1989	Jan. 1 to Nov. 26, 1988
Premier	0	1,281	0	2,050	30,848	55,243
CHRYSLER MOTORS	0	1,281	0	2,050	30,848	55,243
Tempo	2,247	3,411	2,428	8,683	118,380	156,899
Topaz	964	1,704	1,022	5,225	52,945	62,848
Crown Victoria	2,118	2,799	2,091	8,802	107,941	118,238
Grand Marquis	2,139	2,774	2,361	9,048	116,477	120,005
FORD MOTOR CO.	7,468	10,688	7,902	31,758	395,743	457,990
Celebrity	1,145	387	1,114	4,013	23,906	19,192
Cutlass Ciera	2,254	3,467	2,207	7,817	111,084	204,474
Lumina	4,400	0	7,265	22,509	165,487	0
Pontiac 6000	0	0	0	0	0	29,690
Regal	0	10	1,516	4,253	70,121	139,603
GENERAL MOTORS	7,799	3,864	12,102	38,591	370,598	392,959
HONDA	2,100	1,698	2,305	7,799	78,065	43,537
HYUNDAI*	300	0	300	1,080	13,280	0
TOYOTA	820	0	827	2,556	16,249	0
VOLVO	180	179	144	612	7,378	5,842
Total Cars, Canada	18,667	17,710	23,580	84,446	912,161	955,571

U.S. TRUCK	Week Ended Nov. 25, 1989	Week Ended Nov. 26, 1988	Week Ended Nov. 18, 1989	Nov. to Date	Jan. 1 to Nov. 25, 1989	Jan. 1 to Nov. 26, 1988
Caravan	1,200	1,242	2,499	7,554	97,637	83,612
Dakota	1,100	1,381	2,353	6,978	85,366	98,479
Caravan C/V	50	66	92	295	5,997	11,219
Ram pickups	1,000	1,368	1,918	5,825	83,558	76,997
Total Dodge	3,350	4,057	6,862	20,651	272,558	270,307
Cherokee	2,500	2,281	4,275	13,442	194,201	169,528
Comanche	200	451	367	1,136	24,359	40,288
Grand Wagoneer	150	210	0	475	8,927	12,749
Wagoneer	100	124	138	500	7,250	9,880
Total Jeep	2,950	3,066	4,780	15,552	234,737	232,445
Voyager	1,100	1,248	2,295	6,947	91,227	77,755
Town & Country	15	0	38	104	3,118	0
Total C-P Div.	1,115	1,248	2,333	7,051	94,345	77,755
CHRYSLER MOTORS	7,415	8,371	13,975	43,254	601,640	576,961
Aerostar	2,820	2,985	4,296	13,251	201,545	188,098
Bronco	811	1,020	1,215	3,927	64,853	51,865
Bronco II	1,705	1,704	2,844	8,841	108,174	110,280
Econoline	2,519	3,130	2,059	8,873	195,519	220,917
Mediums/Heavies	767	707	0	2,845	51,930	59,460
Light trucks	6,131	6,676	9,196	31,687	474,048	448,660
Ranger	3,565	4,191	5,670	19,077	283,740	294,875
Total Ford Div.	18,318	20,413	25,280	88,502	1,377,818	1,374,155
FORD MOTOR CO.	18,318	20,413	25,280	88,502	1,377,818	1,374,155
Astro	1,700	2,121	2,809	9,418	146,925	160,866
Blazer	278	307	0	995	23,749	24,006
Lumina APV*	718	0	1,197	3,823	14,415	0
Mediums/Heavies	257	227	397	1,207	7,275	18,361
P-Model	457	0	728	2,012	27,208	36,773
Pickups	4,612	5,027	7,610	23,348	363,505	334,056
S-10	3,060	3,432	4,815	12,838	217,432	277,614
S-10 Blazer	1,787	2,144	1,534	8,539	158,202	155,801
Sportsvan/Van	1,065	0	1,587	5,512	86,786	86,204
Suburban	604	821	0	1,590	64,312	64,239
Total Chevrolet	14,538	14,079	20,677	69,281	1,099,693	1,157,920
Jimmy	139	89	0	555	7,585	7,017
Mediums/Heavies	475	358	460	1,756	12,415	32,483
P-Model	71	0	145	262	3,663	4,679
Pickups	1,361	1,971	1,923	8,075	111,181	102,468
S-15	979	782	2,015	4,410	54,077	63,655
S-15 Jimmy	805	629	389	3,089	46,139	43,955
Safari	736	509	1,437	3,952	40,861	41,104
Suburban	648	367	0	3,053	29,651	28,465
Vandura/Rally Vans	414	0	884	2,393	27,465	30,617
Total GMC	5,628	4,705	7,253	27,545	333,047	354,443
Olds Silhouette*	186	0	312	986	2,813	0
Pontiac Trans Sport*	324	0	540	1,721	5,301	0
GENERAL MOTORS	20,676	18,784	28,782	99,535	1,435,781	1,512,363
NAVISTAR	894	1,080	1,500	3,903	71,088	79,261
NISSAN	1,734	1,398	3,002	9,669	111,149	85,323
SUBARU-ISUZU*	330	0	545	1,739	4,155	0
AM GENERAL*	270	270	450	1,440	20,610	20,880
MISCELLANEOUS*	1,800	1,380	3,000	9,600	131,400	106,720
Total Trucks, U.S.	51,437	51,696	76,534	257,642	3,753,641	3,755,663

CANADIAN TRUCK	Week Ended Nov. 25, 1989	Week Ended Nov. 26, 1988	Week Ended Nov. 18, 1989	Nov. to Date	Jan. 1 to Nov. 25, 1989	Jan. 1 to Nov. 26, 1988
Caravan	3,395	3,384	3,576	11,394	134,009	130,066
Caravan C/V	100	206	101	336	9,107	11,072
Ram Wagon	1,530	651	1,555	3,591	25,254	24,413
Ram Van	500	1,809	545	1,947	63,008	66,624
Total Dodge	5,625	6,050	5,777	17,268	231,378	232,175
Voyager	2,521	2,620	2,601	8,453	114,128	116,204
Total Plymouth	2,521	2,620	2,601	8,453	114,128	116,204
Wrangler	1,500	1,282	1,460	2,960	66,473	47,487
Total Jeep	1,500	1,282	1,460	2,960	66,473	47,487
CHRYSLER MOTORS	9,646	9,952	9,838	28,680	411,979	395,866
FORD MTR. (lt. trks.)	2,614	3,579	2,606	10,836	147,720	148,894
Light trucks	3,185	3,935	2,690	12,295	148,160	142,595
Vans	1,635	1,462	1,684	5,801	56,069	55,561
Total Chevrolet	4,820	5,397	4,374	18,096	204,229	198,156
Light trucks	1,695	1,390	2,145	5,218	65,737	70,344
Vans	315	821	321	1,374	24,329	27,348
Total GMC	2,010	2,011	2,466	6,592	90,066	97,692
GENERAL MOTORS	6,830	7,408	6,840	24,688	294,295	295,848
[illegible]	200	0	202	605	9,958	10,474
[illegible]anada	19,290	20,939	19,486	64,809	863,952	851,082
[illegible]ks.	70,727	72,635	96,020	322,451	4,617,593	4,606,745

[illegible]timates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Automotive News®

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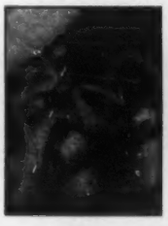

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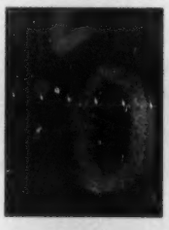

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Technology teasers for 2000

U-M's Delphi V panel tries to predict inroads in coming decade

For American car technology over the next 10 years, future shock may turn out to be more a gentle buzz. At least, that's how the 330-member panel of Delphi V sees it.

In a way that's not too surprising. After all, the industry has just gone through a revolution, and after all revolutions comes a period of consolidating gains. And the Delphi panel members, the collective opinions which make up the University of Michigan technology forecast, expect the next decade to be just such a period. The American automobile will continue to change, they say, but the rate of change will be more evolutionary than revolutionary.

The mainstream American car of 2000, they predict, will be a front-engine, front-drive, steel unibody, gasoline-powered, ABS-equipped sedan, slightly larger but also slightly lighter than its 1990 counterpart.

Under that familiar skin there will be substantial changes — including more sophisticated suspensions, the use of now-exotic materials like ceramics and higher electronic content. But even in these areas the rate of change will be considerably slower than in the decade now ending, and, interestingly, quite a bit slower than was anticipated by panels in previous Delphi studies, which contemplated much more radical change by the end of the century.

That's likely because each of the Delphi studies (Delphi I in 1979, II in 1981, III in 1984 and IV in 1987) were done in (automotively speaking) turbulent times, when car sizes were being slashed and engines were losing cylinders faster than the UAW was losing membership and the domestics were losing market share. Both of the latter only adding to the froth.

Each Delphi study, as the editors of the 1989 version are quick to state, "is a snapshot that collects and presents the opinions and attitudes of a group of experts at that particular point in time." And clearly the attitudes of the experts have changed.

If, a decade ago, there was still strong talk about "throwing the imports back into the sea," today the prevailing feeling might better be characterized as "we have met the enemy, and it is us."

One thing that has not changed is the experts' belief in the need for quality. It remains number one in importance. What has changed, however, is the idea that quality can be a competitive advantage; that's been replaced by the reality that quality — and value — have become such basic issues that you need a carload of both to survive in the market.

"True and total customer satisfaction," the experts say, is the key to the next decade. Technology for technology's sake is history. Such goodies as CRTs, head-up displays and active suspensions, they say, will have only a tiny role, if any. The increased emphasis, in an ever more competitive market, will be on real and perceived value. Technology will be important in terms of competitive edge, but only if it meets customer expectations at a reasonable price.

That's a quick view of Delphi V, the future of automotive technology as seen by 330 executives, engineers and academic/consulting specialists (57 percent from vehicle manufacturers, 32 percent components and parts suppliers and 11 percent outside specialists, consultants and academics). Here are their thoughts on the making of the American car, circa 2000.

Author Bill Lovell is a freelance automotive reporter.

General issues

Fuel and fuel economy: One important reason behind the conservative forecast is a widespread belief that fuel prices will remain stable over the next decade. Panelists predict the price of unleaded regular gasoline will rise only to $1.40 a gallon (in 1988 dollars) by 2000, much less than the price foreseen in previous studies (Delphi I, by contrast, forecasted a price of $2.50 a gallon, in 1979 dollars, which translates to $4.07 a gallon today).

The present optimism on fuel prices is based on several factors: 1) Even with war in the Middle East, real energy prices actually have dropped. 2) Increased appetite for cash in the energy producing countries will require the sale of increasingly larger amounts of crude. 3) Progress in alternative fuel technology is causing those countries to rethink basic policies; they fear that any disruption of supply will only accelerate the move toward alternative fuels. 4) Continued improvement in overall fleet fuel economy and 5) Increased worldwide political stability as the communist countries move toward market-oriented economies.

Of course, the panelists keep in mind the possibility that the Middle East market could crumble, making all these predictions seem as silly, in retrospect, as "Dewey Beats Truman." If that happens, all bets are off — including most of the forecasts of vehicle size.

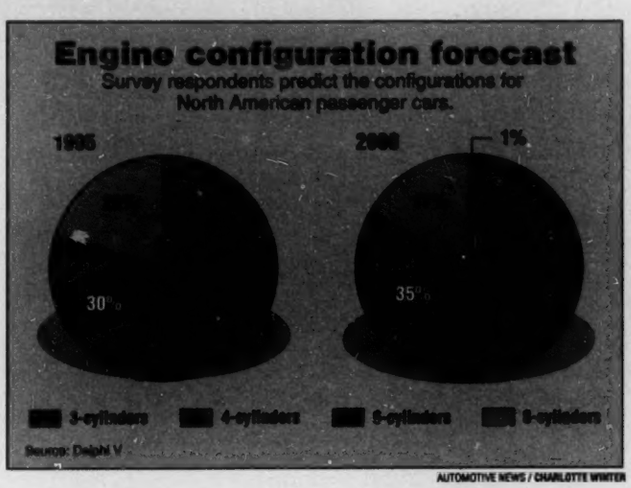
Panelists do think there will be a slight movement toward "flexible fuel vehicles," with 10 percent of the fleet able to use a full range of methanol-gasoline blends by 2000. Panelists think the actual number will depend on three factors: government regulations, world energy conditions, and the success of direct-injection technology in solving current cold-start problems.

Improvements in fuel economy, panelists believe, will come primarily from improved powertrain efficiency, and to a lesser degree from weight reduction, aerodynamics and improved accessory drives. The age of downsizing, on the other hand, is over; panelists believe only 5 percent of future improvements will come from size reduction — and some panelists bluntly say that cars will, in general, become larger.

Competitive factors

No surprises here. For a manufacturer to be competitive in the years ahead, panelists say, it has to be strong in two key areas: Quality and cost. Third, fourth and fifth will be: New technology/product innovation, styling and responsiveness to market (i.e., the time it takes to bring a new car to the showroom).

There is a strong consensus, somewhat ironically, that while quality and cost will become even more important over the next decade, both will effectively disappear as reasons for customers to choose one car over another. They will become so important, panelists believe, that they will become basic requirements for staying in the market, and the surviving manufacturers by 2000 will have essentially achieved parity in these areas. This development will leave new technology (but only where it is perceived by the customer as real value) and styling as the areas in which one manufacturer can grab an edge.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

One phrase expected to become common over the next decade is "life-cycle management," meaning active involvement with the customer even after the warranty is up. The factory-to-customer relationship is expected to move closer to "cradle to the grave," beginning in the showroom and ending with recycling the worn-out product.

To this end, panelists predict improvement and expansion of onboard self-service/diagnostic systems, including the development of artificial intelligence systems for dealerships. Powertrain warranties, meanwhile, are expected to expand to a period of from 8-10 years or 100,000 miles.

All of these developments will keep the customer tied to the dealer longer, making it tough for the independent repair facility.

Government regulation

Panelists expect increased activity in this area — almost a given after the years of relative inactivity during the Reagan administration. They are almost unanimous in expecting more standards in the light truck area, including occupant restraints, vehicle emissions and crashworthiness, but they also forecast tougher occupant safety and emissions standards for passenger cars as well (it should be noted that the study far preceded the recently suggested emissions standards in the Congress). Over 60 percent also believe state "lemon laws" will become more prevalent in the coming decade, while they are almost evenly split on the question of product liability, with about half expecting a federal limit on product liability awards and another half predicting an increase in this area. Electronics and braking systems were the areas most cited for new product liability activity.

Some areas seen by panelists for possible new regulatory action include noise standards (for tires as well as cars) and brakes, with many panelists foreseeing mandatory anti-lock braking by the end of the decade. Most panelists, in fact, see ABS becoming the standard, through market pressure if not governmental regulation.

As for proposed amendments to the Clean Air act, panelists see improved integrated and computerized adaptive engine controls and new fuel injection controls to be the key technologies. Less than a third, meanwhile, see improved catalyst systems as a major factor.

Vehicle development

Panelists expect the current gap between domestic and Japanese lead-times for new products to shrink dramatically, if not actually disappear. For reskinning an existing platform, the gap is expected to shrink from the currently estimated 13 months to five, for a completely new vehicle from an estimated 18 months to eight. Of course, the gap is a moving target.

Panelists estimate that current lead-time for a Japanese manufacturer to develop a completely new vehicle is 42 months. By 2000, panelists think it will take an American manufacturer 40 months to accomplish the same task, while the Japanese will require 32.

Many panelists believe that management, not technology, is the major stumbling block in this area. To quote the study directly, "there is growing consensus that project teams with multidisciplinary membership and a strong leader together with a minimum of interference from top management is very helpful in streamlining the process."

Two technical factors are expected to play important roles in reducing vehicle development time: development of "comprehensive internal engineering data bases and an appropriate network to interface with them;" and increased use of analytical tools, such as computer-generated simulations and models, in place of traditional test and development techniques.

An additional factor is expected to be the stockpiling of technology, validating it and putting it "on the shelf" before it is used in new programs. This, the study says, will be more time-effective than the current domestic practice of inventing new technology during the product development process.

Reflecting both the globalization of the industry and the drop in the number of American engineering students, panelists expect more product design and engineering will be performed offshore. They estimate that 15 percent of such work is now performed overseas; that estimate rises to 25 percent by 2000.

CAR ENGINE FEATURE FORECAST

Engine features	1995	2000
Fast-burn combustion chamber	65%	80%
Knock-limiting devices	30	60
Roller valve lifters	40	60
Distributorless ignition	40	75
Four-valve combustion chamber	15	30

SOURCE: Delphi V

CAR ELECTRONIC FEATURE FORECAST

Electronic features	1995	2000
Electronic transmission	30%	75%
Multiplexing	7	20
Navigation/information	3	8
Variable valve timing	5	10
Drive-by-wire	1	5

SOURCE: Delphi V

Evening things out somewhat, panelists expect Japanese manufacturers in the U.S. to make greater use of American talent in these areas. At the same time, they predict that outsourcing of components by U.S. companies will rise slightly, while Japanese companies will increasingly utilize American parts.

Body and Chassis

Unibody construction will continue to be dominant, with panelists predicting that 92 percent of North American-built cars will be of the integral body/frame type at the turn of the century.

They forecast a slight drop-off in separate body/frame vehicles — down to 4 percent, and a modest rise in space frames, *a la* the new GM minivans, also 4 percent of the market. There are those who think the space frame percentage may be higher, depending on new metal bending and welding technology, but most believe the unibody will continue to be the winner in terms of ease of manufacture, cost and safety/regulatory considerations.

Panelists forecast an average curb weight of 3,032 pounds for domestic cars by 1995, and believe that figure will drop only slightly by 2000, to an average of 2,943 pounds. They foresee only a slight drop in the amount of steel in each car — to 1,560 pounds by 2000 — a drop in cast iron, and modest increases in the use of aluminum and plastics. Interestingly, these overall weight estimates are the highest ever made by any Delphi panel, representing a renewed appreciation for traditional technologies.

MacPherson strut front suspension will drop somewhat in popularity but continue to be the system of choice on 75 percent of domestic cars by 2000, while panelists forecast a slight gain for twin A-arms, up to 25 percent. They see a major shift to independent rear suspension— with 60 percent having four wheel independent suspension by 2000. Few expect electronically controlled active or passive suspension systems to make much of an impact, except on expensive specialty cars. For the mainstream car, they see conventional shocks and steel springs continuing to dominate the market.

Also limited to the high end of the market will be such technologies as electrical/electronic power steering and four-wheel-steering. Such developments, panelists say, are too costly and provide too little ▶

benefit for the dollar to make much of a dent in the mainstream market.

Interestingly, panelists are enthusiastic over the future of antilock brakes, but somewhat less so concerning rear-wheel discs. They think the percentage of domestic cars equipped with four-wheel disc brakes will increase to only 20 percent by 2000 (5 percent each for light trucks and vans), while forecasting that 70 percent of domestic vehicles will have ABS by the same time. They also expect 15 percent to have some sort of traction-control (anti-spin) system by the end of the '90s.

Sixty-three percent of the panelists believe that ABS will become a federal requirement for passenger cars by 1998 — and many who do not think that market pressure will make such regulatory action unnecessary. Clearly, ABS is one technology that the panelists expect will be a huge hit with consumers.

One thing the panelists say is a real dud is the idea of no spare tire. While Delphi I predicted that 50 percent of 1990 cars would be spareless, Delphi V recognizes that the public wants the security of a spare, regardless of advances in tire technology.

In 2000, panelists predict, 10 percent of domestic cars will carry standard spares, 80 percent mini-spares and 10 percent no spares.

Panelists are likewise conservative when it comes to tire features. They expect 30 percent of domestic cars to come equipped with puncture-resistant tires, but just 12 percent "self-sealing" and zero percent "run flat."

Inside the cabin, panelists predict that "conventional" instrument panels and stalk-mounted controls will each lose ground, the former by a considerable extent, the latter only slightly. The use of pods is expected to rise slightly, as are steering hub controls, but the latter will depend on the percentage of cars with air bags. "Some combination of above" is the consensus choice.

Look for better seats, with more emphasis on function than appearance. Panelists look for more multi-adjustable seats, many with electronic memory.

Controls, they say, will be more accessible, perhaps more adjustable, use more electronics, simpler and more functional. Vacuum fluorescent displays will continue to be strong, but multicolor liquid crystal displays are expected to be equally strong by 2000. Cathode ray tubes, as seen on some Buicks the last few years, are not expected to have much of a future.

Panelists expect both passive-belt restraint systems and air bags to be strong by 2000, with air bags the ascendent technology. Eighty percent of domestic cars, meanwhile, will feature rear-seat shoulder restraints (69 percent of the panelists believing such restraints will be legislatively mandated).

On the subject of "friendly" interiors there was deep division among the panelists, but 72 percent thought that such impact-absorbent interiors would provide useful supplementary crash protection. The trend here seems to be toward smoother, less intrusive interior design.

Powertrain/Drivetrain

Aluminum is expected to continue its growth as an engine material, with panelists predicting that 70 percent of engines will have aluminum cylinder heads by 2000. We will also see more aluminum blocks, but only in 12 percent of all domestic engines.

Polymer-based engine components will also grow in popularity, but only in non-moving parts like intake manifolds, oil pans and valve covers. The use of ceramics is also projected to grow, from almost nothing today to as many as 15 percent of 2000 engines, particularly in areas such as valve train components, exhaust manifolds, turbochargers and seals.

Panelists expect the mix among four, six and eight-cylinder engines will remain relatively stable over the next decade, as will engine displacements. Pushrod engines will fade in popularity, they say, while single and double-overhead cam designs will together take over the majority of the market. Multi-valve engines will continue to increase, while 2-valve per cylinder designs will drop to 60 percent. In the valvetrain itself, there will be some movement toward variable timing control and variable lift control, but mainstream use of such technologies is probably more than a decade away.

It is anticipated, overall, that there will be large-scale fundamental redesign in the engine area. Here Delphi V is more optimistic than Delphi IV; 60 to 70 percent of the panelists believe that American engines, now relatively old in design compared to foreign competition, will see fundamental changes in the coming decade.

The panel does not, however, see a great swing toward two-cycle engines: it sees only 2 percent penetration by 2000, 5 percent by 2005. Nor do panelists see any movement toward diesels; only in light trucks do they see any market at all. Likewise, such alternative engine types as stratified charge, rotaries and turbines are seen as having a tiny impact, if any.

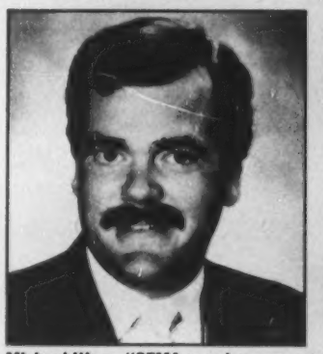
Technical features that do look promising include fast-burn combustion chambers and roller lifters, both of which are expected on the majority of engines by 2000. Other features expected to grow in popularity include balance shafts (on four-cylinder engines), lean-burn technology, powdered metal cams and gears and hollow camshafts. Expected to remain static, at best, are two of today's most-touted features: turbochargers and superchargers, neither of which is expected to be in more than 5 percent of domestic engines by 2000.

Other engine technologies expected to grow over the next 10 years include knock control, distributorless ignition, individual cylinder control of ignition, closed-loop timing and coil-on-plug ignition. Multi-point fuel injection is expected to be the dominant fuel management system, with 75 percent of the market by 2000. Throttle body injection gets the other 25 percent; the carburetor gets an epitaph.

As for driveline configuration, panelists expect front-engine, front-drive to become even more dominant, with 80 percent of the domestic market by 2000. Front-engine, rear-drive, they say, will drop to less than 15 percent, while all-wheel drive will account for 5 percent. Eighty-seven percent of domestic cars will have automatic transmissions, with four-speeds the most common. Continuously variable transmissions will have some impact, though CVTs are expected on no more than 3 percent of 2000 cars. Electronic transmission control is one technology expected to grow rapidly; panelists expect 30 percent of 1995s transmissions to be so-equipped, and fully 75 percent of 2000s. Lock-up torque converters, panelists say, will become almost standard equipment, with 90 percent penetration by 1999. ■

Adding a personal touch

Individualism renews growth in specialty products aftermarket



Michael Warn: "SEMA members are confident growth will occur."

Readers of Automotive News are probably familiar with SEMA and the companies represented by the association, since the SEMA membership is made up of manufacturers, distributors and retailers of specialty and performance equipment found on all cars, old and new alike.

In fact, the nation's automobile and truck dealers themselves, no doubt deal periodically with SEMA-member companies in efforts to embellish their showroom products with specialty gear to add that extra appeal as a customer draw. And therein lies the prognosis for specialty products.

Changes to products in the specialty and performance segment of the automotive aftermarket are often in parallel to those — sometimes subtle, sometimes dramatic — evident in new-car offerings. In many cases the changes are the result of technological progress; but they are often in response to trends from the buying public.

Suffice to say there are more changes to new vehicles as a result of technological developments, while specialty products (accessories) are designed and meet with favor among consumers because of prevailing or impending trends. Specialty products enable the car owner to make changes according to his preferences quicker than if he were to wait for a new car as a result of the model changeover.

By the most simple definition, specialty products are those which enable the car owner to personalize. In the history of our industry segment, the trends and products marketed to satisfy the consumers' demands came about as a result of two specific (basic) hobbyist activities: customizing and racing.

Customizing, and the techniques to redesign cars, has its roots in custom car shows and similar enthusiast get-togethers. Aficionados are responsible for myriad innovative characteristics to a car's appearance.

Today customizing has been all but replaced with terminology that more accurately reflects the broader base of consumer interest: personalizing and individualism.

To refashion a car's appearance or uses, applying specialty merchandise produced by our industry, is to personalize it, to make it a reflection of the owner's intent to have something uniquely different when compared with vehicles of his peers. It is an expression of individualism which some refer to as a form of automotive art. Motorsports, and specifically racing, on the other hand, have made their own contributions to the progress of the automobile, and in virtually all walks of the activity. There is no better testbed than the race track, a factor proven throughout the years.

Today, motorsports activities in vertical forms, such as off-road racing, enable suppliers of light- and medium-truck products a testbed similar to what auto racing has done for the modern car. Hot rodding, in which the specialty and performance products industry has its roots, is a diverse activity which not only represents a substantial piece of the product sales-volume pie, but has over the years offered certain innovative developments of value to the motoring world at large. Of importance to U.S. automobile manufacturers is the R&D achieved test results, usually the product of on-street or on-track testing which substantiates durability claims.

Specialty cars, personalized cars, all forms of racing and hot rodding have prospered through the years. More recently, there's been impressive growth throughout motorsports, and there is every indication it will continue into the 1990s and beyond, signaling even greater sales volumes for suppliers of both performance cars and aftermarket products. SEMA's forecasts are based on developments and research which reveal unprecedented growth. And there are events which clearly support the ambitious projections, among them the annual SEMA Show in Las Vegas.

Last year, the specialty products exposition achieved ranking as the flagship of automotive aftermarket trade shows, with nearly 3,000 exhibit booths occupied by more than 900 companies, and 14,000 buyers in attendance.

Thus as we enter the 1990s, we look not to guesstimate predictions, but rely instead on this aftermarket segment's recent history. Also watched is the trend among car owners and their relentless efforts to personalize cars to achieve individuality, as well as improve on the overall performance, including modifications to those vehicles described as showroom fresh.

In the past few years we've seen evidence of how a single segment of our industry can and does flourish as a result of consumer demands: ground effects systems which will no doubt grow in popularity and enjoy the attending sales volume in the '90s and beyond. It's a sales phenomenon.

Determination among consumers to improve the performance of vehicles is inevitable — always has been. As the industry segment develops and refines products — in many cases those in the electronics category — we'll see increased sales to those who seek improved performance, be it economy, improved operating efficiency or better handling. And the light-truck market, both new vehicles and accessories for them, needs no further explanation.

Changes will occur no doubt into and through the next decade. It's the nature of the specialty business to not only adjust product lines and the products themselves as enthusiasts' preferences reach beyond the status quo, but our industry responds to changes quickly — the SEMA members' advantage in this competitive arena.

Combine that edge with the R&D available from our industry to automakers, and the lower cost compared with their own, and it is clear the auto industry could — and should — look to our industry more often for product development. The doors of our manufacturers are open; the automakers will wisely benefit by walking through those doors to develop cooperative efforts and programs for the development of products and marketing strategies.

It is the opinion of many in our field that the new-car buyer, and the dealer serving that customer, will look to and deal with sectors of the specialty and performance aftermarket more in the future.

There is considerable evidence on the horizon, if not today: Manufacturers, domestic and import companies alike, have recognized and acknowledge the sales volume which awaits dealers not only in replacement parts, but in specialty equipment and accessories.

Will this development impact the distribution and retail segment of the specialty aftermarket? To some extent, yes, since the dealers have an opportunity to expand their sales to the growing number of performance-conscious customers. But the specialists, the hot rodders, currently serving the most sophisticated aficionados of performance, will maintain their positions as experts at the retail level, prepared to assist any car owner with customizing and performance-improvement guidance and products.

Performance products distributors (warehouses) will no doubt become sources to dealerships for product, either as fill-in suppliers or as regular sources for merchandise among dealers who choose not to invest in the substantial inventories needed to serve this growing bloc of customers.

The specialty and performance segment of the automotive aftermarket has thrived on change, for it is on trends this section of the industry is dependent — either those brought about by consumer demands, or those inspired by innovative developments from within the industry and can be traced to the hobbyist activities themselves, be it racing or customizing. But the 1990s will no doubt be looked upon as the decade of change, market segments included.

Changes though there may be, SEMA members are confident growth will occur, in keeping with industry history that's solidly founded on innovation and the ability to respond to trends. That, together with a renewed favor among motorists for individualism and improved performance in their personal cars, combine to support predictions that the 1990s loom as a boom decade for specialty and performance products. ■

Author Michael Warn is the CEO of Warn Industries and the chairman of the board of the Specialty Equipment Market Association.

Humanware

Interaction between man and machine will rise in the '90s

In the year 2000, drivers could have intellectual relationships with their cars, which would be intelligent machines capable of taking control when the driver makes a mistake.

According to Japanese researchers, technology will have evolved into what they call humanware, which puts an emphasis on the interaction between people and machines.

The researchers, with Mitsubishi Motor Corp.'s Technology Administration Department, are Sunao Chikamori, vice general manager; Arata Sumie, manager; and Yuzo Ohta, assistant manager. Their work was presented to fellow engineers during an SAE meeting in Dearborn, Mich., in September.

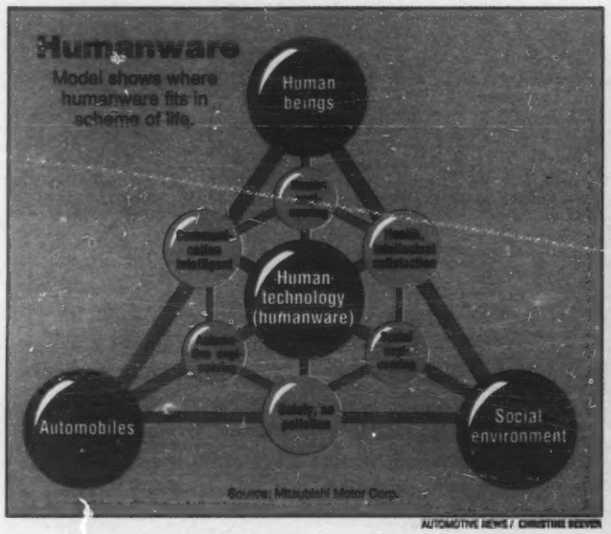
They contend that interest through the 1990s will shift to humanware and away from hardware and software. They say valid predictions of how autos will evolve toward the end of the century can be made only by considering cars as a part of social life.

They focused their work, therefore, not only on trends in automotive technologies but also on international, social and market environment changes.

Overall, world demand for cars is expected to grow mildly at an annual rate of about 1 percent, said the researchers. However, they said, excess production capacity will cause oversupply, leading to such measures for survival as more complicated linkups and cooperation among automakers in different countries. They foresee mutual agreements between manufacturers in advanced nations and an international division of labor among manufacturers in advanced and industrializing countries.

"Superior, unique technologies are even more vital for an automaker to maintain the independence and self-reliance in this severe and complicated situation of internationalization," they said. "These technologies must be developed in line with . . . user trends.

Author Roger Rowand is an Automotive News staff reporter.



AUTOMOTIVE NEWS / CHRISTINE BEEVER

Thus it is even more important to observe the direction and precisely grasp future trends in technologies."

Here are the major social environment changes the Mitsubishi people foresee as the year 2000 nears:

- A population trend toward aging is expected to grow after a slow start in Japan and continue in Western countries.
- Women's participation in the Japanese work place and in public affairs will continue to grow.
- Men and women will have more free time as the number of hours annually spent working dips from 2,200 to 1,800, and income will increase in Japan.
- A population segment of the New Rich may emerge, which may alter the Japanese tradition which holds hard work as a strong virtue.

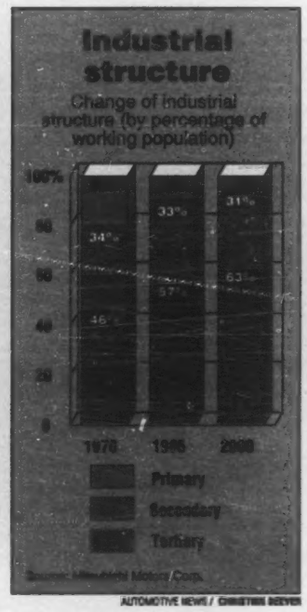
Based on those assumptions, the Mitsubishi researchers also predict large amounts of working time will be devoted to preparing for what they called worthwhile living into old age. That will involve home medical equipment, total asset management, private homes for the aged, residential meal service and personal pension and insurance plans.

Too, they said, participation in cultural and creative activities will increase, especially for housewives, because of day-care and household services.

There will be a major switch in consumption; people will seek more services and turn away from goods.

Physical distribution of goods in 2000 will require lightweight and compact products, not big, heavy trucks. The researchers predicted a continuing need for large-lot loads and long hauls, but they said the need for inexpensive, fast and safe small-lot loads, short hauls and door-to-door services will increase greatly because of changes in industrial structure and growth of non-store retailing.

The forecasters see a gradual international harmonization of laws and regulations covering exhaust emissions, fuel economy, noise and safety. Although other countries will emphasize various segments of the auto industry, Japan will hold the top position in production and



AUTOMOTIVE NEWS / CHRISTINE BEEVER

technology, predicted the researchers.

In engines and transmissions, current basic trends will continue but more emphasis will be placed on electronic precision and optimum control and new materials will be used, they said. Manual transmissions will retain a cost advantage over automatics but lose their fuel economy advantage as automatics are improved.

Toward 2000, critical body performance factors will be improved, including safety, rust prevention and aerodynamic characteristics, they said. However, they foresee no conspicuous change in shape. Although current basic structures will continue to be used, they foresee unit body structures that permit easy, automatic assembly, and custom-made structures that will suit particular needs of customers. Some body components will come with shapes that can be changed by the user.

The group also predicted composites will be used extensively and electronics will be put to work controlling more engines and transmissions. As 2000 nears, electronics that now are in their second generation will be in their third generation, involving integration and systemization.

In 2000, automotive computers will provide overall control of the vehicle. Major technology areas to develop in the decade to come will include:

- Ways to integrate overall control of a number of computers.
- Transmission techniques that allow a number of signals to be arranged and sent over single wires.
- Smart sensors with judgment and intelligence.
- Compact but powerful actuators.

Development of the materials of the future, is well under way in Japan and will produce results in the '90s, said the researchers.

Among the possibilities for automotive applications, they foresee composite materials used in gears, clutches, bumpers and pistons; high molecular weight materials used for springs, tires, oil pans, tanks and fans; and alloys that remember their shape and are directionally solidified.

Manufacturing trends will move toward ways of being profitable on small quantities of cars. "The future trend of production technologies is toward manufacturing systems that meet the ever-increasing diversification and individualization required of automobiles and fill the demand for made-to-order vehicles in addition to a higher degree of automation," said the group.

As components of that automation, they listed robots and computer-controlled laser-beam machining and electron-beam machining.

Parts and materials will come from a far wider international area. This trend is also true in design and production, they said, and internationalization of terminology can be expected.

Near the end of the 1990s, people will seek intellectual satisfaction, which will lead to the researchers' humanware. ■

Putting the brakes on car theft

1.4 million stolen in U.S. in '88; tops in the world

Experience by the National Automobile Theft Bureau — a non-profit corporation that monitors vehicle thefts — indicates there is increasing activity in international trafficking of stolen vehicles.

U.S. Customs estimates some 200,000 stolen vehicles may be illegally exported from the United States each year. These stolen vehicles are transported via air and water to Europe, the Middle East, the Caribbean nations and by land, sea and air to Central and South America.

The United States is not the only nation confronted with a growing vehicle crime dilemma. Reports from selected nations around the world indicate that the vehicle theft rate per 100,000 population, is higher in Scotland, England, Wales, Australia, France, Denmark and Sweden than it is in the United States.

The United States, however, continues to lead all nations in total number of vehicle thefts, with over 1.4 million last year.

Vehicle crime is by far the worst of the property crimes, which also include burglary, larceny-theft and arson. Although vehicle theft accounts for only 11 percent of total property crimes, it accounts for 48 percent of all property crime costs. Last year alone, vehicle theft costs were approximately $7 billion. What may be worse of all is that vehicle theft affects Americans twice. It costs first in property loss, time loss, inconvenience, insurance premiums, and most significantly in injuries and lost lives.

Second, it costs in tax dollars that go to maintain law enforcement activities, courts, prisons, and other agencies of vehicle crime control.

Author Paul W. Gilliland is president of the National Automobile Theft Bureau.

Criminal justice system

Car theft is considered a high-profit, low-risk crime that permits timely liquidation of the object of the crime with little chance of detection and identification. Vehicle theft, when compared with the more serious crimes against persons, is assigned a low priority by police.

During the last 10 years — while the crime has increased 44 percent — many law enforcement agencies experienced reductions both in manpower and in funding. There have been over a million thefts a year for the last five years.

Vehicle Security

Many of the previous vehicle security system designs — primarily directed at the resistance to force normally encountered in the smash-and-steal method of operation — were ineffective.

General Motors, for example, has been equipping all Corvettes, starting with 1986 models, with a Vehicle Anti-Theft System.

VATS, as the system is called by GM, uses computerized circuitry to identify the matching resistance of a pellet embedded in the ignition key in addition to the normal mechanical match of the key with the lock in order to start the car.

In 1985, before VATS was installed as standard equipment, 1985 Corvettes experienced a theft rate of 14.39 thefts per 1,000 vehicles. In 1986, after VATS was installed as standard equipment, the theft rate dropped to 10.94 thefts per 1,000 Corvettes manufactured during the year — a 24 percent decrease in the theft rate.

In 1987, the second year VATS was standard equipment, the theft rate for Corvettes dropped to 9.57 thefts per 1,000 vehicles, a further decrease of 12 percent.

Currently, General Motors installs a corresponding theft deterrent system, named Pass-Key, as standard equipment on both the Camaro and the Firebird.

Index tracks theft, fraud

The National Automobile Theft Bureau is a non-profit corporation established for the investigation, location and identification of stolen vehicles.

In the bureau's system, if a vehicle is stolen, the owner promptly reports the theft to law enforcement and then to his or her insurance company. The insurance company then reports the theft to the National Automobile Theft Bureau where it is automatically edited to determine the accuracy of the VIN.

The database is then searched for any record of previous history involving the vehicle.

If a vehicle identification number fails the bureau's search, the number is compared against a file containing over 240 million manufacturers' records of vehicle assembly and shipping information. ■

Retailing in the 1990s

Manufacturers continue to look for a competitive edge

Predicting the future is always a dicey business, especially during times of rapid change. But change at an accelerating rate is precisely what J.D. Power and Associates foresees for the automotive industry in the 1990s. Moreover, this change will come in all facets of the industry.

Case in point No. 1: automotive design. Our data show that American consumers believe that the gap in product quality is narrowing. As perceived product quality nears parity during the next decade, and as some of the other product differentiation criteria blur (With the advent of passenger minivans, what is the difference between a car and a truck?), automotive designers will be challenged to find new ways to make their products stand out.

Whiteside

One possible direction of change is a proliferation of niche vehicles, each tailored to a specific type of activity.

We saw this approach, for example, in a recent show of automotive design exercises by students at the Pasadena-based Art Center College of Design. In addition to the swooping, aerodynamic exteriors and fighter-pilot inspired cockpits, a common theme ran through these future designers' concepts — each vehicle reflected a relatively specific activity for which it was designed.

For example, a "2-passenger plus light, bulky load" vehicle, with its two passengers seated fore and aft along one side and a long trunk arranged parallel to them, appeared ideal for hauling sports gear such as golf clubs or skis.

Case in point No. 2: global competition. The accelerating globalization of the auto industry will end in a worldwide Big 3 automakers, and they certainly will not be General Motors, Ford Motor Co. and Chrysler Corp. (although one of these may be among the new Big 3).

Those who doubt that a new, global version of the Big 3 automakers will emerge need only recall Michelin's recent acquisition of Uniroyal Goodrich, putting Michelin in the lead in the three-way race for global leadership in the tire industry.

Case in point No. 3: automotive retailing. In the United States and around the globe, the way motor vehicles are distributed, sold and serviced will also reflect this rapid pace of change.

J.D. Power and Associates, which has been tracking changes in the U.S. automotive retail system for more than 20 years, is predicting that during the next 20 years there will be a major consolidation in the number of retail sales outlets.

Also predicted is a similar reduction in the number of franchise owners and a proliferation of a new type of retail service outlet - the factory-authorized franchised service garage, handling both warranty and post-warranty work.

It is on the third arena of change that we want to focus here. We most recently took an in-depth look at these changes earlier this year in a publication titled *The Revolution in Automotive Retailing: A Special Report on Consumer-Driven Changes in the U.S. Dealer Franchise System.* In preparing this study, we recognized that the foundation for sweeping change in the franchise system has already been laid. A brief look at history illustrates this point.

Author David E. Whiteside is director of publications for J.D. Power and Associates.

Winning retailers will have the widest choice, best on-spot delivery capabilities and best price. AUTOMOTIVE NEWS/JOE WILSDENS

CONSOLIDATION OF U.S. AUTOMOBILE DEALERS

	1985	1990	2000
Dealer principals	17,660	16,000	8,000
Retail sales points	24,700	25,000	18,000
Factory-authorized service outlets	—	—	5,000

SOURCE: Revolution in Automotive Retailing ©1989 J.D. Power and Associates

In 1950, there were 47,500 new-car and -truck dealerships across the United States. Most of these sales outlets were owned by hometown entrepreneurs, and the overwhelming majority of them held one franchise to sell one brand of domestic car or truck. Only a handful of import franchises was available. Detroit ruled supreme in this one-man, one-franchise system.

Today, there are only 16,300 dealer principals operating 25,000 retail sales outlets. Two-thirds of these hold more than one franchise. Moreover, 30 percent of U.S. dealer principals hold at least one Asian franchise, and 20 percent hold at least one European franchise (total percentages do not equal 100 because of dual ownerships).

All that is a matter of record. We are predicting that the dramatic consolidation in the U.S. new-vehicle retail industry is far from over.

Indeed, the increasingly competitive market conditions that will continue to dominate the auto industry during the next decade or longer will drive a substantial number of these dealer principals out of the industry. By the year 2000, there will be only 8,000 dealer principals in the United States. They will operate a mere 18,000 retail sales outlets.

Other changes we foresee in the franchise system include the following:

- To satisfy consumer demand for convenient, hassle-free shopping, light-duty motor vehicles increasingly will be sold in environments that will approximate those found today among mass merchandisers of consumer electronics and home appliances.
- As consumers travel farther from home to purchase their cars and light trucks in these centralized locations, brands will be forced to share — and compete for — the automotive equivalent of shelf space. The name of the retailer will come to have equal or greater meaning than the manufacturer's brand, just as it does today in television sales, for example.
- A corollary of this development, however, will be a need for a new type of service facility that can offer warranty service as well as post-warranty service.

Already there are signs that the manufacturers are becoming willing to create a new type of factory franchise: the factory-authorized service franchise. Witness, for example, Saturn Corp.'s decision to permit separate sales facilities and GM's plan to certify 2,000 independent service shops as Delco-Tech Service Centers, both of which are but early signs of this shift.

- As the size of investment required to create the new type of automotive mass merchandising center grows, many traditional dealer principals will cease to be able to compete. New players such as financial institutions, public companies and other legal entities will emerge to share the field with those individuals who are able to survive under the new conditions.

Thus, not only have the domestic makes lost control of the U.S. new-vehicle market, but all manufacturers, who as a group were the natural industry leaders when production was king, have ceded control to the consumer.

This consumer-driven market is characterized by increasing choice and availability as new nameplates and models of both cars and light trucks continue to enter the U.S. market. Moreover, the opening of more transplant assembly operations coupled with the domestic industry's determination not to surrender more market share is producing an over-abundant supply of virtually all makes and most models.

The U.S. automakers' continued reliance on sales incentives and rebates plus many imports' decision to join the battle demonstrates vividly the impact of this shift to a buyer's market. As J.D. Power and Associates data reveals, the gap in perceived product quality continues to narrow.

The direct consequence is a market in which product differentiation is diminishing and the competitive edge increasingly will go to the retailer with the widest choice, best on-spot delivery capabilities and best price.

This is the formula of the mass merchandiser. The new-vehicle franchised dealer system as it is known today is laboring even as the pace of the race quickens.

SEE THE LISTING BELOW FOR LOCATIONS AND TELEPHONE NUMBERS OF OUR AUCTIONS.

Albuquerque Auto Auction Inc.
505/883-7772

Amarillo Auto Auction Inc.
806/358-3663

Aptco Auto Auction Inc. (Detroit)
313/285-7300

Arena Auto Auction Inc. (Chicago)
312/759-3800

Baltimore-Washington Auto Exchange Inc.
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Bayside Auto Auction of Tampa Inc.
813/620-3600

Capital Auto Auction Inc. (Columbia, SC)
803/794-9051

Colorado Springs Auto Auction Inc.
719/392-3406

Dallas Auto Auction Inc.
214/264-2344

Dealers Auto Exchange of Tucson Inc.
602/574-2222

Fort Wayne Vehicle Auction Inc. (Indiana)
800/999-2150
219/422-9577

Golden Gate Auto Auction Inc. (San Francisco)
415/637-5660

Lauderdale—Miami Auto Auction Inc.
305/791-3520

Metro Auto Auction of Kansas City, Inc. (Missouri)
816/525-1100

Minneapolis Northstar Auto Auction Inc.
612/445-5544

Mississippi Auto Auction Inc. (Hattiesburg)
601/268-7350

Nashville Auto Auction, Inc.
615/244-2140

Omaha Auto Auction Inc.
402/896-8000

Puget Sound Auto Auction, Inc. (Seattle, WA)
206/735-1600

Southern States Vehicle Auction of Atlanta Inc.
800/223-2150
404/939-1618

Tri-City Auto Auction, Inc. (Pasco, WA)
509/547-1701

West Palm Beach Auto Auction, Inc.
407/790-1200

Auction Transport Inc.
800/233-1301

Anglo American Auto Auctions Inc.
435 Metroplex Drive
Nashville, Tennessee 37211
615/333-1400

Service needs keep slipping

Better product quality means greater durability, reliability

What service in the 1990s will be like has a lot to do with what vehicles of the 1990s will be like.

Manufacturers acknowledge that product quality and the quality of service will be the major discriminators between the winners and the losers in sales.

Better product quality means greater durability and reliability. Simply stated, things will last longer and not break as often. The need for repair service has been declining and will continue to do so.

Years ago engine valve jobs and piston ring replacements used to be common. Not anymore, and that trend is going to continue. Exhaust systems are now made of stainless steel. What used to last two or three years in the Rust Belt now lasts five or six years. Outside the Rust Belt the stainless steel exhaust system is virtually a lifetime system.

For many, visits to the repair shop for costly repairs are going to cease.

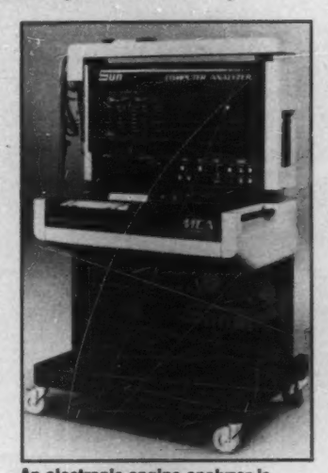
Where vehicles go for service won't change much from today. If something major breaks when the vehicle is under warranty it will go back to the dealer. Vehicles that need repair after the warranty will go to dealers, gas stations, specialists and independent repair shops. With the decline in repair work due to higher product durability and reliability, the service business will become very competitive on price and customer convenience.

The use of electronically controlled systems on new vehicles has been exploding over the past five years. This is sure to continue into the mid-1990s. But then the pace of new electronic systems will slow; by then every major vehicle system will be electronic.

In spite of the reputation that "black boxes" have earned in the past, they do bring some great service benefits.

First, as the pace of new electronic controls slows, the service industry will become very competent at making diagnoses and repairs.

Second, the diagnostics for these electronic systems will be standardized and on the vehicle, making it easier to obtain competent repair service.



An electronic engine analyzer is used for diagnoses and repair.

Finally, electronics will make it possible to place a vehicle maintenance reminder system on the vehicle that determines the maintenance needs of the vehicle based on its use. Every owner will have a customized maintenance schedule to follow that will insure even greater durability for the vehicle.

Regular preventive maintenance will become the key service item.

Things like oil changes, filter changes, spark plug replacement, lubrication, wiper blade replacement and periodic inspections of wear items like belts, hoses and brake pads will continue to be necessary. The intervals for oil changes will probably not be extended any further than the current 7,500-mile recommendation. But spark plugs that needed to be changed twice a year 10 years ago now only need to be changed three or four times in a vehicle's lifetime. Brake pads that used to need to be replaced every 24,000 miles now easily go 50,000 to 60,000 miles.

What is the future of the do-it-yourselfer? He will still be around. There just won't be as many things that will need repair or attention.

A person works on his own vehicle because of economics and self satisfaction. These reasons have nothing to do with the vehicles.

Regular preventive maintenance will still be necessary. Alternators, starters, batteries, shock absorbers, struts, spark plug wires, distributor caps, belts, hoses and brake pads will still be on vehicles and will still need to be repaired or replaced. These things will not fail as often or need to be serviced as often. The do-it-yourselfer will still work on his vehicle, he just won't need to do it as often.

Hazardous waste disposal is going to be a rising issue throughout the 1990s. Freon, anti-freeze, waste oil and batteries will require special disposal methods to minimize any negative impact on the environment. The cost to manage these volumes of hazardous waste will mean some increased costs to the providers of service and some new restrictions that the do-it-yourselfer will have to deal with. But these problems will be overcome with time.

The need for service in the 1990s is going to decline. To the vehicle owner that means less expense in vehicle maintenance. It also means a lot of the service providers are going to try and attract business by pricing their service at attractive levels and offering their service at the convenience of the customer. The 1990s will also see the tidal wave of black boxes slow down so everyone in the service industry can catch up with the technology. ■

Author Robert Johannes is chairman of the Car Care Council.

The chemical aftermarket

Overall, modest growth is predicted for the next decade

A variety of influences will have a profound effect on various segments of the consumer automotive chemical aftermarket.

Environmental restrictions, extended auto manufacturer warranties and technological developments that reduce the need for maintenance will slow some segments of the market. On the other hand, changes in new market opportunities, industry restructuring, pricing and increased consumer diligence/awareness will allow some manufacturers to enjoy healthy market growth rates during the same period.

The overall market is projected to grow 4.4 percent during the next decade, reaching $7.7 billion by year 2000.

In 1988, wholesale shipments of automotive chemicals to consumer aftermarkets (retailers and professional services) represented 59 percent or $4.6 billion of the total market. The original equipment manufacturers segment of the automotive chemical market will increase its market share only marginally during the next decade — from 41 percent to 42 percent of the total.

Ethylene shortages and subsequent huge price increases dramatically impacted the antifreeze and coolant segment of the consumer aftermarket. As raw material supplies increase with new ethylene capacity coming on-stream, the 13.7 percent annual growth enjoyed between 1982-1988 for these products will drop to 1.9 percent through 2000.

The autobody products segment of the consumer automotive chemical industry will also experience a decline as manufacturers increasingly provide rustproofing as original equipment, and superior coatings and paints come into use.

Leading Edge Reports, a Cleveland-based market research firm, provided this article.

WHOLESALE MARKETS FOR AUTOMOTIVE CHEMICAL PRODUCTS

(millions of dollars)

	1977	1982	1988	1995	2000
Wholesale shipments	2,704	3,506	5,542	7,090	9,135
Professional service	917	1,111	2,084	2,700	3,500
Retail outlets	1,787	2,395	3,458	4,390	5,635
% of professional service	33.9	31.7	37.6	38.1	38.3

SOURCE: Leading Edge Reports

Improvements in original equipment manufacturer coatings and structural materials, changes in paint formulas and application technology, and various environmental regulations will slow the annual growth of this market segment from a healthy 10.4 percent during 1977-1988 to 5.3 percent during the next decade.

On the positive side, consumption of consumer maintenance products (a loosely defined catch-all segment of the industry) will experience the highest growth rate during the next 10 years.

This segment, which includes carburetor cleaners, degreasers, solvents, de-icers, penetrants, air-conditioning refrigerants, tire patch-and-fill materials and many other products sold in both bulk and aerosol form, will grow 8 percent annually from $295 million in 1988 to $735 million by 2000. A constant flow of new products will help keep this a dynamic market.

The consumer automotive chemical industry is divided between retail sales to do-it-yourselfers and the professional service industry. The do-it-yourselfers will retain the largest share of the market for auto-chemical products through 2000. In 1988, wholesale shipments to retail outlets amounted to more than 62 percent of the total market. Due in part to increased consumer diligence/awareness toward maintaining their expensive automobile investments, this level will be maintained throughout the coming decade and reach more than $5.6 billion by 2000.

The professional service industry makes up the remaining share of the wholesale market. Automotive repair shops, tune-up facilities, service stations, quick lubes, car dealerships, etc., had sales of more than $2 billion in 1988.

The fastest growing segment of the market, quick lubes, will enjoy growth rates as high as 15 percent annually during the next decade. There could be some risk, however, to the small entrepreneur who ventures into this market, since oil company-owned chains could enact price-cutting strategies to drive out the small operators.

Only half of the service stations in operation in 1972 survived into 1988, and the number is expected to continue to shrink through 2000. On the other hand, sales volume per station will increase as more automotive and non-automotive services are expanded, (e.g. video sales, car washes, full-maintenance services, convenience stores, fast food, etc.).

The surviving stations, however, are expected to become tightly controlled by the major oil companies.

A major concern throughout the automotive chemical industry will continue to be clean-air regulations, which are expected to have a major influence on chemical use and disposal through 2000. Paint shops, already suffering reduced profits as a result of restrictions on emissions, will see keener competition as the chains increase their domination over this market.

CONSUMER AFTERMARKET FOR AUTOMOTIVE CHEMICALS

(millions of dollars)

	1977	1988	2000	Percent annual growth 1977-1988	Percent annual growth 1988-2000
Oils, greases and fluids	**924**	**1,257**	**2,010**	**2.8**	**4.0**
Motor oils	704	929	1,425	2.6	3.6
Greases	71	110	180	4.1	4.2
Fluids	149	218	405	3.5	5.3
Additives	**123**	**245**	**458**	**6.5**	**5.4**
Oil additives	77	153	280	6.4	5.2
Fuel additives	36	76	150	7.0	5.8
Transmission additives	10	16	28	4.4	4.8
Cooling system products	**455**	**1,218**	**1,530**	**9.2**	**1.9**
Antifreeze	419	1,146	1,415	9.6	1.8
Antifreeze/radiator additives	36	72	115	4.1	4.0
Other maintenance	**110**	**295**	**735**	**9.4**	**7.9**
Auto body products	**372**	**1,101**	**2,050**	**10.4**	**5.3**
Paints	240	767	1,515	11.1	5.8
Rustproofing	43	179	250	13.8	2.8
Body fillers	25	43	95	5.1	5.8
Adhesives and sealants	64	112	190	5.2	4.5
Appearance products	**238**	**510**	**946**	**7.2**	**5.3**
Wax, polish, protectants	196	417	785	7.1	5.4
Car wash products	28	66	120	8.1	5.1
Windshield washer fluids	14	27	41	6.2	3.5
Total consumer aftermarket	**2,224**	**4,626**	**7,729**	**6.9**	**4.4**
Dollars spent per auto	19.56	32.65	43.17	4.7	2.0

SOURCE: Leading Edge Reports

The automotive chemical aftermarket consists of two main segments, the commercial aftermarket and the consumer aftermarket. Commercial applications of automotive chemicals involve some 40 million trucks and other motor vehicles used to transport goods or people for commercial purposes. The consumer aftermarket consists of more than 140 million motor vehicles used to transport people, typically for private, non-commercial purposes.

Shipments to the consumer segment accounted for nearly 60 percent of the total $7.8 billion automotive chemical market in 1988. Average annual growth of the consumer aftermarket was nearly 7 percent as shipments rose from $2.2 billion in 1977 to $4.6 billion in 1988. Demand is expected to exceed $7.7 billion by 2000.

Various factors contribute to consumer aftermarket demand. Some of the most important are the size and age of the automobile population, automobile prices, fuel prices, automotive technology, disposable consumer income and development of new automotive chemical products. Effective marketing, promotion and distribution are essential in this market, and distribution systems are complex.

Of the $4.6 billion worth of automotive chemical product shipments to the consumer aftermarket in 1988, more than 27 percent were lubricants. This $1.2 billion product group included motor oil, greases and related fluids. The lubricants segment was characterized by only modest price growth during the 1980s. ▶

3 groups to watch in '90s market

Baby boomers, women and seniors will play dominant roles

In hindsight, many remarkable marketing success stories seem to be almost sure things — the premises were obvious, the strategy was clear.

A product is brought to market at just the right moment, or a growing need and ideal solution converge in the marketplace, and everything is roses from there on.

And yet, an equal or greater number of opportunities, prospects and niches are not seized or exploited even as they lie, just as apparently, right before us.

The most obvious explanation, of course, is that while hindsight is 20/20, foresight is not.

Nevertheless, as we prepare for the marketing challenges of the next decade, the more attention we can give to the social and economic trends that will define the automotive market and the more we can anticipate the customer needs and concerns growing out of those trends, the more likely we are to be the architects of our own success. While the future cannot be foreseen, we invent it every day.

Of the possible social and economic trends that might be identified, demographic trends are among the more important. Their usefulness lies in establishing a key definitional component of the market, namely, the basic, identifying characteristics of the people that will comprise it.

In that regard, we have identified three groups that will be particularly significant in the automotive marketplace. They are the ubiquitous baby boomers, women and senior citizens.

The boomers

By now, we are all thoroughly familiar with this 2,000-pound gorilla of the marketplace. The music we hear, the television we watch and the products we buy are all influenced, if not determined, by this concentration in the population.

But if you think it's bad now, just wait until the 1990s. The 1990s will differ from all previous decades in that the baby boomers will maximize their incomes.

What does that mean for the auto industry? First of all, it means that the industry must determine who these people are, or more precisely, what the boomer submarkets look like.

Although the model boomer of the 1990s may look like a character from *fortysomething*, not all boomers are alike. The increasing age, income and fertility of a large number of the boomers are probably the most significant elements to be considered.

But that does not mean that the stereotypical childless, two-wage-earner yuppie couple of the 1980s will disappear. They will still exist, but as a smaller segment of the overall marketplace. Their importance to a marketing strategy will depend in part upon the particular product mix being marketed to them.

In broad strokes, though, the maturing of the boomers means that there will be far more disposable income available for automobile purchases.

That fact, coupled with the projection that sizable numbers within the group will be experiencing mid-life crises, suggests that some fairly upscale manufacturers (Porsche specifically comes to mind) may see a significant increase in the demand for their products.

That will be true so long as they can resist or reverse the image dilution that has consistently accompanied the downsizing and cheapening of some of the luxury vehicle lines.

Certainly, the mid-life-crisis phenomenon will not be the only demographic surge arising from the boomers. The current trend among the boomers to save more of their incomes, be more concerned with the quality of life and concentrate on providing for their children's future will also have an impact.

In that regard, another prediction can safely be made. Many of the children of the baby boomers — members of the baby boom echo — will reach driving age. Unfortunately, in the transportation area, they are more likely to be the victims, rather than the beneficiaries, of their parents' wealth accumulation.

While the boomers themselves may be in the market for some fairly upscale vehicles, they will be in no mood to extend the same courtesy to their children after all those years of saving and sacrifice. Instead, just as was true for their parents, the children of the boomers will create a sizable market for sturdy and safe, but necessarily low-priced, automobiles.

Another likely outlet for the boomers' excess wealth, and one related to the quality-of-life concern, will be recreational properties. And along with the demand for recreational properties, there will be a parallel demand for recreational vehicles. Thus, the market for four-wheel-drive cars, trucks, Jeeps and related vehicles will increase during the 1990s.

But the demand for RVs will most likely have an additional impact: a reduction in demand for minivans and station wagons. As their children mature, the boomers' need for such vehicles will decline. That will happen at the same time that their interest in RVs will be driven upward by their life circumstance.

While those dual trends do not imply that there will be no substantial demand for the now popular minivans, it does suggest that the demand will level off or even decrease as the decade progresses.

Finally, the dominant trend for wealth accumulation within the baby boom generation also has a negative counterpart. The already significant economic underclass will continue to expand during the 1990s.

As the wealth distribution follows today's trend toward bipolarity, a substantial portion of the population will be excluded from the new-car market because of its economic status. Some solace will be provided to the dealers (though not the manufacturers) by a flourishing used-car market that will maintain its strength as we proceed into the next decade.

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GENERAL INFLUENCES ON AUTOMOTIVE SALES

	1977	1982	1988	1995	2000
Resident population (millions)	220	232	246	260	268
Adult resident population (millions)	154	169	183	194	202
Registered automobiles (millions)	114	125	142	162	179
GNP ($billions)	1,918	3,073	4,864	7,590	10,550
Consumer expenditures ($billions)	1,204	1,992	3,228	5,080	7,070

SOURCE: Leading Edge Reports

Porsche 928 automatic could attract more buyers in the 1990s as the Baby Boom generation maximizes its income.

Women

The economic power of the baby boom generation is not the only trend that will define the market of the 1990s.

The increasing social integration and market power of American women will be felt even more in the next decade. Industry statistics show that women now represent 45 percent of new-car purchasers and are involved to some extent in 80 percent of all new-car purchases.

Indications are that those figures will increase to the point where women exercise at least as much power in the automotive marketplace as men.

A successful response to that new market reality must go beyond designing advertisements that say, "We like women customers." A heightened sensitivity to the desires and *sensibilities* of women customers is the necessary next step. In that regard, the auto industry might heed developments in the television industry, which is continually responsive to mass consumer tastes.

Recent programs that have been most successful, both critically and, more significantly, commercially (e.g., *Murphy Brown* or *Roseanne*) are shows that feature women in prominent decision-making roles.

To the extent that women represent a distinct market segment, the breakaway automotive marketing successes of the 1990s will be generated by production and marketing concepts that feature women in decision-making roles.

Most likely, the creation of campaigns and media responsive to those audiences will require the active involvement of key female participants, such as Laurel Cutler, vice president of Consumer Affairs at Chrysler.

But working toward the functional empowerment of women in the traditionally male-dominated automobile industry will be no small task. Especially since such changes must occur at both the manufacturer and dealer levels.

But it is anticipated that two benefits will accrue from those changes. First, the product mix offered by manufacturers will more likely address the needs of women in the marketplace. Second, the approach to service within dealerships (and supported by manufacturers) will be more sensitive to the expectations of women customers.

Both of those benefits are necessary to build a strong and loyal customer base among women. That base will be critical to the success of dealerships in the 1990s.

Seniors

The final dominant demographic trend may have more implications for the transportation industry than the auto industry in particular. That trend has been generally referred to as the "graying" of America: the increased number of senior citizens in the population.

Since the large senior population will expand greatly as some baby boomers approach retirement age, improvements in housing, health care and transportation will occur.

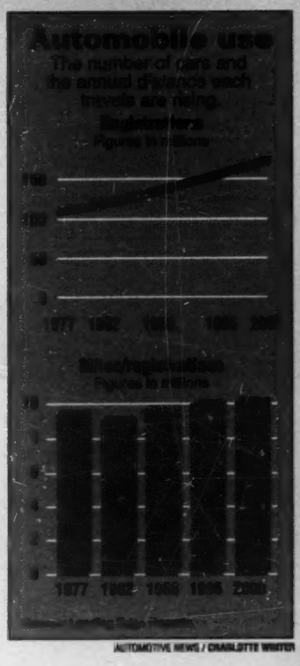
It is difficult to predict exact events and their impact on the automobile industry, but one assumption is safe: There should be an increased need for maxivans — van-type vehicles that are somewhat larger than traditional vans.

Some of those vehicles are already on the market, but the demand will increase as society begins to deal with the growing needs of an expanding elderly population.

Conclusion

We have approached the topic of demographic influences on the 1990s automotive market with the assumption that the auto industry will monitor the changing demands of the marketplace and respond to them. Such monitoring should, at the very least, involve three dominant groups — baby boomers, women and the elderly.

Admittedly, the broad industry implications described for each of the groups are only the most general guidelines. We cannot at this point predict sudden shifts in the preferences of group members, only that those groups will have a dominant influence on the marketplace.



AUTOMOTIVE NEWS / CHARLOTTE WHITE

Clearly, there is a critical role for market research to provide accurate information on consumer preferences and expectations as the new decade approaches.

Finally, and most important, we should emphasize that the product and process discussions for the three demographic groups have had one underlying and dominant theme:

All three groups are distinguished by a concern for value in their purchases. Thus, the concern for monitoring and improving customer satisfaction that has become the watchword in the late 1980s will be even more important in the next decade. Demographic trends are simply too strong to ignore that point.

The 1990s will be the decade in which tracking and responding to customers' expectations will be honed to a fine art. Those who are not preparing to do that will find their business success placed upon a precipice, ready to fall with the dawning of the new decade. ■

Star-gazing with the analysts

They see slow start for '90s, then upturn; gains for transplants

Analysts and auto industry experts expect a level car market with slim annual growth rates of 1 to 1.5 percent in the early 1990s.

The rosy 10 percent increases of the mid-1980s aren't in the cards, although analysts expect some improvement in the mid-1990s.

Competition will be fierce. Manufacturers will look upon this decade as the "easy '80s," and they will view the next 10 years as the "competitive '90s," said analyst, Chris Cedergren of J.D. Power and Associates in Agoura Hills, Calif.

Some kind of slowdown is inevitable, analysts say, but it will be followed by a creeping recovery. "A lengthy shallow downturn is more likely than a sharp deep recession for the 1990s," according to the recent University of Michigan Delphi V study of auto industry executives and managers.

In the short-term, Ted Sullivan of the WEFA Group in Bala Cynwyd, Pa., said, "We're not expecting a lot of improvement. Affordability conditions remain weak. High interest rates are affecting car loan payments." WEFA looks for sustained growth through 1992, depending on the rate of inflation.

Analyst David Healy of Drexel Burnham Lambert in New York, agreed that there will be some kind of downturn in car sales, most probably in 1990. Scott Merlis, an analyst with Morgan Stanley in New York, said he doesn't forecast recovery until 1991.

Bernard Campbell, Data Resources/McGraw-Hill director of transportation and automotive services, said, "Right now, we have as many cars as we need on the road. We have a stock of about 170 million vehicles and there about 190 million people of driving age. That's very close to a 1-to-1 ratio. It's very difficult to get much beyond that.

Campbell said that "the long-term outlook for the car market is very slow growth."

"I don't think any of the car companies are going to have much fun in the next few years," observed Ann Knight, analyst and vice president of Paine Webber in New York. "And that's surprising news because Data Resources and our firm have forecast a pretty good economic climate."

Vehicle sales will be sluggish in the next few years because of slower economic growth, price increases on new vehicles, a bulging supply of late-model vehicles on the road and a softening of vehicle resale values, according to Michael Luckey of Michael Luckey Consulting Group in Cresskill, N.J.

Sales will rebound and move upward by 1992, Luckey and others believe. Peak years for the auto industry are projected in 1992 and 1993.

For 1992, Knight projects a 16.2 million light-vehicle market, and Merlis said he sees a market of nearly 17 million vehicles in the United States.

If the dollar stays where it is, the Big 3 can be written off, said Ronald Glantz of Montgomery Securities in San Francisco.

"Presently, the Japanese can deliver a car for $300 less than we can build one, and transplants can build one for $650 less than Detroit," he said. In the future, Japanese and Korean unit labor costs will go up less than those in the United States; their advantage increases, he said.

About 20 percent of Big 3 sales could be cars made in partnerships, such as Ford selling Mazda-made cars.

AUTOMOTIVE NEWS/JOE WILSON

A rosier long-term outlook is projected by auto industry experts polled in the Delphi V survey by the University of Michigan's Transportation Research Institute.

A healthy consolidation period for a decade of strong worldwide economic expansion beyond 2000 is expected, according to Delphi respondents.

Still, inflation is running at its fastest clip since 1982, said Data Resources economists and Lester Thurow, dean of the Sloan School of Management at the Massachusetts Institute of Technology. Thurow said that since 1982, Americans have consumed $800 billion in imported products that aren't even paid for.

DRI and Thurow said that business is obsessed with short-term profits. Mergers and acquisitions have created more debt than most firms can handle. It may also create a bigger debt in the next year and a half and hence a tougher market for consumers.

Production outlook

Vehicle production forecasts will have to be more realistic because of increased competition and the growth of transplants' manufacturing capacity.

A study by Autofacts Inc. of Philadelphia said that seven assembly plants will open and three will shut down in the next five years. Capacity is expected to climb 14 percent to reach 16.3 million units by 1994.

Current utilized capacity for all 82 automotive plants producing cars and light trucks in North America is about 87 percent, according to the study. In 1989, utilized capacity is expected to drop 3 points from last year, and in 1990 Autofacts sees it declining another 5 points. But during the 1991-94 period, Autofacts expects capacity utilization to average 84 percent with transplant competitors.

But there will be a production shortfall of U.S.-built light trucks in the early 1990s, according to William R. Pochiluk, president of Autofacts. "The capacity problem is mostly a car problem. In fact a shortage of domestic light-truck capacity is expected by the early 1990s," he said.

Cedergren agrees that by the mid-1990s, most production capacity will be "rectified." He said General Motors is expected to close four plants while Ford and Chrysler should each close one.

The big story will continue to be the transplants' increasing share of car and light-truck production. It will rise to at least 15 percent in the next decade, many analysts say.

Transplant production will increase from 900,000 in 1988 to 1.9 million in 1992, according to Campbell, "For every three transplants sold, two domestics will be displaced — and one import," he said.

Transplant production will be running at a healthy 75 to 80 percent of capacity by 1992, although it will not be pushing all out, according to Healy. In 1988, transplants earned an 88 percent capacity rate overall, well above average performance for cars, the Autofacts study reported.

Sales outlook

All the growth in the light-vehicle market will be in light trucks, analysts say. Cars will be flat.

The passenger-car market will continue to be a battleground between domestic and import makes, according to the University of Michigan Delphi V study. Sales will rise about 1 percent per year, but certain segments will decline, the respondents suggested.

The U.S. marketplace is already international, according to analyst Maryann Keller of Furman Selz Mager Dietz & Birney in New York. By 1997, she predicts, even if foreign-based firms fail to meet their sales targets, "non-U.S." brands will account for 45 percent of the cars and 23 percent of the trucks sold."

The most exciting demographic variable in the 1990s will be: What will the maturing baby boomer buy? By 2000, more than half the population will fall into the generation born from about 1945 to 1960.

In the past, older drivers have preferred domestic makes, according to market research from Newsweek, Advertising Age and some of the car companies. That may change with the baby boom generation. They may choose upscale versions of import makes that they now drive, many analysts believe.

Light-truck and van makers will do what the Japanese have done. They will evolve their truck products into more luxurious vehicles. Manufacturers selling both cars and trucks/vans in the 1980s include Chevrolet, Ford, Dodge, Plymouth, Toyota, Nissan, Mazda, Mitsubishi, Isuzu and Volkswagen.

Oldsmobile and Pontiac have introduced vans, and Mercury will be selling both cars and trucks. Transplant Honda is expected to become a U.S. van manufacturer, too. U.S. truck sales already account for more than one-third of the new-vehicle market. Research by GM shows that 40 percent of U.S. households own at least one truck. A decade ago, the figure was 25 percent.

It's been estimated that nearly a million car buyers have crossed over to buy sport-utilities, pickup trucks or vans. The real growth is expected in compact pickups, vans and sport-utilities.

A time for transplants

Transplants will continue to take an increasing share of production and sales in the United States, according to analysts.

Overcapacity has already begun to surface and will still be around for another 10 years, according to Keller and other consultants who believe transplants will be underbuilding by 1992. Although able to produce two million vehicles, plants will run at 75 to 80 percent capacity to make about 1.5 to 1.6 million vehicles, they say.

The greatest risks are to the Big 3, analysts concur.

Imports from Japan will trend downward, and transplant production will grow from about 10 percent to 15 percent in the next 10 years, Luckey bets.

In the next decade, the Koreans — most probably Hyundai — will be building in the United States. The transplant light-truck area is starting to blossom. Unless there is any sign of the 25 percent tariff disappearing, it makes sense to produce trucks here, Luckey said.

▶

SHARE FORECASTS FOR U.S. CAR MARKET

	Manufacturers forecast			Suppliers forecast		
	1990	1995	2000	1990	1995	2000
Big 3 production in N. America	61%	60%	60%	61%	60%	58%
Japanese imports	18	16	15	18	16	15
European imports	6	6	5	6	6	5
Japanese assembled in N. America	5	7	8	6	8	10
U.S. manufacturers' imports	3	3	3	3	3	3
Korean imports	3	3	3	3	3	4
Joint venture production in N. America	2	3	3	2	3	3
Other assembled in N. America	1	1	1	1	1	1
Other imports	0	0	0	0	0	1

NOTE: Total may not add to 100% since some of the participant responses did not add to 100%.
SOURCE: Arthur Andersen & Co.

Author Philly Murtha is an Automotive News staff reporter.

Imports and exports

The import segment, particularly Japanese imports, will trend downward, analysts say. But they will still gain sales at the expense of the Big 3 automakers. According to the University of Michigan's Delphi V study, the largest Japanese companies will grow larger and the smaller sellers will hold their ground.

The import share will rise from 30 percent in 1988 to 35 percent in 1991, according to Campbell, who suggested that the Japanese growth will be in fleet sales and potential conquest sales in mid-America. He said the Big 3 have narrowed the quality gap, but there is still a lag in perception.

Small niches will have to be carved out by the overseas vehicle makers to preserve a place in the U.S. car and light-truck market. Winners will be companies that can excite buyers in the luxury class, too.

Luckey suggested that it will be an interesting opportunity to convince upscale buyers to purchase more trucks. "The Jeep Cherokee and the Range Rover, for example, could appeal to upscale baby boomers. Japanese makers may pursue this segment. An upscale minivan from Honda has been rumored for years," he said.

Import penetration has already peaked and will continue to move downward in the next decade, according to Glantz.

The willingness of various states to subsidize plants means the transplants' share will continue to rise, he said. That will take sales from the import market, too.

Effect on market shares

GM recently said that it intends to capture 37 percent of the U.S. car market in 1990. For the first nine months of 1989, GM held 35.41 percent. Ford Motor Co. was the only one of the Big 3 to gain in share of the car market. It held 22.34 percent in the first three quarters.

In a three- to five-year period, GM will be vulnerable, but its share will probably remain stable, Luckey said. Its share has already slipped several percentage points. Although Chrysler's car share fell to 10.32 percent in the first nine months of 1989, light-truck sales will help it hold its own, Luckey said. Ford will continue to do well because it has established a certain amount of loyalty, analysts said.

The big theme for the next decade will be that the Big 3 will do somewhat better with the truck side of the business. Of course, there will be price increases due to changes in regulations affecting vehicle safety requirements.

Some analysts believe that competition from the current players plus three or four additional competitors in the next decade will break down market shares even further.

Analysts suggest that the Big 3 will take 58 to 63 percent of the U.S. car market by the mid 1990s, compared with 68.07 percent in the first nine months of 1989. By the mid-1990s, Cedergren said, GM will probably hold onto 33.6 percent of the U.S. car market. Ford will keep 20.3 percent, and Chrysler's share will drop to 9.7 percent.

Including captives, their 1988 shares were: GM, 36.11 percent; Ford, 21.63 percent; and Chrysler, 11.25 percent.

Vying with GM for nearly a third of the car market will be all Asian makes. They claimed 25.59 percent of the U.S. market in 1988. The Europeans will remain stable and hold onto 5.0 to 5.5 percent, according to Cedergren.

Foreign nameplate sales, including imports and transplants, will scarf up about 36 percent of the car market in 1995, according to the University of Michigan's Delphi study.

But U.S. carmakers will pair up more with non-U.S. manufacturers in other countries to subcontract assembly and to develop and produce vehicles jointly, according to Keller.

On the other hand, Luckey figures that the German luxury car makers will lose share with the entry of Toyota's Lexus and Nissan's Infiniti. Lexus expects to sell 70,000 to 75,000 luxury cars next year; Infiniti's projections will be similar. That's a good chunk of business, he said.

Most of the analysts believe that those projections may be a little too bullish, considering the competitive nature of the market and the slowdown in the economy. ■

Automotive News World Outlook (Generated by Data Resources Inc.)

(In Hundreds of Thousands)

	1988	1989	1990	1991	1992	1993	1994	1995
New car registrations								
Total Western Europe*	12,905	12,911	12,590	12,831	13,036	13,213	13,405	13,730
Germany	2,808	2,751	2,757	2,823	2,752	2,711	2,765	2,842
France	2,217	2,272	2,138	2,238	2,323	2,327	2,361	2,434
United Kingdom	2,216	2,207	2,120	2,127	2,191	2,200	2,165	2,138
Italy	2,184	2,179	2,137	2,031	2,037	2,107	2,106	2,100
Total U.S.	10,591	9,908	9,765	10,052	10,385	10,394	10,444	10,606
Asia-Pacific**	1,506	1,793	1,851	1,932	1,960	2,042	2,126	2,200
Japan	3,717	3,908	3,764	3,856	3,770	3,901	4,009	4,089
Total Africa-Mid East	1,252	1,289	1,373	1,491	1,574	1,614	1,698	1,753
Total Latin America†	1,152	1,151	1,203	1,275	1,311	1,400	1,437	1,510
Total Eastern Bloc	2,249	2,274	2,329	2,407	2,484	2,541	2,612	2,649
Car production								
Total Western Europe*	13,032	13,070	12,813	13,071	13,299	13,563	13,727	14,067
Germany	4,346	4,388	4,285	4,408	4,476	4,467	4,511	4,618
France	3,224	3,245	3,130	3,229	3,337	3,352	3,427	3,557
United Kingdom	1,227	1,232	1,248	1,271	1,302	1,404	1,384	1,402
Italy	1,884	1,927	1,919	1,840	1,796	1,853	1,855	1,844
Total North American	8,145	8,603	8,822	8,675	8,867	9,130	9,577	9,635
Asia-Pacific**	1,258	1,593	1,812	2,014	2,114	2,270	2,344	2,418
Japan	8,198	7,943	7,644	7,841	7,750	7,747	7,861	7,977
Total Latin America†	1,278	1,293	1,383	1,435	1,479	1,570	1,612	1,686
Mexico	354	417	459	466	464	463	495	523
New truck registrations								
Western Europe***††	1,702	1,751	1,743	1,780	1,776	1,789	1,818	1,859
U.S.	4,800	4,600	4,600	4,900	4,700	5,000	5,100	5,400
Truck production								
Western Europe***	1,662	1,687	1,667	1,681	1,677	1,681	1,700	1,730
North America	4,600	4,900	4,800	5,100	5,000	5,200	5,300	5,600

*Includes Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal.
**Includes Taiwan, South Korea, Peninsular Malaysia and India but excludes Japan, which is listed separately.
***Includes Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands, Belgium, Denmark, Switzerland, Norway, Finland, Portugal and Austria.
†Latin America includes Mexico, Brazil and Argentina.
††Western Europe truck registrations and production numbers are for trucks over six tons; no vans.

May 1989

NORTH AMERICAN LIGHT- VEHICLE SALES

Year	18 million	16 million	14 million
1990	Good 7.8%	Medium 49.4%	Weak 42.8%
1992	Good 23.4	Medium 61.0	Weak 15.6
1994	Good 33.8	Medium 57.1	Weak 9.1
1996	Good 36.4	Medium 51.9	Weak 11.7
1998	Good 39.0	Medium 54.5	Weak 6.5
2000	Good 48.1	Medium 44.2	Weak 7.7

If a "good" sales year is defined as 18-million new cars and light trucks in the United States and Canada, 16-million is a medium year and 14-million a weak year, what are your expectations for years 1990, 1992, 1994, 1996, 1998 and 2000?

Responses to that question suggest a general leveling off of the overall market in the coming decade, rather than dramatic upward or downward swings. Also indicated is a rate of 1 to 1.5 percent sales growth a year.

Certain market segments are expected to show greater growth than others. Some segments might disappear. New ones may emerge.

As a result, manufacturers will have to target specific market segments, or niches, more accurately and swiftly than ever. They may need to increase marketing and related expenses — such as sales incentives, rebates and lower-cost financing — in order to bolster weak segments, especially during general economic downturns.

To implement aggressive market-share and price strategies while maintaining or improving profits, manufacturers will have to continually sharpen their internal cost structures, and concurrently increase prices based on improving value to customers and moving products upmarket.

AUTOMOTIVE NEWS/JOE WILSSENS

Foreign nameplate sales, including imports and transplants like Nissan, could have 36 percent of the market in 1995.

TOTAL U.S. PASSENGER CAR SALES

(Units in Millions)

	1990	1995	2000
Domestic	6.74	6.80	6.98
Import	3.41	3.78	3.93
Total	10.15	10.58	10.91

The passenger-car market will continue to be a battleground between domestic and import nameplates throughout the next decade.

Reason: The overall market for passenger cars in the United States is a very mature one, and sales are not anticipated to increase by more than 1 percent annually.

Although certain automobile market segments will grow faster, some segments will decline, resulting in weak overall growth.

In mature markets such as the United States, the only way to boost market share is to win customers from competitors.

Price, product differentiation, market responsiveness and merchandising will have to be integrated and executed strategically.

Foreign nameplate sales — including import and transplant — are forecast to increase their market share to 36 percent by 1995.

TOTAL U.S. LIGHT-TRUCK SALES

(Units in Millions)

	1990	1995	2000
Domestic	3.86	4.09	4.10
Import	0.90	0.96	0.94
Total	4.76	5.05	5.04

It is believed the U.S. light-truck market will grow slowly during the 1990s, although at a greater rate than passenger-car sales. This is consistent with maturing of the overall U.S. market, with specific pockets of growth.

Light trucks will continue to provide a flexible, functional alternative to passenger cars for primary transportation. Much of the growth will be within the gray area of vehicle classification between passenger cars and light trucks, such as multi-purpose passenger vans and sport-utility vehicles.

Imports are seen as being a competitive threat to the domestic Big 3, adding about 2 points of share from 1988 to 2000.

Charts and projections were provided by the University of Michigan Delphi V study.

TRADITIONAL DOMESTIC PASSENGER CAR SALES

(Units in Millions)

Production source	1990	1995	2000
General Motors	3.62	3.66	3.70
Domestic produced	3.30	3.30	3.30
Captive import	0.19	0.21	0.25
Transplant	0.13	0.15	0.15
Ford	2.11	2.12	2.28
Domestic produced	1.92	1.90	1.98
Captive import	0.09	0.12	0.15
Transplant	0.10	0.10	0.15
Chrysler	1.01	1.00	1.00
Domestic produced	0.81	0.80	0.80
Captive import	0.12	0.10	0.10
Transplant	0.08	0.10	0.10

A decline in passenger-car market penetration by at least two of the traditional U.S. Big Three auto companies may take place during the next decade.

General Motors' share of the new-car market in the United States may drop below 36 percent in 1995 and below 34 percent in 2000.

The Chrysler Motors Corp. share is seen falling one-half percentage point over the decade.

Ford Motor Co.'s new-car market share may stay about the same, or possibly rise a fraction of a percentage point.

A drop in sales share portends a corresponding drop in production by the traditional U.S. Big 3. Their slack would be taken up by increased output of transnational plants in the U.S., and increased outsourcing of small-vehicle production by the Big 3 domestics to overseas affiliates.

This would have a major impact on U.S.-based suppliers, since transplants and captive imports have significantly less domestic-supplier content than Big 3 brands.

IMPORT PASSENGER CAR SALES

(Units in Millions)

Production source	1990	1995	2000
Honda	0.80	0.93	1.00
Import	0.40	0.40	0.40
Transplant	0.40	0.53	0.60
Toyota	0.65	0.75	0.81
Import	0.50	0.50	0.50
Transplant	0.20	0.25	0.31
Nissan	0.52	0.56	0.55
Import	0.40	0.40	0.35
Transplant	0.12	0.16	0.20
Hyundai	0.26	0.31	0.33
Import	0.26	0.25	0.25
Transplant	0.00	0.06	0.08
Mazda	0.24	0.26	0.25
Import	0.15	0.16	0.15
Transplant	0.09	0.10	0.10
Subaru	0.16	0.15	0.14
Import	0.15	0.14	0.14
Transplant	0.01	0.01	0.00
VW	0.15	0.15	0.15
Import	0.15	0.15	0.15
Transplant	0.00	0.00	0.00
Volvo	0.10	0.10	0.10
Import	0.10	0.10	0.10
Transplant	0.00	0.00	0.00
Mercedes	0.09	0.10	0.10
Import	0.09	0.10	0.10
Transplant	0.00	0.00	0.00
BMW	0.09	0.09	0.10
Import	0.09	0.09	0.10
Transplant	0.00	0.00	0.00
Mitsubishi	0.09	0.09	0.10
Import	0.06	0.05	0.05
Transplant	0.03	0.04	0.05
Saab	0.05	0.05	0.05
Import	0.05	0.05	0.05
Transplant	0.00	0.00	0.00
Other	0.21	0.24	0.25
Import	0.21	0.24	0.25
Transplant	0.00	0.00	0.00

Big-volume importers are expected to become bigger, small-volume importers will hold their ground or climb slightly, and medium-size importers will maintain present sales levels or decline.

Also expected are increases in North American vehicle sourcing by the largest companies selling foreign makes here.

TRADITIONAL DOMESTIC LIGHT-TRUCK SALES

(Units in Millions)

Production source	1990	1995	2000
General Motors	1.50	1.60	1.60
Domestic produced	1.50	1.60	1.60
Captive import	0.00	0.00	0.00
Transplant	0.00	0.00	0.00
Ford	1.45	1.50	1.50
Domestic produced	1.45	1.50	1.50
Captive import	0.00	0.00	0.00
Transplant	0.00	0.00	0.00
Chrysler	0.91	0.99	1.00
Domestic produced	0.82	0.90	0.90
Captive import	0.09	0.09	0.10
Transplant	0.00	0.00	0.00

The light-truck market will be a hard-fought battleground into the year 2000.

Market growth during the 1980s has attracted a flock of new corporate entries and individual nameplates.

Sales battles will be waged within individual light-truck segments, with the likelihood that the passenger-car marketing and incentive wars of the 1980s will be emulated in the light-truck market of the 1990s.

From a market share perspective, the traditional U.S. Big 3 should remain competitive against imports and foreign transplants.

Popular opinion is that Chrysler will make the biggest share gains in the next decade. Its acquisition of Jeep vehicle operations is seen as a competitive plus. Chrysler's annual light-truck sales are forecast to grow to 1 million units by 2000.

General Motors is expected to maintain its share of the domestic market into year 2000. GM annual sales are forecast at 1.6 million units by 2000.

Ford's annual sales are expected to reach 1.5 million units by 2000.

IMPORT LIGHT-TRUCK SALES

(Units in Millions)

Production source	1990	1995	2700
Toyota	0.32	0.35	0.35
Import	0.32	0.33	0.30
Transplant	0.00	0.02	0.05
Nissan	0.20	0.24	0.23
Import	0.10	0.13	0.12
Transplant	0.10	0.11	0.11
Mazda	0.12	0.12	0.12
Import	0.12	0.12	0.12
Transplant	0.00	0.00	0.00
Isuzu	0.10	0.11	0.09
Import	0.08	0.09	0.06
Transplant	0.02	0.02	0.03
Suzuki	0.07	0.06	0.07
Import	0.07	0.06	0.07
Transplant	0.00	0.00	0.00
Mitsubishi	0.06	0.06	0.06
Import	0.06	0.06	0.06
Transplant	0.00	0.00	0.00
VW	0.01	0.01	0.01
Import	0.01	0.01	0.01
Transplant	0.00	0.00	0.00
Subaru	0.01	0.01	0.01
Import	0.01	0.01	0.01
Transplant	0.00	0.00	0.00
Other	0.00	0.00	0.00
Import	0.00	0.00	0.00
Transplant	0.00	0.00	0.00

Competitive pressures on foreign nameplates in the light-truck market are likely to remain strong in the 1990s.

It is suggested that the light-truck import market will follow a pattern similar to imported passenger cars: Large importers will become larger, while medium and small companies will struggle to maintain market share.

As with passenger cars, the Japanese are seen as putting their product-development-time advantage to use to seek out market niches and introduce products into emerging light-truck segments. Companies will expand their light-truck offerings into new segments or enter the light-truck market for the first time.

PERCENT OF TOTAL MARKET

Body type	1995	2000
4-door sedan	54%	54%
4-door hatchback	6	6
4-door station wagon	6	6
Subtotal	66%	66%
2-door sedan	21	21
2-door hatchback	12	12
Convertible	1	1
Subtotal	34%	34%

The mix of U.S. passenger-car body types will remain very much the same in the 1990s, as forecasters see it.

Four-door sedans will continue to be the most favored design, followed by two-door sedans, two-door hatchbacks, four-door hatchbacks/four-door station wagons (tie) and convertibles.

While body-style preferences remain stable, there will be changes in powertrain offerings as a result of shifts in consumer demographics and tastes. High-performance powertrains, once the domain of sleek two-door models, are finding their way into four-door sedans and station wagons.

NORTH AMERICAN PASSENGER CAR PRODUCTION CAPACITY

(Units in Millions)

Facilities	Current Estimate	1995	2000
Traditional domestic	9.3	8.6	8.5
Foreign-owned	1.2	2.1	2.5

Forecasts of passenger-car production capacity in the United States will continue to be a subject of speculation and debate in the 1990s.

Predictions as the decade gets under way are that the coming five to 10 years will see important shifts in North American car-production capacity, in terms of both industry and individual company volumes.

According to forecasters, the share of capacity by traditional U.S. Big 3 automakers will narrow from 89 percent in 1988 to 80 percent in 1995 and 77 percent in year 2000.

This trend suggests that the impact of transplant manufacturing and assembly operations in the United States will continue to be an issue in the years ahead, not only among Big 3 automakers, but also their supplier bases, labor unions, governments at all levels and other interested parties.

The increase in transplant share of production capacity is also an indication of greater participation of manufacturing in the United States by foreign supplier companies, not only with transplant customers, but with traditional Big 3 automakers as well.

It appears that the Big 3 will downscale their passenger-car production capacity over the next 10 years by approximately 10 percent, while foreign companies increase theirs collectively by more than 100 percent.

As a result, the grand total of North American capacity is expected to increase about 5 percent during the 1990s.

Given an estimated total North American market growth rate of 1.5 percent a year in the 1990s, the overall passenger-car market should expand by approximately 20 percent during the years 1989-2000, using a compounded rate over that time span.

U.S. PASSENGER CAR MARKET SEGMENTATION

(Units in Thousands)

Year/Segment	Domestic	Import
1990		
Subcompact, regular	977	1,329
Subcompact, specialty	78	86
Compact, regular	914	700
Compact, specialty	1,254	550
Intermediate, regular	1,486	300
Intermediate, specialty	538	100
Full size	900	0
Luxury, regular	489	215
Luxury, specialty	154	70
TOTAL	6,770	3,350
1995		
Subcompact, regular	1,000	1,400
Subcompact, specialty	80	100
Compact, regular	950	700
Compact, specialty	1,300	594
Intermediate, regular	1,530	300
Intermediate, specialty	550	123
Full size	900	0
Luxury, regular	500	250
Luxury, specialty	170	86
TOTAL	6,980	3,553
2000		
Subcompact, regular	850	1,400
Subcompact, specialty	99	100
Compact, regular	980	720
Compact, specialty	1,350	600
Intermediate, regular	1,530	320
Intermediate, specialty	600	150
Full size	950	0
Luxury, regular	500	250
Luxury, specialty	180	100
TOTAL	6,949	3,640

Overall market segmentation is not likely to change dramatically.

The outlook is for a slight "richening" of the market, with cars shifting from regular into higher-priced specialty classes.

The domestic Big 3 are seen as maintaining dominance in the full-size segment but losing share in intermediate and luxury segments.

U.S. LIGHT-TRUCK MARKET SEGMENTATION

(Units in Thousands)

Year/segment	Domestic	Import
1990		
Compact pickup	675	600
Regular pickup	1,300	0
Compact van	700	55
Regular van	500	10
Compact utility	530	210
Regular utility	200	3
TOTAL	3,905	878
1995		
Compact pickup	700	625
Regular pickup	1,330	0
Compact van	789	80
Regular van	500	10
Compact utility	550	220
Regular utility	210	3
TOTAL	4,079	938
2000		
Compact pickup	710	630
Regular pickup	1,350	0
Compact van	845	100
Regular van	500	10
Compact utility	575	225
Regular utility	211	3
TOTAL	4,191	968

Forecasts indicate there will be no dramatic shifts in the light-truck segment of the market in the 1990s.

The trend from regular van and utility vehicles toward compact-size vehicles will continue. However, this appears to be a swing of only 2 to 3 percentage points during the next 10 years.

One trend that shows a good chance of developing is establishment of imported vehicles — both Asian and European — in the regular van and utility markets.

Japanese manufacturers should not be discounted from complete and competitive participation in the U.S. light-truck market.

WORLDWIDE PASSENGER CAR PRODUCTION

(Units in Millions)

Manufacturer	1990	1995	2000
GM	6.5	6.5	6.5
Ford	4.0	4.1	4.2
Toyota	2.8	2.9	3.0
VW	2.6	2.6	2.5
Nissan	1.9	2.0	2.0
Peugeot/Citroen	1.7	1.7	1.7
Renault	1.6	1.6	1.6
Fiat	1.6	1.6	1.6
Chrysler	1.4	1.3	1.3
Honda	1.3	1.4	1.5
Mazda	0.8	0.9	0.9
Daimler-Benz	0.6	0.6	0.6
Mitsubishi	0.6	0.6	0.6
BMW	0.4	0.4	0.5
Volvo	0.4	0.4	0.4
Hyundai	0.5	0.5	0.5
Rover Group	0.4	0.4	0.4
Suzuki	0.3	0.3	0.3
Fuji (Subaru)	0.3	0.3	0.3
Isuzu	0.2	0.2	0.2
Alfa Romeo	0.2	0.2	0.2
Daihatsu	0.1	0.1	0.1
Saab-Scania	0.1	0.1	0.1
Daewoo	0.05	0.06	0.07
Porsche	0.05	0.05	0.05
Other	0.05	0.08	0.1

As engineering and manufacturing technology is transferred throughout the world, more countries and more new manufacturers will launch or accelerate assembly operations.

As a result, comparatively rapid growth is forecast for newly industrialized countries such as the the Soviet Union, the People's Republic of China and Taiwan.

At the same time, steady growth of automotive markets is expected to take place in developing industrialized countries, as they establish their own automotive industries.

WORLD TRUCK AND BUS PRODUCTION

(Units in Millions)

Manufacturer	1990	1995	2000
GM	1.90	2.00	2.10
Ford	1.90	1.90	2.00
Toyota	1.00	1.10	1.10
Chrysler/Jeep	0.80	0.80	0.90
Nissan	0.70	0.70	0.70
Mitsubishi	0.60	0.60	0.60
Suzuki	0.60	0.60	0.60
Daihatsu	0.50	0.50	0.50
Mazda	0.40	0.40	0.40
Isuzu	0.40	0.40	0.40
Fuji	0.40	0.40	0.40
Renault	0.30	0.30	0.30
Peugeot-Citroen	0.30	0.30	0.30
Daimler-Benz	0.20	0.20	0.20
Honda	0.20	0.20	0.20
Fiat	0.20	0.20	0.20
VW	0.20	0.20	0.20
Rover Group	0.10	0.10	0.10
Kia	0.10	0.10	0.10
Navistar	0.08	0.08	0.08
Hino	0.06	0.06	0.06

The world outlook for truck and bus production is one of slow growth at best in the 1990s.

Forecasters see no dramatic shifts among the world's major truck producers. However, Chrysler Motors, as a result of its acquisition of the Jeep vehicle business, is expected to enjoy the biggest volume increase on a percentage basis. Gains are also forecast for Toyota.

General Motors and Ford Motor Co. are seen as maintaining their industry-leading volume positions throughout the next decade.

Maintaining their production volumes through the decade: Nissan, Mitsubishi, Suzuki, Daihatsu, Mazda, Isuzu, Fuji, Renault, Peugeot-Citroen, Daimler-Benz, Honda, Fiat, Volkswagen, Rover Group, Kia, Navistar and Hino.

Source for tables and projections is the University of Michigan's Delphi V report.

A time for decision on automation

Spend billions more or use that money for other purposes?

The 1980s have seen major commitments by the U.S. motor vehicle industry, in terms of both capital investment and effort, in the area of programmable automated manufacturing.

Led in particular by the pervasive campaign of General Motors to re-automate the majority of its facilities, the auto industry as a whole has invested tens of billions of dollars in new automation equipment and related plant expenditures since 1979. The goals of that enormous outlay have been stated many times in a variety of ways. But the overriding purpose has been constant: To achieve world-class quality levels in U.S.-based motor-vehicle manufacturing and retake the competitive initiative in at least U.S. domestic, if not world, vehicle markets.

Whether the investment in programmable automated manufacturing has, even initially, paid off is a major question throughout the industry. The bulk of the outlays have been made by the original-equipment manufacturers and have been concentrated in robotics applications such as vehicle body, stamping, welding and painting, material handling and relatively simple applications of computer-assisted design.

The industry now faces a decision regarding a new wave of implementation in the 1990s. Should additional investments be made in advanced manufacturing technology (billions more) that will provide the needed integration and applications to make the initial investments pay off? Or should capital spending in the next 10 years be concentrated on product and market development and acquisitions?

Major criticisms of automation investment to date include charges that the new equipment was installed without regard to the requirements of new product, that it has contributed little to the flexibility of operations, that it costs too much in an environment of shifting production schedules and that it does not link up adequately to the needs of product designers or suppliers.

Other technical reservations include the reliability and compatibility of a bewildering variety of programmable systems that are rarely integrated in a manner that allows the achievement of the performance goals set out with such initial optimism in the early 1980s.

On the other hand, proponents of programmable automated manufacturing have underscored the impressive productivity gains made in the applications where it has been fully adopted. They point out that the implementation of the new automation is far from over. Although the "new" applications may indeed resemble the dedicated automation technologies of the past, there are important existing and potential differences.

The new automation is primarily electronic both in terms of its power source and controlling mechanisms. It is also truly programmable — at least potentially — and can be adjusted quickly for new applications, especially in comparison to older manual technologies.

The major remaining features required to achieve the full promise of programmable automated manufacturing involve the integration of current technologies with each other (computer integrated manufacturing), the development of flexible machining capacity in response to market developments and the critical linking of flexible manufacturing to the design and procurement process or computer-assisted design/computer-assisted manufacturing.

Pressing future developments that obviate the need for computer-assisted design/computer-assisted manufacturing include the following:

- The proliferation of distinct vehicle market segments, each requiring dedicated platforms, drivetrains and other components and frequently using different materials.

Sales volumes for the new vehicle markets will be considerably smaller than was the case for the older, broader markets. The ramifications of the "nichification" of markets for the scale and structure of motor-vehicle manufacturing are numerous and serious indeed for U.S. producers.

Current facilities can survive in the future only by attaining flexibility in production or the ability to produce a variety of components or vehicles of one type or many types with the same equipment and labor force at efficient cost levels.

- The life of a typical automotive design will be considerably shorter as "design turnover" increases. It has been estimated that a typical major Japanese competitor can develop an essentially new platform vehicle in three to four years. Since Big 3 platforms are expected to last eight to nine years, the competition can match any U.S. investment at a lag of only three years.

Faster design turnover also means more rapid response to changes in consumer preferences for components and vehicles. Process technology that can be set up quickly or converted to new programs/designs can save literally billions of dollars in tooling and other costs as well as reduce the critical leadtime to change in the market.

- Although the gap between U.S. and Japanese labor costs and productivity continues to shrink, new competitive challenges based primarily on drastically lower levels of labor compensation in newly industrialized economies with developing auto manufacturing sectors are emerging and will emerge in the 1990s.

To the extent that U.S. production remains onshore, continued advances in labor productivity and unit labor cost must be achieved to maintain competitiveness. Productivity increases must be effected at every level in the integrated stages of auto manufacturing. And they must necessarily be attained by suppliers as well as OEMs if the new technology is to have any effect on overall vehicle cost.

The proportion of auto manufacturing facilities that are using or plan to use computer-assisted design/computer-assisted manufacturing in operations may not be impressive. The Bureau of Census of the U.S. Department of Commerce recently completed a survey of 10,000 U.S. manufacturing establishments on their current and future use of programmable automation.

Table 1 contains select results for the portion of the study dealing with establishments in transportation equipment manufacturing (including aircraft plants).

Although 58 percent of facilities expected to be using computer numerical control equipment and almost 43 percent expected to be using computer assisted design or engineering within within five years, only 37 percent expected to be using "computer-aided design output to control manufacturing machines" in the same period.

Only 30 percent of responding establishments reported the current use or planned use within five years of "computer aided design output in procurement activities."

In other words, fewer than two-thirds of transportation equipment manufacturing facilities have any plans or expectations concerning the use of computer-assisted design/computer-assisted manufacturing in the foreseeable future.

The potential effect of computer-assisted design/computer-assisted manufacturing on operational efficiency may be great indeed. This author recently completed a manufacturing study for the Economic Development Administration of the U.S. Department of Commerce regarding the productivity effects of five types of programmable automation in five U.S. manufacturing industries.

Of the 110 complete cases collected in the study, 37 were of robotics use in U.S. assembly, component and stamping facilities. That subset of auto robotics users is compared to 35 computer numerical control equipment cases in the tool and die industry (makers of automotive dies and models for the most part), 20 cases of controller use in the iron and steel foundry products industry and 19 users of computer-assisted engineering in the industrial electrical equipment industry.

In comparing major subsamples on the effectiveness of the new technology, the most striking comparison was between automotive robotics and computer numerical control equipment use in tool and die shops. The median increase in the throughput rate (including setup and maintenance) for a robotics application in a motor vehicle plant was zero percent.

In other words, robotics had no appreciable effect on the auto plant's ability to produce. In contrast, job shops that replaced older manual machine tools with computer numerical control equipment reported a median increase in the throughput rate of 55 percent. When the computer numerical control equipment was directly linked to computer-assisted design, the effective median increase was an astounding 308 percent.

In other words, the same facility could then produce three times the level of output as before or, since the major benefit was a drastic reduction in setup time, handle three times the product diversity as with older, manual equipment. The effect of that technical leap connected to computer-assisted design/computer numerical control equipment, a form of computer-assisted design/computer-assisted manufacturing, is to reduce capital costs by almost two-thirds in a diverse product mix environment.

Automotive robotics did not achieve that level of effectiveness, the case studies reported, either because the technology was implemented as dedicated automation or because the flexibility of the equipment was wasted. Even when the equipment was capable of flexibility, it was not connected to design or was not given a range of products to produce.

Robotics certainly affected the level of labor use in automotive applications. Automotive robotics users experienced a median increase in labor productivity of almost 390 percent and a median reduction in unit labor cost of 83 percent. Those results exceed those for straight computer numerical control equipment in machining shops, yet are actually surpassed by computer-assisted design/computer numerical control on both counts.

It should be remembered that labor cost reductions at any stage of auto production quickly reach an effective limit. For example, if all labor use were eliminated in the final assembly of motor vehicles, unit costs would fall less than 12 percent. Computer-assisted design/computer-assisted manufacturing's special promise lies in its potential to reduce capital, inventory and design costs as well as improve the effectiveness of the procurement of components and parts from independent suppliers.

The special challenge of the 1990s is to make automotive automation work in the same fashion as the computer-assisted design/computer numerical control cases described above. The most pressing needs are in component manufacturing plants that perform large-scale machining operations. Faced with a wider range of transmissions, engines and other systems in the 1990s, those plants must either acquire effective flexible machining through computer-assisted design/computer-assisted manufacturing or watch many of their operations be outsourced to smaller independent facilities.

The transition to effective computer-assisted design/computer-assisted manufacturing in the auto industry of the 1990s carries a high cost and much risk. Money for investment will be borrowed at the expense of product development programs. Full-scale integration will be difficult since every component of the process must work perfectly in unison, as a number of model "factories of the future" have discovered.

Suppliers must cooperate and participate at every stage of the production chain or the benefits will be limited. The necessary training and cooperation of labor must also be present. It has also been pointed out that the Japanese do not rely to any great extent on that form of technology. Automation is a lagging alternative for them, the last options to be implemented.

The Japanese style of product diversity is characterized by high organizational and financial commitments to product innovation within well-defined product areas. Whether the computer-assisted design/computer-assisted manufacturing alternative represents another American style, simple "techno-fix" to a complex problem or an actual climb to a higher plateau of technical efficiency is a question that will certainly be answered in the decade to come. ■

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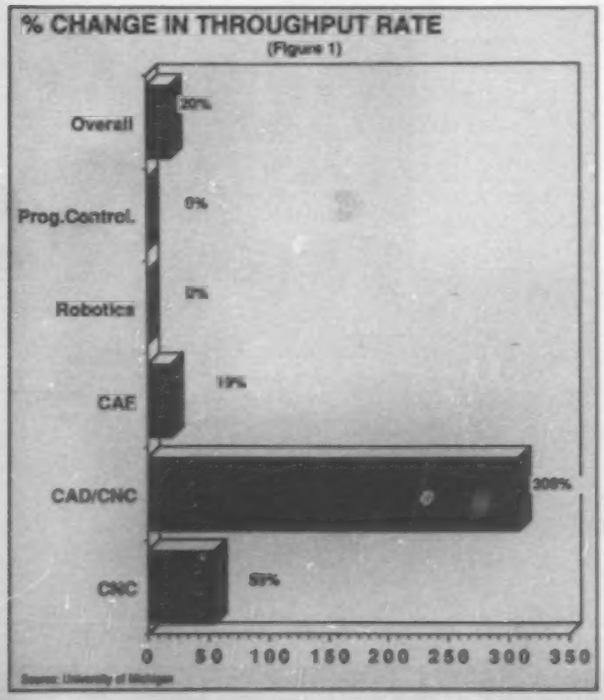
ESTIMATES OF TECHNOLOGY USE

Automotive technology	Percent using now	Percent planning to use in 5 years	Total percent using in 5 years
CAD/CAE	39.9	18.2	58.1
Pick and Place Robotics	10.4	11.4	21.8
Other Robotics	10.5	10.7	21.2
CNC	37.3	6.6	42.9
CAM, CAD/CAM	16.6	20.4	37.0
CAD/Procurement	12.8	17.4	30.2

Source: Manufacturing Technology 1988, SMT(88)-1, Current Industrial Reports, U.S. Department of Commerce, Bureau of the Census, May 1988.



'Threshold' of revolution

Technology, environmental concerns affect auto materials

The last decade has been a period of profound transition for the North American automotive industry. Tough international competition and fast-paced technical developments, coupled with challenging energy and environmental concerns, have fostered significant changes in our approach to selecting automotive materials. Industry planners are confronted by a host of critical issues as they choose materials for their future products. Market forces, commodity prices, manufacturability, design experience, existing facilities and new technologies are just a few of the considerations influencing these decisions. There is little question that we are on the threshold of an automotive materials revolution.

Even as new materials enter the picture, there are dramatic improvements in the production and processing of the more traditional automotive materials. One of the hallmarks of this revolution is the literally ferocious competition between candidate materials in a host of applications, ranging from plastic versus steel in body panels to aluminum versus copper in radiators. Over the long term, few components are restricted to a given material, and the sheer size and potential of the automotive market insures that today's winners cannot rest comfortably, assured that their current success will continue.

While it is difficult to predict with certainty the future of automotive materials, the University of Michigan Delphi Forecast provides a degree of insight into industry experts' beliefs about future materials. The Delphi method is a systematic, iterating method of forecasting based on independent input from a panel of [illegible]. We carefully select panelists from both the automotive manufacturers and their suppliers. The current Delphi V Forecast, the fifth in our series of biennial studies of automotive trends in technology, materials and markets, provides a consensus view of the future to the year 2000 through the eyes of over 300 industry leaders. We have delayed publication of the Materials volume of Delphi V to permit consideration of the effects of possible increases in CAFE mpg requirements on future materials, so all data presented here are from the general Technology forecast volume.

The materials future promises to be exciting and, in some respects, quite different from that envisioned by forecasts made earlier in the decade. A significant part of this change in expectations can be attributed to a substantial lowering of anticipations for future energy prices over the course of the U-M Delphi surveys. Fuel prices, based on the current Delphi survey, are expected to increase modestly over the next decade, and panelists have dramatically lowered their expectations of future fuel prices compared to earlier surveys. This sets the stage for shifts in many material forecasts.

In addition to fuel prices, panelists have changed their expectations for future passenger car weight and size. The consensus view is that downsizing has largely run its course and that, unless CAFE is increased, future weight reduction will be very modest. The Delphi panelists believe that if future fuel economy requirements are increased, the most significant areas for efficiency improvement are the powertrain, followed by weight reduction. Concerning total vehicle weight, our vision of the future has changed rather sharply in a fairly brief period of time. Steel will continue as the dominant automotive material, but there will be substantial use of cast iron, plastics in a variety of forms, and aluminum. Future increases in CAFE standards would probably increase both plastics and aluminum use, at the likely expense of steel and cast iron.

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Body/Chassis

The car body is perhaps the major arena of the plastics versus steel competition. With minor exceptions, exterior panels of North American-produced cars have traditionally been made from low carbon steel. This is likely to continue, despite the introduction of several plastic-intensive vehicles such as GM's Corvette and APV; however, various polymer-based materials are expected to begin making significant inroads, particularly in the non-integrated body panels. While growth in plastics is significant, it is considerably less than envisioned just two years ago in our Delphi IV forecast. This may be partially due to slower than anticipated development in plastics and plastics processing technology, but is probably more due to the considerable progress made by the steel and automotive industries in recent years, including improvements in quality, product design, corrosion protection, die making and stamping plant operations.

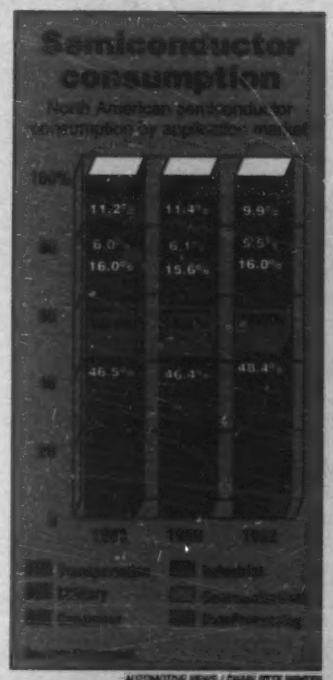
The forecast calls for the integral body frame passenger car structure to continue its dominance in the upcoming decade, although a small but significant fraction of vehicles will likely use separate body frame and space frame designs. Steel, in the opinion of our Delphi panelists, will be used in most future body/frame structures through the year 2000, although the role of both aluminum and polymer based composites is expected to expand. Since aluminum and composites are both near the beginning of their learning curves, intense competition will continue and expand. Material selection decisions in both the body exterior and structural areas will continue to depend on a host of actors including commodity prices, developments in processing technology, design knowledge, existing capacity, supply considerations, field repair, recycling vehicle systems issues, quality considerations, regulatory trends and customer perception of value.

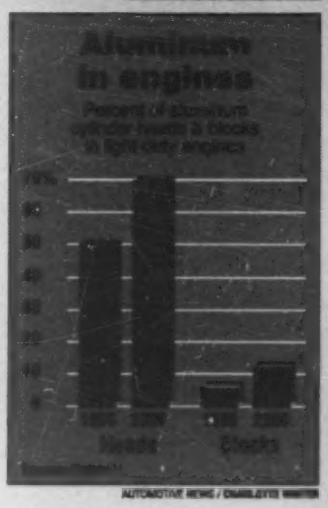
Powertrain

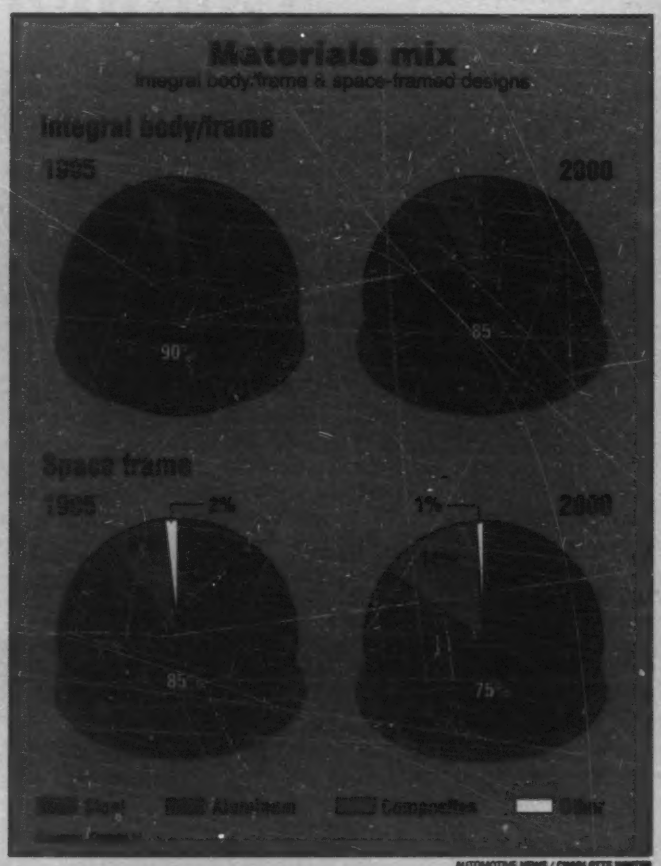
A number of exciting technical and material developments are anticipated in the engine and drivetrain. Increased demands for performance, fuel economy, reliability, durability and overall "World Class" cost and quality are driving engine designers to improve the entire powertrain. Panelists anticipate the fundamental redesign of a major fraction of North American-produced engines over the next decade. Manufacturing precision is greatly increasing, and a significant number of future powertrains will employ high-tech features such as double overhead cams (DOHC), 4-valve cylinders and integrated, electronic engine/transmission control. Aluminum use is expected to expand significantly in cylinder heads and somewhat more modestly in engine blocks. Panelists expect most aluminum blocks to continue use of cast-iron sleeves.

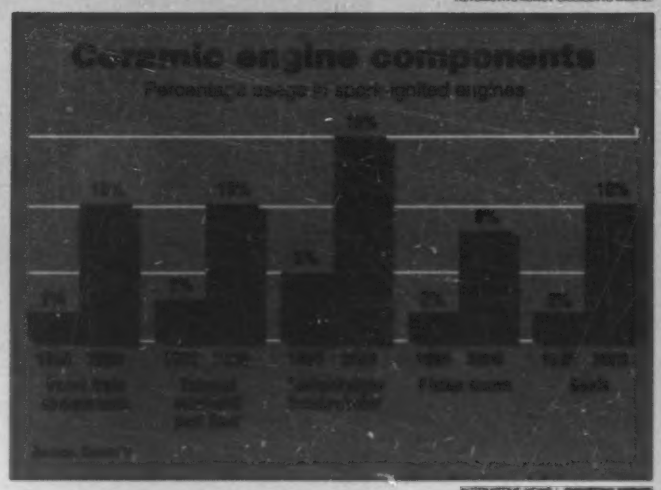
Panelists expect that polymers will achieve modest but important application in several engine components, while ceramic materials appear ready to move from the research laboratory into tomorrow's engines in a few selected applications. However, the complete ceramic engine is not yet on the near-term, or perhaps even the long-term, horizon. Although the primary reasons for ceramic applications are mass and friction reduction and the control of engine heat, piece-cost, manufacturing considerations and reliability concerns remain major impediments to its increased application. A tightening of fuel economy and emission standards might well spur the further development of ceramic technology.

The choice of traditional materials for most engine components is far from fixed over the next decade in light of the growing emphasis on mass and friction reduction, particularly in moving parts. A number of technologies are competing for material selectors' attention.









INTEGRATED CIRCUIT CONSUMPTION
(millions of dollars)

Market	1990	1995	2002
Data Processing	6,805.8	7,491.8	11,417.8
Communications	1,864.2	2,194.1	2,937.8
Industrial	2,001.6	2,158.8	3,324.5
Consumer	750.2	843.9	1,114.1
Military	1,442.9	1,650.4	2,109.2
Transportation	653.3	707.9	1,202.6
Total	13,518.0	14,957.0	22,105.8

SOURCE: Dataquest

Besides ceramics, metal matrix composites is an emerging material technology with exciting potential. While still in the early stages of development, recent progress in this technology has been significant.

This list of key representative engine components and candidate materials illustrates the broad scope of the competition:

Connecting Rod: Cast iron, steel, aluminum metal matrix composites.

Intake Manifold: Cast iron, aluminum, polymer/polymer-based composites, magnesium.

Oil Pan: Steel, aluminum, polymers, metal-plastic laminates, magnesium.

Corrosion

Significant progress is being made in corrosion protection. One measure of this is in the number of years that elapse before corrosion penetrates exterior panels. The Delphi V panelists forecast an elapsed time of eight years by 1995, lengthening to 10 years by the year 2000. Much of this progress can be attributed to substantial increases in steel's corrosion resistance, due, in part, to the use of a two-side coated, galvanized steels, improved paint and ▶

scaling systems, better design, and enhanced manufacturing process control.

Recyclability

The issues of solid waste and materials recyclability are becoming more important in the design, production, and ultimate retirement and disposal of the vehicle. While cost remains an impediment to increased use of plastics, environmental concerns also pose significant barriers. A decisive majority of Delphi V panelists (65 percent) believe it essential that the automotive industry develop or improve the recyclability or reclaimability of its products. These issues should be considered as an integral part of the vehicle design process. Furthermore, a significant 16 percent of the panelists expect some form of legislative activity enforcing recyclability/reclaimability within the next decade. We would hope the industry will seize the initiative on this issue. There does not appear to be a fundamental recycling problem for present and future automotive materials, but considerable effort is required on the part of some segments of the industry to meet this developing challenge.

Summary

It is clear that the automotive materials area is experiencing revolutionary development and progress. As the industry sharpens its focus on total customer satisfaction, materials will play an increasingly important role. There appears to be lessened enthusiasm for technological development for technology's sake, and more emphasis on value delivered. New and developing automotive materials are achieving a level of application that ensures the production of passenger cars that could only have been a dream a few years ago.

This is not a time for complacency. The automotive materials industry faces a future of not only unprecedented challenge, but also significant opportunity. As most of the world's automotive manufacturers achieve true parity in terms of traditional customer value factors, material-related issues may tip the balance in the customer's selection.

Regardless of who the winners and losers are in the "Materials Olympics," the true benefactors of the competition will be the consumer. ■

AUTOMOTIVE NEWS / CHARLOTTE WATSON

In electronics, the word is 'smart'

New chips 'sense,' and they take action on what they've sensed

Smart power. Smart chips.

Those are among the most exciting new phrases in the lexicon of emerging automotive electronics technology these days.

They're being heard in descriptions of chips used in such hot items as automatic suspensions, traction control systems and other real, promised or pipe-dream wonders of the world of automotive electronics.

In virtually all prognostications about the world of automotive electronics in the 1990s and beyond, smart chips serve a keystone function.

A smart chip is made up of sensing components and components that take action based on what's been sensed.

Because smart chips are available, electronics engineers have been able to trim dramatically the size of electronic devices to fit them into the high-cost real estate under instrument panels and in black boxes under the hood. Also, in electronics, smallness has come to be equated with low cost, reliability and speed.

"It's become a term too loosely used, but 'smart power' does catch the sense of something very important," said Edward Whitaker, staff engineer, advanced development at Delco Electronics Corp. in Kokomo, Ind., part of GM Hughes Electronics Corp.

"Smart power, although it's loosely defined, means combining linear and digital and power — combining different circuit functions and different technologies on the same chip of silicon. It's power plus control. But there's a million varieties, depending on manufacture, because they all have different approaches," he said.

"In the old days, we'd buy one of these, one of those and one of them and maybe drive a motor.

"When you put all those functions on one piece of silicon, you have what's referred to as smart power.

"With smart power, you save space. You make smaller systems possible because you don't need as many components. You also can do things you couldn't do before. For instance, with something like a power mirror, there isn't room for a big box. You need one chip," Whitaker said.

"There absolutely is an increase in reliability. You don't have all the interconnections, the solder connections, all the problems of sorting, handling and inventory."

Quality improves when smart chips are manufactured because only one chip is handled and bonded. There may be about eight critical masking steps involved in the making of a current chip (layers and diffusions) while smart power is more complex and might call for 18 critical levels, he said. He explained how smart devices have evolved as electronics in general have advanced.

"A typical system through the '60s, the '70s and into the '80s was discrete," he said. "That is, it had one specific function. Such a system might consist of a logic circuit that provided a signal to a tightly packaged device that was made to switch a particular amount of current.

"For example, the logic circuit would say, 'turn on,' 'turn off' or 'something's not right.' The second device, a transistor, would do the switching ordered by the logic circuit. Thus, there were two different parts making up one system.

"To make up a system, engineers might take a bipolar integrated circuit for linear functions and a MOS chip for digital functions and then add a power device that would deliver amps and drive a motor," Whitaker said. Thus, three different types of parts made up a system.

Smart power will allow engineers to build controls into the devices they control.

For example, the control chip for a windshield wiper motor can be mounted directly on the motor instead of nearby. "If you have one chip, you can put it in the motor. If you have to build it up of a number of components, it gets pretty big and won't fit," Whitaker said.

He said the same principles hold true in multiplexing, a system of sending power for more than one system over the same electrical wires.

"When you have a wiring harness in the door, you don't want 52 wires running into the door; you want ... You put some electronics in the door that get a signal and open the door locks or open the windows. The box can't be too big. You want something that's small and light. If you can put it all on one chip it can go right in the door," Whitaker said.

Toshiba of Japan recently completed development work on an intelligent power switch that allows a microprocessor to drive motors, solenoids, lamps and other loads directly. The switch contains diagnostic functions and also has built-in overload protection.

Chrysler Motors is using a smart chip in what it calls an "electronic traffic cop" for the advanced vehicle data communications network in the Chrysler New Yorker and Dodge Dynasty luxury models.

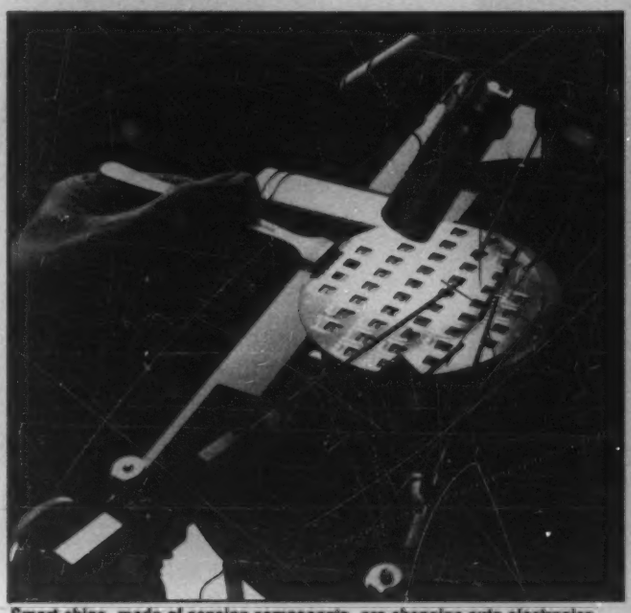
A chip is the heart of the multiplex system that directs the flow of data among a network of microcomputers. The chip, put in place initially in the 1988 models, is the first in the industry that met SAE requirements for data communications multiplexing, Chrysler Motors said.

In its role as a "traffic cop," one of the chips is installed in each of the microcomputers used in the New Yorker and Dynasty models. It allows the microcomputer to share information and assign priorities to messages seeking to access the vehicle's data network.

Called the Chrysler Collision Detection Data Network, the system interconnects the engine controller, body computer, overhead console display, trip computer and engine compartment sensor modules. It uses single twisted pairs of wire instead of dedicated pairs of wires. Without the system, dedicated wires would be required to connect each module or computer to every other module or computer.

The Cadillac Allante includes a small amount of multiplexing of the hybrid type rather than smart power. A hybrid assembly usually consists of a ceramic substrate on which conductors and resistors are printed and on which chips are mounted and connected, Whitaker said.

Candidates for application of smart chips include anything that has a motor or a solenoid, Whitaker said. Those possibilities range from fuel injector drivers to solenoids to lock the trunk and electric motors to raise a car's windows or antenna or move its seats.



Smart chips, made of sensing components, are changing auto electronics.

"Not every situation calls for smart power," Whitaker cautioned. "Sophisticated technology is required. It can be expensive. And, sometimes you shouldn't try to put everything on one chip. Systems designers have the option in partitioning a system to use multiple chip solutions or single-chip solutions.

"The biggest thing we're finding is that we are more frequently merging technologies on a chip. That's another merging of technologies. We get more done on one piece of silicon.

"We used to build systems with 1,000 transistors on a circuit board, and there was a specific reliability of that product. If you put all those transistors on one chip, there is a massive improvement in reliability because it's all made with automation," he said.

"The biggest problem we have is convincing people that the hurdles to overcome and the difficulties in getting the job done are worth it. We're almost in a situation like the one Thomas Edison found himself in when he invented the light bulb. There were no generators in cities, no power stations, and everyone had gas piped right into his home."

Whitaker continued, "Multiplexing on a small scale is like that. There are traditional ways that work well. Careful consideration and planning are essential in deciding to use a new technology. For an example of a good candidate for multiplexing, look at a car door that today might have 50 or more wires running into it. Multiplexing, in this case, would consist of a master computer with a ground wire, a signal wire and a control wire routed around the car.

"Instead of 50 wires running into each door, there would be three. A smart circuit would connect to the signal wire and the chip would drive various loads like a lock, motor, cigaret lighter, crank or lamp."

George D. Aravosis, immediate past president of SAE and director of new technology development for Navistar International Transportation Corp., believes smart power chips are on the way to commercialization.

He said, "Even though we know a lot more than we did in the early 1970s, the commercial vehicle environment, which strongly influences successful application of electronic systems, encompasses a wide range of environmental conditions.

"Development of multiple wiring systems with modules containing smart power switches that combine a high-current electronic switch with control logic circuitry in one small package will aid in this area. Such chips are capable of switching large amounts of DC current using an extremely low control current," he said.

"The smart switch can replace numerous conventional electrical system components. With fewer electrical components, the overall reliability of the truck improves. The built-in logic circuitry of the smart switch provides an output that can be used to diagnose problems in the electrical system. The diagnostic capability offered by the smart switch means a vehicle that is easier to service," he explained.

Aravosis also said an electronic dash with real-time feedback is needed for owners/operators/drivers. On-board diagnostic devices for engines and brakes would assist in self-maintenance practices. The payback from those information devices is knowing where the money goes and showing areas of potential savings.

Many fleet operators and owners feel that if trucks are designed and built correctly in the first place, they can get 600,000 miles from the truck before major problems will occur, he said. Such systems may move them closer to their million-mile-truck goal.

Timothy D. Leuliette, president of Siemens-Bendix Automotive Electronics, said recently, "Exciting new smart sensors are being developed in our new Integrated Silicon Sensor Laboratory in Newport News, Va.

"These silicon sensors will be capable of measuring a variety of automotive parameters and will close the technology gap between the highly developed information processing capability of the microcontroller and the relatively unsophisticated sensors currently feeding data into the electronic control unit." ■

Author Roger Rowand is an Automotive News staff reporter.

Big 3, Transplant 7

Domestic dominance wanes, but the worst may be over

It is 1999 and the American automotive industry is having a renaissance of sorts.

Having overcome the bleak days of restructuring and bullet-biting that cluttered the early '90s, the Detroit Big 3 and their new industry neighbors, the Transplant 7, have developed a new symbiosis. The transplants bolster their operations with captive sales to the Big 3. The Big 3, in turn, have inculcated more efficient production systems from the transplants, and widened profit margins by sharing overhead and development costs through joint ventures.

Having lost almost half of the entire North American market in the course of 25 years, Detroit is now reaping some rewards from a mammoth, decade-long campaign to open new plants, rebuild and retool vital older plants, close down marginal car lines, consolidate the production of diverse models, introduce new products and respond faster to consumer desires than ever before.

General Motors has adopted some of the ways of partners Toyota, Suzuki and Isuzu. Ford has learned from partners Mazda and Nissan, and Chrysler from Mitsubishi and Hyundai. Market share has stabilized, and the U.S. corporate triumvirate that produced 10 million passenger vehicles to mixed results seven years ago in 1992 is now selling 9 million a year with more encouraging margins.

The great industrial management reawakening of the 1980s has resulted in car plants that are more cost efficient and productive. U.S. factories are pumping out bigger numbers of cars and recreational vehicles, and annual U.S. vehicle sales, strengthened by population growth and more appealing sticker prices, are holding fast at 14 million to 15 million units a year. Stringent environmental legislation during the early '90s made vehicles lighter and more fuel efficient. New component technology has improved performance. Tougher competition has bred better product quality, better customer satisfaction at the retail level.

The domestic industry has bounced back from those fierce competitive blows of the 1980s, when new Japanese and Korean competitors sliced away at the market. Foreign-based car companies are now producing a once-unimaginable 4 million cars, trucks and vans a year in America. But half of that number is being sold by the Big 3 themselves.

American suppliers who, just 10 years before, were desperately fighting the incursion of offshore competitors have formed hundreds of new partnerships with Japanese firms to produce lower-cost, higher-profit components to both transplant and Big 3 customers.

Import levels have fallen from their peak of 3.2 million cars in the early '90s to about 2.5 million.

A rose-colored vision of days to come? Not necessarily, a number of leading U.S. auto industry analysts maintain. According to some, the climax to the dramatic power shift now in progress between domestic and offshore industry forces could come in the next decade. The outcome could be the industry renaissance described, or if circumstances continue on in their current trajectory, a gradual wresting away of market control from the U.S.-based companies. How well the American industry fares, some observers say, depends largely on how well the Big 3 and their key suppliers come to terms with the phenomenon at their doorstep — the transplants.

Author Lindsay Chappell is the chief of Automotive News' Mid-South bureau.

MAZDA MOTOR CORP.
U.S. vehicle sales 1989: 370,000
N. American vehicle production 1989: 200,000
N. American vehicle production 1992 (est.): 360,000
Plants:
● Mazda Motor Manufacturing (U.S.A.) Corp. (1987)
The Flat Rock, Mich., manufacturing plant is still in the first phase of production, building 200,000 cars a year. In 1990, the plant will yield 240,000 a year, including the Mazda 626 and MX-6, and the Ford Probe.

AUTOMOTIVE NEWS/JOE WILSSENS

The transplants have mastered the art of making gradual, minute, incremental labor-saving changes in production.

The 1980s passed like a kidney stone for many in the American auto industry. It was, in the final analysis, a decade of absolute change in which foreign competition cracked wide open every corner of the U.S. market bastion. As if in fast motion, the industry saw the wholesale acceptance of Asian-designed and engineered cars and light trucks among U.S. buyers, the mushrooming of a permanent retailing establishment for foreign manufacturers and the end to the presumption of American leadership in vehicle quality and technology.

Such was the atmosphere for the first decade of the transplant. Though West Germany's mighty Volkswagen AG had first opened a U.S. plant in the '70s to supply what would soon become a dwindling market for its low-cost, high-quality line, it was the Asian-based car companies' arrival in the '80s under a whole new set of circumstances that heralded the coming changes of the 1990s.

In sheer numbers, no one offshore manufacturer amounts to more than a small competitor in the U.S. market. American Isuzu, for example, sells about half the number of cars that Dodge sells of its Colt model. Compared to General Motors' inventory of plants and production volume, all the output of all the transplants combined still represents a minority share of the market. But the new facilities that overshadow the rural midwestern cornfields where they operate bode an uneasy future for the Big 3. The transplants are not so much succeeding by mastering the traditional U.S. car-production game. They are succeeding by playing under new rules. How well they absorb and excel at those new rules could determine which future they see.

In the brief span of eight years between 1981 and 1989, the Japanese car companies went from no U.S. production capacity to a total capacity of 1.5 million units a year. By 1992, the group's total North American capacity will reach 2 million. And by 1995, based almost entirely on existing plans, the number is likely to pass 3 million, representing a fourth of all North American production.

The question many in the industry now ask is: How much more can the transplants build? With immense capital at their disposal from a decade of strong earnings, and favorable yen-dollar exchange rates resulting from the economic summits of the mid-80s, the larger Japanese players could easily put more plant capacity in place during the coming decade. And undoubtedly, additional plans will be unveiled. But transplant expansion during the '90s will be affected by five key issues:

● Progress in U.S. foreign trade policies. As the U.S. attempts to pry open tightly controlled Asian markets to U.S. goods during the coming decade, one repercussion may be more transplant activity. Japan's leaders could easily respond to U.S. concerns over endless trade imbalances by discouraging the Japanese auto-exporting industry. The Japanese government has already asked automakers to refrain from constructing more auto plants in Japan, though the specific intent was to protect the industry from a domestic glut. Free market economics will dictate most of the allocation decisions of the coming decade, however.

It is now estimated that a transplant can produce a car at a $400 to $600 cost advantage over Detroit. The same car produced in Japan has only a $300 advantage after paying for importation. At the same time, the profit margin on a Japan-built car sold in Japan is greater than that on the same car exported and sold in America. Domestic tax changes in Japan in 1989 spurred an auto sales boom that the Japanese carmakers struggled to supply. It will clearly be in the imports' best interest to shift production for the U.S. market to U.S. sites in the future.

● More aggressive U.S. environmental policies. An apparent stall in the auto industry's ability to improve fuel efficiency in the late '80s did not sit well with many in Congress. As the decade closed, the Bush Administration, the EPA and a half-dozen congressmen were formulating plans to set new guidelines for fuel-efficiency improvements. Should the resulting legislation ask for large and quick increases in mileage averages, the producers of smaller, lighter, more fuel-efficient cars would enjoy a sales boom. Honda, Toyota, Nissan, Hyundai, Isuzu and others would have new impetus for expanding U.S. capacity.

● Further changes in the yen-dollar exchange rates. Although the economic community widely believes the yen has stabilized long-term in the range of 120-140 to the dollar, even a short-term drop could make real estate buying and capital expenditures in the U.S. market more appealing for the Japanese. The financial premise of the transplants themselves is to make production immune to currency fluctuations. But as long as U.S. capacity growth is desirable, the multinationals will look for opportune moments to invest.

● The vitality of the U.S. economy, including auto sales. Obviously, a major recession would throw the brakes on industrial expansion in most sectors, although investment funding from sources outside the States would remain somewhat impervious to a steep down-cycle here. But for the most part, new plant capacity will depend on sales growth. The transplants enjoy still another advantage in the event of a long-term economic shift, causing, for example, a demand shift to econo-cars. The transplant facilities are newer, and designed for flexibility to allow the companies to change product lines more easily.

● U.S. public attitudes toward foreign interests. By 1989, the Japanese Automobile Manufacturers Association was maintaining that whatever "anti-foreign" sentiment existed in the U.S. toward the Japanese car makers had, for the most part, dissipated.

But the issue remained evident in transplant objectives. Every transplant in the country is currently attempting to increase local purchasing of parts and local part production in order to increase their vehicles' domestic content — principally to assuage public resentment of their siege of the domestic industry.

Solveig Spielmann, chairman of International Business Counselors, a Washington, D.C.-based consulting firm on trade policies, agrees that consumer pressure against offshore manufacturers is not likely in the coming decade. But she acknowledges that the issue is tied to economics.

"It's possible that we could see more anti-foreign-investment public sentiment, but I don't believe the conditions exist for it," Spielmann says. "These are good times in the country. People want to work."

Not, apparently, a key factor in the transplants' future is the basic issue of market overcapacity. A general assumption underlies the segment's growth that Big 3 production, plus transplant production doesn't necessarily equal total industry demand. Transplant growth is taking place to serve the growing sales results of the transplant parent companies. If new transplant production capacity leaves the North American indus- ▶

TOYOTA MOTOR CORP.
U.S. vehicle sales 1989: 960,000 (est.)
N. American vehicle production 1989: 250,000
N. American vehicle production 1992 (est.): 500,000
Plants:
● New United Motor Manufacturing Inc. (1984)
A 50-50 joint-venture with General Motors, NUMMI supplies Toyota with 100,000 Corollas a year.
● Toyota Motor Manufacturing U.S.A. (1988)
The $800 million facility in Georgetown, Ky., can produce 200,000 units a year of the company's best-selling U.S. car, the Camry.
● Powertrain Plant (1989)
Toyota is spending $300 million to open a 4-cylinder engine plant adjacent to the Camry facility. By 1991, the plant will also be supplying many of the engine components, including pistons, valves and cylinder heads.
● Toyota Motor Manufacturing of Canada (1988)
The Ontario facility produces 50,000 Corollas a year.
● TABC Inc. of California (1974)
The Long Beach, Calif., plant produces pickup truck beds. Plans to expand the operation were stymied by U.S. industry opposition in 1988.
● NUMMI 2 (Proposed: 1991)
Toyota, independently of GM, plans to open a second line at NUMMI to produce approximately 100,000 small pickups a year.

NISSAN MOTOR CO.
U.S. vehicle sales 1989: 678,000
U.S. and Mexican vehicle production 1989: 360,000
U.S. and Mexican vehicle production 1993 (est.): 650,000
Plants:
● Nissan Motor Manufacturing Corp. U.S.A. (1985)
The Smyrna, Tenn., facility currently yields 220,000 Sentras and light pickups a year. By 1992, the plant will expand capacity to between 400,000 and 440,000 units to include production of an as-yet undesigned Stanza-level sedan.
● Nissan Mexicana, S.A. de C.V. (1966)
Three Mexican plants now produce approximately 120,000 Tsurus (Sentras) a year, as well as engines and various stamped components, but will probably expand production to 200,000. Engines have been exported to both Japan and the U.S., and vehicle exports have reached about 26,000.
● Avon Lake Plant (under construction: 1992 est.)
Nissan will develop a new minivan, the VX54, in conjunction with Ford Motor Co., which Ford will assemble in Avon Lake, Ohio. Nissan will derive approximately 50,000 units a year from the project.

FUJI HEAVY INDUSTRIES
U.S. vehicle sales 1989 (est.): 150,000
N. American vehicle production 1990: 60,000
N. American vehicle production 1995 (est.): 120,000
Plants:
● Subaru-Isuzu Automotive (1989)
The last of the major Japanese carmakers to build in the U.S., Fuji/Subaru will receive half of the joint venture's 120,000-vehicles-a-year output. In the early to mid-1990s, the Lafayette, Ind., plant will boost capacity to 240,000 units a year.

HYUNDAI MOTOR CO.
U.S. vehicle sales 1989: 250,000
N. American vehicle production 1989: 10,000
N. American vehicle production 1991: 100,000
Plants:
● Hyundai Auto Canada
The Bromont, Quebec, facility will assemble 100,000 Sonatas by 1991, mostly for shipment to the U.S. A separate but adjacent stamping plant was scheduled to open in late 1989 to serve the operation.

MITSUBISHI MOTORS CORP.
U.S. vehicle sales 1989: 130,500
N. American vehicle production 1989: 45,000
N. American vehicle production 1991 (est.): 120,000
Plants:
● Diamond-Star Motor Manufacturing (1988)
A 50-50 joint venture with Chrysler Corp., which owns 12 percent of Mitsubishi, Diamond-Star produces 120,000 Mitsubishi Eclipses and Mirages a year.

SUZUKI MOTOR CO.
U.S. vehicle sales 1989 (est.): 29,000
N. American vehicle production 1989: 10,000
N. American vehicle production 1992 (est.): 100,000
Plants:
● CAMI Automotive (1989)
The Ingersoll, Ontario, plant, a 50-50 venture between Suzuki and GM, has a capacity of 200,000 utility vehicles a year, divided evenly between the parent companies.

ISUZU MOTORS
U.S. vehicle sales 1989: 120,000
N. American vehicle production 1990: 60,000
N. American vehicle production 1995 (est.): 120,000
Plants:
● Subaru-Isuzu Automotive (1989)
Isuzu's 49 percent control of the Indiana facility will net it 60,000 pickups and sport-utility vehicles a year as production matures in 1990. Plans to double the capacity are indefinite, but forecast for the mid-1990s.

HONDA MOTOR CO.
U.S. vehicle sales 1989: 800,000
N. American vehicle production 1989: 420,000
N. American vehicle production 1992 (est.): 700,000
Plants:
● Honda of America Manufacturing/ Marysville (1982)
The first Japanese transplant facility, Honda of America Manufacturing in Marysville, Ohio, produces 360,000 Accords and Civics a year, and also builds motorcycles and provides engineering support to Honda facilities across the continent.
● East Liberty Plant (1989)
The new 150,000-unit-a-year plant will initially produce 4-door Civics, but that vehicle will be replaced in late 1990, and the company is already considering a second vehicle at this Ohio site.
● Honda of Canada Manufacturing (1986)
The Alliston, Ontario, plant may be expanded from 50,000 Civics a year to 80,000 in 1990. Most production is for the Canadian market, although Honda is able to ship more freely between Canada and the U.S. now by meeting the domestic content conditions of the Free Trade Pact.
● Honda de Mexico (1988)
Honda officials have said there are no vehicles in the Guadalajara, Mexico, facility's future. For now, the plant will build replacement parts and body panels for Honda vehicles and motorcycles.
● Anna Engine Plant (1985)
By 1991, Anna will yield 500,000 engines a year for both the Accord and Civic. Plans are for the facility to produce all the engines needed for Canada, East Liberty and most of Marysville.

try as a whole with too many assembly lines in action, the assumption goes, it will be the older, less efficient and less flexible operations that will feel the pressure. In other words, it will be the Big 3, whose individual market shares have slipped for the past decade and will logically slip during the coming decade.

The result could be painful. If, as the automotive market research firm Autofacts calculates, total U.S. production capacity grows to 15.6 million by 1993, excess capacity could reach 5.3 million units, based on current utilization rates and sales levels. Autofacts contended that by the early 1990s, 10 domestic plants would be closed as a result of the transplant boom. General Motors would face closing five, Chrysler three and Ford two, the firm speculated.

Plants open and close. GM itself rendered 10 plants inactive between 1987 and 1989, and opened or reopened three others. In 1990, GM is scheduled to open one of the biggest projects in its history, the Saturn plant in Spring Hill, Tenn. Interestingly, Saturn is predicated upon transplant principles. Stamping and parts-making are done at the assembly site. Factory job classifications are reduced to only a few levels. Workers are given more power to make on-line decisions on production quality.

An industry rule of thumb holds that American market demand increases by the need for one new assembly line a year. By that measure, the capacity crisis of the '90s could be less critical than the numbers would suggest. The Detroit carmakers are already eyeing various of their older plants and less promising vehicles to idle. If capacity of 1 million units is eliminated over a five-year period, when 2 million units of new, more efficient capacity is being added, the industry will roughly break even. The key difference is that older Detroit inventory will replaced by newer transplant inventory.

Clearly, the industry shift is not inherently transplant versus domestics, but rather old versus new. Not only are the transplant structures themselves newer, for the most part. Their systems of production have honed away older inefficiencies, such as costly work rules and unnecessary middle managers. The newer plant hardware allows for faster die changes and more expedient troubleshooting. Computer-choreographed delivery systems avoid the typical line shutdowns that plague older plants when suppliers stumble, and also cut overhead by eliminating plant warehouse space.

"The age of a plant is a very crucial issue in any industry," comments Thomas O'Grady, president of the industry consulting firm, Integrated Automotive Resources. "It's simply difficult to produce competitive products from an older facility that was built to operate under a different production system."

Newer plants also benefit from more efficient designs. The transplants have mastered the art of making gradual, minute, incremental labor-saving changes in production, the concept of "kaizen," which domestic manufacturers learned in the '80s to take seriously enough to introduce in their own plants. "We don't set out to double the output of our number two stamping line," explains a spokesman for Honda of America Manufacturing in Marysville, Ohio. "We look for only the next step. We shorten the time it takes to stamp our largest body panel by two seconds. And when we accomplish that, we shorten the time on the next largest panel, and then all the panels. And then we do the same thing on the next stamping line. When we've gone through the whole process, perhaps we've made the entire stamping plant 20 percent more efficient. But that wasn't our objective."

The age of factory employees will also affect transplant productivity in the '90s. The transplants have had three advantages in building their North American workforces. They have entered the market with no obligations to U.S. labor unions, which traditionally insist on certain employee-hiring procedures. They have used employment-application screening efforts to more carefully select workers based on physical and philosophical characteristics. And they have situated their facilities primarily in rural belts where applicants tend to have little history with either the automotive industry or manufacturing in general. The result has been a group of workers that are younger on average than those at Big 3 plants, who are slightly better educated, who have no predisposition to organized labor arrangements, and who — perhaps typical of younger workers — are more willing to cooperate with nontraditional labor practices, such as job rotation and accountability for production-line quality.

"When Detroit builds a new plant, they have to offer the jobs to laid-off UAW workers, who will probably be somewhat older and have their own ideas about the way plants are supposed to be run," says industry analyst Ronald A. Glantz, general partner with San Francisco's Montgomery Securities. "When a transplant opens a plant, it can go out and hire all 25-year-olds, prescreened to modern management and production techniques. The younger, more flexible workforce will simply be more productive."

It will also be less expensive. Because of their short history in the United States and the relative youth of their employee base, the transplants have no large pension and retirement expenses. GM alone supports almost 320,000 retired workers from its pension funds, more than 10 times the number of all the workers at all the transplants combined. In contrast to the new manufacturers, the average age of a GM worker is 43. Honda officials have countered that a young workforce has its unique overhead, too, including a higher incidence of family medical costs such as maternity benefits; aside from which the transplant must still pay into retirement funds for the distant time when its employees do retire. But the argument weakens under the weight of the numbers. GM's own healthcare bill topped $3 billion in 1989 — more than half Honda of America's total estimated revenues of $5 billion.

The '90s will see the "age gap" narrow between transplants and Big 3 labor forces. But it will still exist, and as long as it does, transplant overhead will be smaller and transplant operations more profitable.

One question remains about whether the transplants' young workers will maintain their enthusiasm indefinitely. The UAW union is moving slowly to bring the workforces into its fold during the '90s, and if successful, the raw productivity advantages could be lessened. So far, Honda, Nissan, Mazda and Mitsubishi have faced union organization drives in the States. Workers at Honda and Nissan decidedly rejected the union concept, while Mazda and Mitsubishi workers accepted it, largely because of pre-existing relationships with their Big 3 partners, Ford and Chrysler, respectively. By the early '90s, the union issue will also be posed at Toyota Motors' plant in Kentucky and Subaru-Isuzu Automotive in Indiana.

But by the end of the '80s, it appeared less likely that unionization would change the transplants than that the transplants would change unionization. The contracts that have been signed at Mazda, Mitsubishi's Diamond-Star Motors and Toyota's New United Motor Manufacturing in California, which was an existing union workforce when production began, indicate that union workers are willing to support the transplants' new management ways. In all three plants, workers have accepted limited job classifications, flexible work rules and job rotation. Issues of line speed and production changes are determined by committees that include line workers. Kaizen is in practice and productivity is still high.

The change may permeate the Big 3 in the 1990s. Saturn is already modeled after a transplant workforce. Chrysler's contract renewals in the early '90s are likely to be influenced by the innovative Diamond-Star contract of 1989. Ford will build minivans with Nissan in 1992 using some of Nissan's Japanese management practices, in addition to Nissan's cash. The odds are that if the 1990s are a showdown between old and new in the automotive industry, the manufacturing system that succeeds will be the one that appeals to the greatest number of people — whether in the factory or at the car dealership.

Toyota, the biggest of the Asian-based carmakers, has moved steadily but cautiously into its North American presence. It would be out of character for the global manufacturer to act otherwise in the coming decade. Toyota typifies the Japanese industry's habit of starting production with small, known quantities and gradually building up. New plants have tended to introduce modest levels of automation, by current standards, and to rely on more labor-intensive training to emphasize quality.

Still, by the close of the decade, the company had opened four American production lines, with plans for a fifth and speculation about additional capacity. U.S. company officials express interest in producing a full-size pickup somewhere in the States, probably near Toyota's $1.1 billion central Kentucky Camry complex. Toyota retailers in the States have pushed for a full-size vehicle to compete better in the lucrative pickup market. The entry would also give the company more power to penetrate its more elusive sales territories of the Midwest and the South.

Officials also acknowledge that the large new Kentucky plant could accommodate additional vehicles with minimal adjustment. While other new auto plants coming on line around the world have embraced a strategy of diversified, multi-vehicle production, Toyota's Camry plant produces only one vehicle. That plan is partially evidence of Toyota corporate conservatism, but probably not one that will be permanent. Toyota sales have rebounded from the downturn that followed the 1986 peak, and dealership outlets are slowly increasing. The market's appetite for product will clearly warrant more North American production over the next 10 years.

Toyota's involvement with GM in California will also have its benefits in the '90s. The working relationship has opened the door for many Toyota affiliate suppliers — who are hungry for Big 3 business — into GM's OE purchasing departments. And while GM has used the New Age environment at NUMMI to re-educate some of its management corps, Toyota has itself drawn valuable experience in managing a UAW workforce. Speculation has also hovered over the facility concerning GM's long-term plans. When the NUMMI agreement expires in 1996, one scenario has GM selling Toyota the other half of the operation. GM bows out of a plant it had originally closed anyway; Toyota picks up existing capacity for another 120,000 units a year.

Though Nissan experienced bouts of sluggish sales in the late '80s, it gave clear indications that its North American presence will continue to expand. In 1989, it embarked on a massive campaign to staff a new $50 million research and development operation in Farmington Hills, Mich., that company executives said will create new products specifically for the North American market.

The company entered the '90s with a number of obvious gaps in its U.S. production. It is now importing 110,000 Maximas a year from Japan, representing all but about 15,000 of the vehicle's total production. It is mulling over a plan to shift production of the sport-utility Pathfinder to Smyrna, which would mean another 50,000 units a year. And, like Toyota, it longed for a full-size pickup to counter Ford and Chevrolet. Unlike Toyota and Honda, however, it had no production in Canada, and faces coming to terms with creating and supplying local demand there during the '90s. The most logical move of the early '90s? A Maxima plant in Canada to supply Canada, the States and Japan.

At the same time, Nissan's relationship with Ford seems to be expanding. The two will co-produce a sport-utility vehicle in Spain in 1993, and possibly a sedan in Australia. What this suggests of the future relationship between Ford, Nissan and Ford-affiliate Mazda Motors remains to be seen.

The company also faces what the UAW called "a day of reckoning" with organized labor during the 1990s. Several industry analysts have chided the Smyrna management for "gloating" over the UAW's dismal showing at the company's first union election in 1989, when the UAW lost by more than a 2-to-1 margin. The union has vowed to return. If so, and if it should ultimately organize the transplant — a seemingly remote possibility at the close of the decade — company management will face an uphill climb in rebuilding the positive labor-management relations it now enjoys.

Though less than half the size of Toyota, Honda has moved more aggressively than any of the foreign car companies to establish a North American production base. Being the youngest of the major Japanese carmakers, Honda has depended, to a disproportionate extent, on the U.S. market for sales. As the '90s begin, the United States is importing more than a ▶

CHANGING SHARE OF U.S. MARKET
(figures in percent)

Company	1980	1985	1989	1994
General Motors	45.8	42.5	36.2	32.7
Ford	17.2	18.8	21.8	20.4
Chrysler	8.8	11.3	11.2	9.4
Honda	4.2	5.0	7.3	9.1
Toyota	6.5	5.6	6.2	7.6
Nissan	5.8	5.2	4.4	6.1

Sources:
Historical data: Motor Vehicle Manufacturers Association
1994 Predictions: J.D. Power & Associates

Japanese transplants take root

Supplier plants in U.S. will continue to have far-reaching effects

By any standard of measurement, Japanese transplants have enjoyed considerable success in the 1980s. Indeed, many in the American automotive industry have turned into Sinophiles: "If it's produced by the Japanese, either in the Orient or North America, then it must be good."

Domestic suppliers have been particularly hard hit by this blanket approval. A transplant which supplies Honda or Toyota often sees the welcome mat at the door when calling on Ford or Chrysler. And while Ford may claim that its Q1 suppliers are automatically qualified to do business with GM or Chrysler, an H1 or a T1 seems to put a transplant near the top of any domestic OEM's supplier class.

Some analysts are questioning the survival and ultimate success, i.e., the profitability, of the 300 plus Japanese transplant supplier plants, but few can deny that these new competitors represent a humbling experience for domestic suppliers as a whole. They have introduced new approaches to manufacturing, quality control and customer satisfaction which have shaken the foundations of the domestic supplier community.

Looking into the 1990s crystal ball first requires an examination of how transplants have affected their domestic brethren in the 1980s. The following list is by no means complete, and numerous articles have been written about each subject.

● Market Participation. Entering the North American automotive market has been the overwhelming concern of every transplant which has crossed the Pacific.

While profitability is a primary consideration of an American supplier contemplating such a significant move, satisfying their original equipment customers has been foremost in a transplant supplier's mind. Following original equipment manufacturers to the shores of America has had one benefit: The supplier has reasonable assurance that a contract is available if a plant can be built. This security has allowed the transplants to focus on a primary worry — learning how to do business in an alien culture. Not surprisingly, a large portion of transplants aggressively sought out U.S. joint-venture partners to help them become comfortable with government officials, construction companies, labor unions and the many organizations which must be dealt with to start a new business.

● Research, development and engineering. Initially RD&E was low on the list of transplants. Their first objective was to adapt manufacturing and assembly techniques proven in Japan to the American automotive environment. Manufacturing engineering has therefore received greatest attention. Japanese arrived to work with maintenance personnel and machine operators to teach new ideas. Close behind the manufacturing engineer is the engineer offering customer support.

● Manufacturing organization. Transplants have introduced more radical ideas here than in any other area. Just-in-time is the most noted, but perhaps not the most important example. Transplants are careful, even excessive planners. The objective is to get all parties to understand and buy into the plan, i.e., a pressurized consensus approach. One outgrowth is the phased implementation of production. Rather than cranking up as quickly as possible to projected production volume, transplants take considerable time to reach full capacity so that first-time quality is high when maximum line speeds are achieved. And because capital equipment is of the latest design, such new competitors are often tough to beat on cost.

● Labor. If domestic manufacturers learn only one thing from the transplants, it should be that production is an ever-changing process. Nowhere is this more evident than with regard to labor. Rather than management, capital and labor simply contributing to the final delivered product, transplants want each to interact with and improve the process. They have given a great deal of attention to labor's contribution to the production process, resulting in favorable lines of communication with management.

Transplants also realized the benefits of locating plants in smaller communities with more traditional American values and generally lower labor rates.

● Customers. In Japan, the customer is king. Japanese OEMs demonstrate this in their high concern with buyer satisfaction and the resulting dominance of the J.D. Power surveys. A transplant supplier's customer is the OEM, and he shows a similar fixation with satisfaction. An early example occurred when Chrysler agreed to let a transplant set up an office within its engineering complex with no guarantee that a contract would be forthcoming. The transplant engineers worked closely with their Chrysler counterparts and designed a product which matched the customer's precise needs. Today such investment is becoming standard procedure in developing long-term supplier relations.

Whatever we may be seeing in the transplants of the 1980s, it will certainly be different in the 1990s.

● Market Participation. Joint ventures have been the talk of the 1980s, but our Transplant Database suggests this will not be the case in the 1990s. The accompanying chart shows the portion of joint ventures by start-up year. With the exception of 1986, we have seen a steady increase in joint venture share. However, the 1990 share should decrease, and we expect this percentage to continue to fall. Indeed, buyouts may be the talk of the 1990s, as Federal Mogul, Borg-Warner, Wynn's International and others have already learned.

neering. The number of engineers is already growing faster than employee totals at transplant firms. While we do not expect the ratio of engineers to total employees at transplants to surpass that of domestic suppliers, it is very likely that transplants will become relatively stronger than competitors in customer engineering support.

In the area of new technologies, we see transplants already asserting themselves with the help of money. They continually seek out small technology firms needing funds for expansion, and they are actively courting university graduate research programs. Because government funding is lacking, Japanese firms will gain access to American R&D as a result of their deep pockets.

● Manufacturing organization. If we agree that the Japanese are obsessed with incremental improvement, the next step for transplants follows naturally. Once North America is no longer an alien business environment, the characteristics of production will become the foundation for building new manufacturing approaches in the 1990s. Adaptation and customization will be the theme for the next round of transplant openings.

● Labor. This has been an area of great success; however, transplants must prepare for a changing environment in the 1990s. The average transplant worker is young by automotive standards. If he or she were 30 when starting with Bellemar or Stanley Electric in 1982, then they will be nearing 50 at the end of the next decade. Health care and retirement will be their major concerns. These workers have demonstrated a long term commitment to their new employers by rejecting unions and dedicating themselves to new manufacturing methods. As the transplants' workforce ages, retirement, health care and other benefit costs will achieve a parity with that of domestic suppliers.

● Customers. While transplants will capture some domestic OEM business, they are beginning to realize that the high expectations of a few years ago may not pan out. If they are to survive the 1990s, the transplants will have to do it primarily based on contracts from their sisters. Over the past year, there has been a definite closing of the ranks among the domestic OEMs and their traditional suppliers. However, one battle ground remains: the aftermarket. Domestic companies such as Echlin and Standard Motor Product have been aggressively expanding their product lines to include foreign applications. Transplants are already preparing to capture their fair share of the independent replacement market for vehicles containing their parts.

So what is the bottom line on transplants in the 1990s? There will certainly be more of them, at least 350 supplier plants in total, and they will continue to make life difficult for their American competitors. But the U.S. economy is absorbent, and domestic suppliers are already adapting transplant techniques to their manufacturing lines.

Naturally there will be additional fallout on both sides. But when the dust settles in the 1990s, we expect to see many domestic suppliers holding up mirrors for the transplants to see some of their own transformed techniques. Such adaptation will make the automotive supplier environment just as competitive in the 1990s as it has been in the 1980s. ■

JAPANESE TRANSPLANT JOINT VENTURES
(portion of total start-ups by year)

Year	Percent of total
pre-1983	12
1983-84	23
1985	25
1986	50
1987	29
1988	45
1989	40
1990	35
1991	25

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third of Honda's entire Japanese output, and absorbing 400,000 American-built Hondas in addition. The company has stated its desire to design and build U.S.-specific vehicles in the States, and, like Nissan, is rapidly building up a U.S. design and engineering team for the mission.

To date, however, there have been no clear signals on what segment a new product might target. The company has no presence in the minivan, light-truck or sport-utility markets, and any new vehicle for them would likely be produced in the States.

Honda has targeted reaching an export volume of 70,000 U.S.-built units by 1991, or roughly 10 percent of its total North American output. Considering the plan to ship 50,000 units to Japan alone, indications are that future production could include a vehicle not produced in Japan.

The strong growth of Mitsubishi Motors in the '80s was led by its commercial vehicle division, although car exports have risen sharply in the last two years. Mitsubishi's ties to Chrysler and Hyundai both suggest that the future will see more joint venturing and mixed production in the States. The company is currently considering a North American engine plant, which could supply both Mitsubishi and Chrysler. Also reportedly under consideration is a Mitsubishi stamping plant in Canada to supply Chrysler's Bramalea, Ontario, Eagle division assembly plant, which could conceivably yield some Mitsubishi production. As Chrysler looks for other partnerships in the States to defray its cost of product development and plant construction, Mitsubishi will remain a key source.

The Mazda Flat Rock plant may serve as a vision of the future for some transplants in its symbiotic relationship with a domestic competitor. To overcome the enormous cost of starting a new plant, training a workforce and introducing new models to a still-fledgling market, Mazda, owned 25 percent by Ford Motor Co., sells a large share of its vehicle output to its Big 3 "parent." The captive arrangement gives Ford up to 120,000 Probes a year at lower costs than its average U.S. plant could maintain. And Mazda gains a large-capacity infrastructure which, if future demand warrants, could supply Mazda sales efforts.

The relationship will give Mazda, in return, approximately 9,600 Ford Bronco IIs from Ford's expanded Louisville Truck Plant in 1991. Mazda's assistance to Ford will also show up in Ford's U.S.-built 1991 Escort, which will be based on the Mazda 323 subcompact and carry a Mazda engine. It is worth speculating that Mazda could receive some additional U.S. production in exchange from Ford. At the same time, the company is perceived to be contemplating a new production site for more U.S. pickups.

Analysts have pointed to Fuji/Subaru as the least rooted and most vulnerable of the transplants, both because of the companies' smaller market share and because of the line's U.S. sales doldrums in the late '80s. But the introduction of the Legacy in 1989 indicated that Fuji would rekindle some market excitement in the '90s. Before the car was introduced, company officials were talking of Japan-based exports of the car to Europe, a first for the company, but an act that will increase the pressure on Indiana's success. Especially since Subaru of America anticipates selling as many as 80,000 Legacys a year and the plant will produce only 60,000. Nonetheless, Fuji is still contemplating exporting up to 12,000 Indiana Legacys a year to Taiwan in the early 1990s.

Isuzu's partnership with GM — which owns a 39-percent stake in the company — has probably helped Isuzu penetrate as far as it has in the States. The Japanese company has suffered from a weak balance sheet over the past decade, and its participation in Subaru-Isuzu Automotive is probably a signal that it is looking for new global opportunities. The company has discussed co-producing vehicles with GM's Adam Opel division in Europe, but what further U.S. opportunities it will find remain to be seen.

Suzuki appears to be rebounding from its sales catastrophe of 1987 when U.S. highway safety officials labeled the popular Samurai utility vehicle unsafe. A key to Suzuki's U.S. growth in the '90s will be its relationship with GM, which owns 4.8 percent of the company. The new CAMI joint venture is producing the Sidekick, and its GM equivalent, the Tracker.

The company is by no means in a strong global position, however. Financial institutions now essentially control the corporation, which suffered from undercapitalization in the late '80s. The company has shown some interest in improving its situation by marketing higher-priced vehicles, including some of GM's in Japan. Arguably, that strategy could lead to more U.S. production in the '90s if the pair co-develop a higher-end vehicle.

Many of the issues that govern what the Japanese transplants do in the '90s are not necessarily true for Hyundai. But the Korean carmaker is not immune to currency concerns of its own and the rising cost of Asian labor. The labor chaos of the late '80s sliced Korean output and exports during a crucial period. Workers struck across Korea to demand first an 18 percent wage increase and then a 27 percent increase. Increased production in North America may give the up-and-coming transplant more sales stability.

Initial production from Hyundai's $270 million Canadian plant is going to the Canadian market, except for a few thousand Sonatas which are being exported to Taiwan. But starting in 1990, the majority of the output will be shipped to the States. Some of the Sonatas will be sold to Chrysler for rebadging as a Jeep/Eagle vehicle. Look for an expanded tie with Chrysler in the '90s as the Big 3 partner ups its purchasing of captive production. ■

Tackling tomorrow's traffic today

U.S. looks for high-tech answers to future transit problems

There are 135 million passenger cars in the United States, one or every 1.2 licensed drivers. The utomobile has become a necessity nd a principal determinant of our festyle.

Because we depend so much on ars, it's frustrating when we occaonally discover that we can't get where we want to go.

The problem is traffic congestion congestion because of not nough pavement, accidents, conruction, rain, fog and road lockages of all types.

There are 110 million commuters the United States, double the umber in 1950. In 1986, 1.78 trilon miles were driven; and traffic ow was not just into town in the orning and out at night. It was in ll directions in, around, and cross town.

Over 61 percent of urban interate travel occurred under conested conditions (35 mph or less). here are two billion vehicle hours f delay per year attributed to conestion, and an estimated $73 illion loss to the nation because of ongestion and excess travel beause of poor navigation. Eliminaon of that loss for just two years ould have saved enough money to ave built the nation's entire interate highway system.

As if that isn't bad enough, it is timated that there will be a 400 ercent increase in delays by the ear 2000, and a larger fraction of e population will be involved.

Traffic congestion is often separated into two types — recurrent nd non-recurrent. Recurrent conestion is typified by the rush-hour affic or regular traffic jams round factories, office buildings nd shopping centers. A tunnel or ridge often produces recurrent e-ups. Non-recurrent congestion esults from accidents, construcon zones, stalled cars, special vents or inclement weather. It is timated that about 60 percent of e congestion delay in the U.S. is the non-recurrent type, while 40 ercent is recurrent.

There are several approaches to is problem.

aying more pavement would help, especially where congeson is recurrent. However, the inerstate highway system is about omplete and the public has beome concerned about taking up ore space with pavement and the igh cost of highway construction urban areas.

Mass transit also has a role to lay where large numbers of peole travel in specific corridors. owever, doubling mass transit ould only handle a few percent of e problem. And, the American ublic has demonstrated over and ver that it prefers the flexibility, rivacy and independence of the utomobile over mass transit.

Recently, interest has shifted to n Intelligent Vehicle/Highway ystem. Some call it "The Cooperative Highway." It's a way to balnce traffic densities throughout n urban area and give drivers hough up-to-date information at they can make the proper deisions about where to drive to void congestion and reduce asteful miles.

One might think of this system as a grand extension of the highway traffic advisory system based on helicopters and commercial radio used today. This system will do that job much better, and much more besides.

The Intelligent Vehicle/Highway System basically consists of four parts: a navigation system on the vehicle, a traffic control center for the urban area, two-way communication between the vehicle and the traffic control center, and sensors on the highway to detect traffic densities and vehicle speeds.

Navigation systems have been developed in several configurations. One effective system displays information, such as an electronic map, on a TV-like screen in the instrument panel. A marker continuously indicates the car's immediate location. It is possible with a navigator to type in a destination, and have it indicated on the map with an arrow pointing from the car's location to the destination. In addition, you get a readout of the distance to the destination. You can buy one for your car right now.

Traffic control centers already exist in a number of urban areas. Today, highway sensors on the Santa Monica Freeway send signals to the Los Angeles Center which allow the center to adjust freeway ramp gates. In the future, the center also would receive information from individual vehicles and adjust traffic signals, signs and ramp gates to balance traffic densities over the entire street/highway system — in real time. The center also would advise drivers of congested areas, weather, accidents or any other blockage and suggest alternate routes to avoid them.

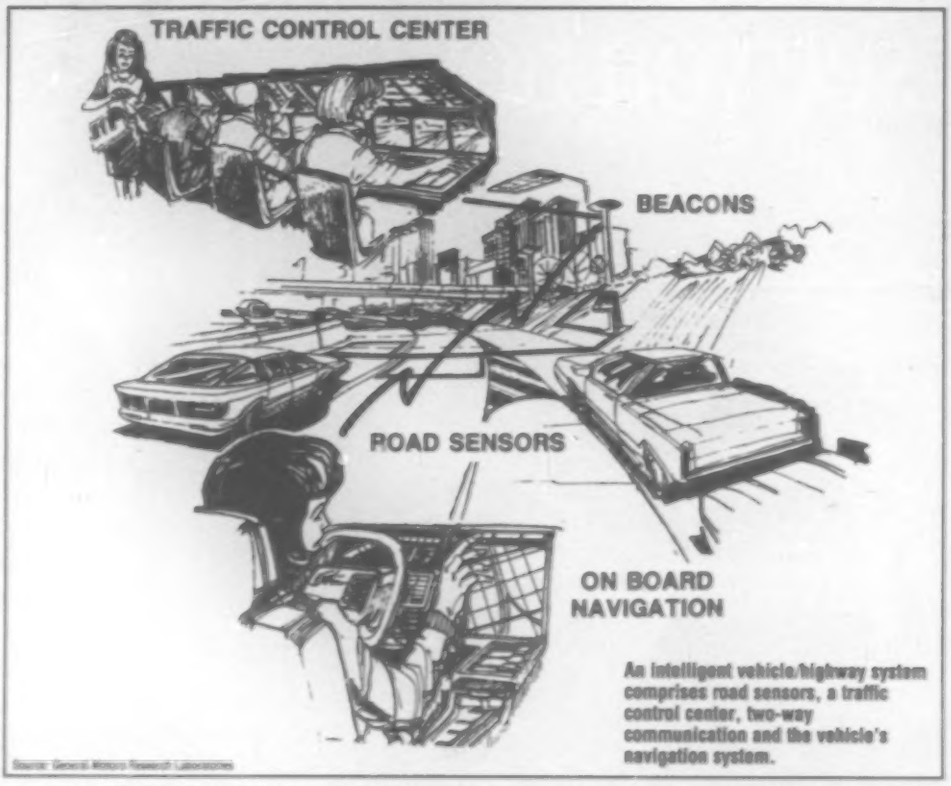
Once the two-way communication system is installed, the variety of information that could be supplied is considerable. We could provide information on the location of parking lots, police and service stations. A Mayday system could alert police or EMS units to accidents. Automatic toll collection could help reduce traffic backups. You could even supply an electronic version of the yellow pages to provide, say, restaurant locations, their menus and prices.

You may already have heard of Project Pathfinder. In this three-year experiment to be conducted in the Santa Monica SMART Corridor, cars equipped with a navigator and a two-way communication system will be connected to the Caltrans Traffic Operations Center. General Motors is providing 25 Oldsmobile cars to test, and they will be equipped with Etak Navigators. The project is jointly supported by the California Department of Transportation, the Federal Highway Administration, and General Motors. The purpose will be to determine the benefits realized by the driver and overall costs. This is a small test. Outside the U.S., tests on a much larger scale are being conducted.

In Europe, there is the PROMETHEUS Project. Its participants include: 14 auto companies (with the U.S. and Japanese excluded); over 70 other computer, electronic and telemetering companies and institutes; and five governments. The project is budgeted at $750 million and is planned to last 8 years. Large-scale experiments are already under way in London and Berlin. Similar programs are under way in Japan. Experiments with the AMTICS program began in 1988 in Tokyo. Another Japanese program, called the Intelligent Vehicle System, is priced at $700 million.

I mention these overseas programs to indicate that this concept is real and being pursued vigorously in other countries. In the U.S. there are a few small-scale activities under way, but the problem is king-sized, and what is needed is a truly national initiative.

What is most needed are demonstration experiments, like the Pathfinder Project, of different aspects of the concept under a variety of urban conditions. We need to find out which technology will give us the most benefit with the least cost. We also need additional research on traffic theory to develop the expert systems for use in the traffic control centers. And finally, it would make a lot of sense if we combined our efforts with the Europeans and Japanese to proceed as quickly as possible. ■



An intelligent vehicle/highway system comprises road sensors, a traffic control center, two-way communication and the vehicle's navigation system.

Source: General Motors Research Laboratories

Author Dr. William Agnew is Director of Programs and Plans at General Motors Research Laboratories.

Improving the flow of traffic

Increase predicted in sales of signs, signals and road markers

Signals, signs and pavement markings improve traffic flow, help avoid damage to motor vehicles and roadside properties and prevent injuries and fatalities.

Those products are selected and purchased by officials in a wide variety of appointed positions in city, county and state governments.

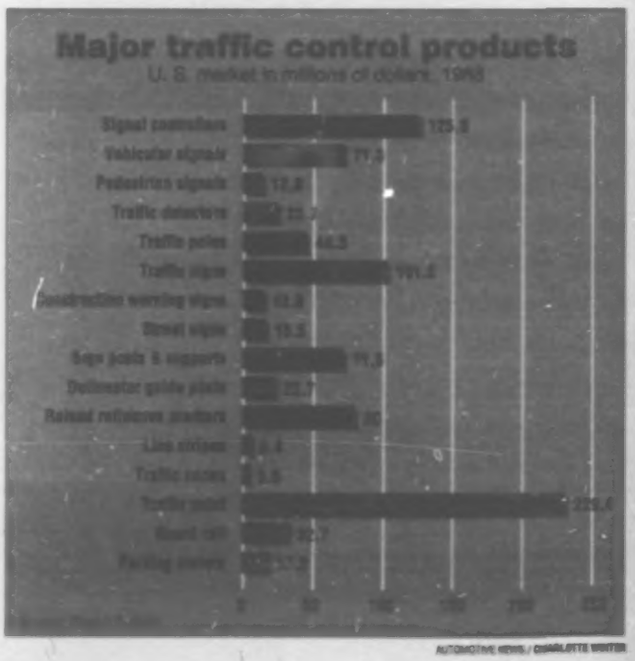
The decision-making processes vary widely among those end users. Growth in regional traffic volume is directly related to population growth and to socio-economic trends like the increase in wage earners per household.

A report by Frost & Sullivan, a New York market research firm, says the overall market for those products should increase 3 percent annually through 1993. Among those products, signal controllers will remain high in dollar sales and are expected to exhibit a high percentage of growth. Sales totaled $125.8 million in 1988, and are expected to jump to $149.2 million in 1993. (All figures are in constant U.S. dollars.)

Unit sales are expected to increase from 21,440 in 1988 to 26,650 in 1993. The greatest increases are expected in cities with populations of 5,000 to 9,000 and counties of 25,000 to 49,000.

By geographical areas, the Mountain region will reflect the largest increase in unit purchase volume by both city/county and state governments, with an overall increase of 53.1 percent during the five-year period. The largest volume of sales will continue to be in the South Atlantic region, with 5,750 units sold in 1988 and 6,485 forecast for 1993.

The largest dollar sales by product are paint for traffic lanes, signal controllers and traffic signs. Sales of traffic paint were $229.4 million in 1988, and sales of $237.9 million are forecast for 1993.



AUTOMOTIVE NEWS / CHARLOTTE WHITE

Sales of traffic signs totaled $101.9 million in 1988 and are projected at $116.4 million in 1993.

Frost & Sullivan said traffic signs lead in unit sales; 4.2 million were sold in 1988 and 4.8 million are expected to be sold in 1993. Other high-unit-sale items include raised reflective markers, signposts and supports. ■

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64th year—$60.00 per year, $1.50 per copy

Ex-salesman Gary Carr, right, shares his pitch with correspondent John Stossel. The Nov. 17 segment on ABC's "20/20" program purported to expose "secrets of the car salesman."

Chicago dealers pull ads after 20/20 show

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Incensed Honda, Acura and Chrysler Motors dealers in the Chicago area will withdraw advertising from WLS-TV, an ABC affiliate, because of a recent ABC network *20/20* news show segment called "Secrets of the Car Salesman."

It cast auto salesmen, and by extension auto dealers, as cheesy hucksters who will use any trick in the book to clinch a sale and make chumps of unwary customers.

The Nov. 17 segment was based on author Gary Carr's self-help book, "How to Outsmart the New Car Salesman."

Carr's premise is that all car buyers have been cheated at one time or another.

But some auto dealers are crying foul, saying the program was lopsided — heavy on the sleazy practices of a small number of dealers, and nothing at all on the philanthropy of most reputable dealers.

"I want equal time for those people who are a credit to this huge industry and act responsibly and diligently," said Robert Foley, owner of a Buick dealership in Wilmette, Ill.

"We are the first stop for people needing sponsors for Little League baseball, hockey teams, parades, ads for charitable functions, school fund raising and donations for just about everything else," he said.

In the show's aftermath, some Chicago-area dealers are protesting by folding up their wallets.

Gary McGrath, who has Honda and Acura dealerships in Elgin and Glenview, respectively, said Chicago-area Honda dealers spent about $750,000 with WLS last year. Acura dealers spent $200,000.

"The advertising boards met and are in favor of not spending with the station for 30-60 days," he said.

The boards represent 24 Chicago-area Honda dealers and eight Acura dealers.

see ABC, page 54

2-STROKE: *Automakers in U.S., Japan and Europe strive for big gains from small engine*

By Jack Koebler
AUTOMOTIVE NEWS STAFF REPORTER

The two-stroke engine, once little more than a powerplant for lawn mowers and dirt bikes, is the subject of some of the most intense engine development since rotary engine fever hit the industry in the early 1970s.

Automakers on three continents have programs to put two-stroke engines in a variety of cars and trucks during the 1990s.

There is strong disagreement about whether the engine should be mechanically complex or simple, and whether it is best suited for small cars, large cars and trucks — or nothing at all.

Seven makers admit they have two-stroke programs, and others are believed to be secretly developing the engine.

But there is no guarantee that all — or even any — will put two-strokes into production cars and trucks. Two decades ago, several makers studied the Wankel rotary engine which, like two-strokes, had weight, packaging and power advantages and emissions problems. Only Mazda entered long-term volume production.

Now, powerplant engineers at General Motors, Ford Motor Co.

see 2-STROKE, page 52

Detroit unveiling for Daytona

The 1990 Dodge Daytona R/T Concept Car is a futuristic look at the current Daytona. The car, which debuts at the North American International Auto Show in Detroit, Jan. 6-14, features a 2.2-liter turbocharged engine that pumps out 174 horsepower. Over 40 production and concept cars will be introduced in Detroit. **See story on page 3.**

Makers hope sales follow Dec. pattern

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Following an abysmal 1990-model launch, automakers hope that a recent trend — higher December sales — will lift them out of the year on an up note.

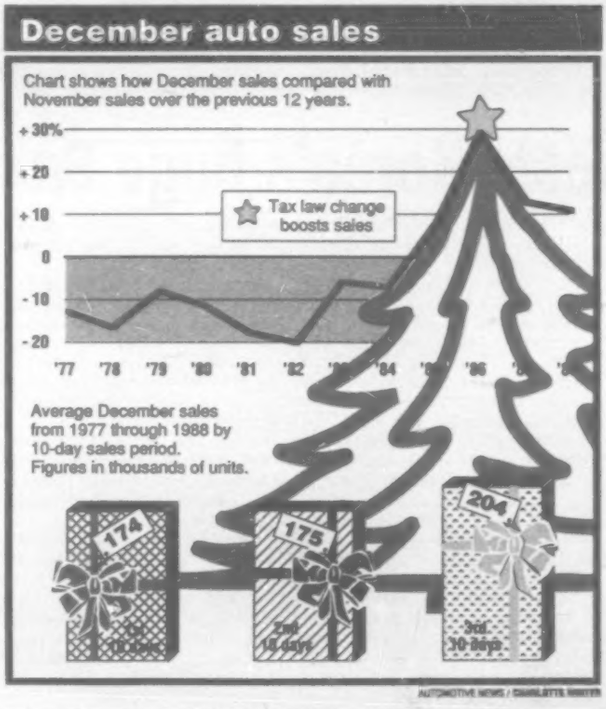
Analysts foresee a slight December upswing, but they point to greater economic indicators as reasons why new-car sales will continue to trail those of years past.

"The (improving December) numbers have been around for a while, and I think that has shown a pattern," said Ann Knight, auto analyst for Paine Webber, New York.

Knight said she does not anticipate a sales pickup in 1990, primarily because of the weakness in the U.S. economy, particularly soft employment rates.

Ford Motor Co. analyst Joel Pit-

see SALES, page 52



Fiat, Soviets join forces in $1 billion auto venture

By Luca Ciferri
STAFF CORRESPONDENT

TURIN, Italy — The Soviet Union has selected Fiat Auto to help Russia increase annual car production from 1.3 million to 2.3 million during the next five years.

The key to the $1.35 billion Fiat-Soviet cooperation is production of a new 1-liter minicar car in Yelabuga, some 700 miles southeast of Moscow. Production is slated to start in late 1993 or early 1994 and reach 300,000 units a year by 1995.

The development is part of a broad opening of the economy and society in the Soviet Union, dating back to the goal set at the 1986 Communist Congress of doubling the country's industrial potential and per-capita income by 2000.

Cesare Romiti, Fiat Auto managing director, and Nikolai Pugin, head of the Ministry of Automobile and Machinery Industries, signed a preliminary agreement in Rome last Tuesday, on the eve of an official visit to Italy by Soviet President Mikhail Gorbachev. The agreement is expected to become official in six months.

With obvious pride, Romiti emphasized that this is the first financial joint venture between the Soviet Union and a Western country.

Fiat was chosen, said Pugin, because of its excellent business relations with the Soviet Union, which started in 1913. The culmination was the $235 million turnkey contract with VAZ, which began producing Fiat-derived Ladas at Togliatti in 1970.

Romiti also confirmed that Fiat's new minicar, code-named X 1/72, will be produced in Poland.

The developments follow a steady and successful drive by the Fiat Group into the Eastern Bloc.

see FIAT, page 52

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Everything and everyone automotive:
Leaders from government, suppliers and NADA will join Ford's Red Poling on the podium during the Automotive News World Congress in Detroit, Jan. 7-10. Full roster, page 3. Coupon, page 53.

Volvo 780 concept car, debuting in Detroit, features the Generation 3 turbo.

Detroit, L.A. kick off vital round of shows

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — Sparked by anxiety over sagging new-car sales and relentless competition, automakers are placing increased importance on auto shows.

The Big 3 will showcase no fewer than 18 all-new production vehicles and 18 concept vehicles at auto shows this year, with the biggest introduction coming from Chevrolet, which will display five 1991 models at both the Detroit and Los Angeles shows in January.

The emphasis on shows is displayed not only in more new-vehicle introductions, but also in higher show budgets, flashier exhibit areas, more knowledgeable manufacturer and sales representatives, and an increase in interactive consumer displays.

Those new marketing and merchandising plans will be tested at the upcoming North American International Auto Show in Detroit and the Greater Los Angeles Auto Show, both of which kick off the 1990 show season on Jan. 6.

"I think there's a greater sense from manufacturers and dealers everywhere that they are going to use every outlet they can to reach consumers," said Andy Fuzesi, manager of the Los Angeles show.

New-car sales were down 10.16 percent in October 1989 from the year earlier — to 747,737 from 832,301. For the first 10 months of 1989, sales were down 4.37 percent from the year-ago period — 8,534,256 vs 8,923,896.

For Detroit's auto show organizers, the Detroit Auto Dealers Association, the goal is to be counted among the elite of the international auto show circuit — to be compared with Geneva, Frankfurt and Tokyo as a show where the industry's influence group assembles.

The show will move closer to reaching that status by introduction of some 42 new production and concept vehicles at the 1990 event.

Last January, 637,000 people attended the Detroit show, while some 1.9 million visited Tokyo's show in October.

Los Angeles' retailing importance is unequivocal: Set in the largest car-buying market in the United States, where exotics and econoboxes vie for space, the auto show has nearly become a pilgrimage for Southern California residents. At the 1989 show, some 535,000 people went through the L.A. turnstiles.

Show attendees do buy cars. According to David T. Fischer, co-chairman of the Detroit event, a Detroit showgoer survey found that 71 percent of Detroit show attendees in 1987 bought a new car within 12 months.

Said Peter Levin, director of advertising for Cadillac: "Auto shows are opportunities to go beyond the

see SHOW, page 51

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Ford demands machine tools match Japan's

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. says the performance of its in-plant machine tools is well below those used in Japan's auto plants and, beginning in 1990, Ford will ask its machine tool suppliers to meet Japanese efficiency levels.

John Casey, Ford director of plant engineering, said Ford's goal is to raise the "effectiveness" of Ford's in-plant machinery from 60 percent to between 80 and 85 percent, a level now achieved by automakers in Japan. A machine's effectiveness is measured by multiplying percentages assigned to uptime, quality output, speed and other factors.

Suppliers that continually show an inability to fix Ford business. And some machine suppliers note the expense and time the program may require. Suppliers that will be

see MACHINES, page 51

Toyota begins U.S. engine output

Kentucky plant takes major step toward raising domestic content

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

GEORGETOWN, Ky. — Shortly after lunchtime at Toyota's new engine plant, engines are moving down the assembly line at something less than a trickle. On this first day of official production, managers expected to have 23 engines completed by now. The actual flash-board tally drowsily changes from 13 to 14.

Opening-day jitters aside, the slow pace of engine production belies the high expectations for the plant. With U.S.-Japanese trade tensions swelling, Japanese carmakers are pushing for higher and higher U.S. content. They realize that U.S. engine assembly is their best shot at boosting domestic content in their American-made vehicles.

But now that industry sales are in a tailspin, they are revealing some caution in taking further steps too quickly.

Toyota's own outlook appears to have changed in recent weeks as gloomy industry sales forecasts appear. In October, the company predicted its U.S. sales would increase from 930,000 vehicles in 1989 to 950,000 in 1990. The company may now be preparing for a rough ride.

Kaneyoshi Kusunoki, chairman of both Toyota Motor Manufacturing U.S.A. and Toyota Motor Sales U.S.A., indicated that the company is siding with forecasters who believe a sales downturn is ahead. This year, Toyota's U.S. car sales were up 6.7 percent through October, but Kusunoki acknowledged that they could fall.

"The people who consult with us on sales and who do our forecasts say so, and I believe them," he said.

Kusunoki did not speculate on sales numbers, but he indicated that future Toyota investments will be determined by the general sales climate.

Because of increased demand, "we are thinking of what expansions will be necessary," he said. "But as you know, people in the industry are forecasting that the next couple of years will be bad for sales. I think that to make a great deal of investment now would mean problems for Toyota."

Kusunoki said the company hasn't decided how much more it will invest in the new $300 million Georgetown engine plant. Toyota announced in late October that it will gear up to produce 300,000 engines annually at the plant, rather than the 200,000 planned previously, and that it will increase capacity at its Camry plant next door to 240,000 cars from 200,000.

The details on how much that vehicle expansion will cost is undetermined, he said.

The transplants have generally been reaching their

see TOYOTA, page 51

Jordan

Tonkin

Poling

Sarni

Curry

Bidwell

Jordan, Tonkin lead World Congress gala

DETROIT — Charles Jordan, vice president of design at General Motors, and Ron Tonkin, president of the National Automobile Dealers Association, will address the Automotive News World Congress Tuesday Evening Gala Jan. 9 in Detroit.

Tickets to the gala dinner are included with full registration to the World Congress or may be obtained separately.

The World Congress will run from Sunday, Jan. 7 through Wednesday morning, Jan. 10 at the Westin Hotel in Detroit. Attendees will hear from 30 top experts and executives from the auto industry.

"The roster for this year's congress is stronger than ever," said Keith Crain, publisher of *Automotive News*.

Register for World Congress, Page 53

Jordan joined GM in 1949, was named chief designer of Cadillac in 1957, and five years later was appointed executive in charge of automotive exterior design for all GM cars and trucks.

In 1962, *Life* magazine selected him as one of the 100 "most important young men and women in the United States."

After three years as design director at Adam Opel AG in West Germany, Jordan returned to the United States in 1970 to head all automotive exterior design for Chevrolet and Pontiac. In 1977, he was promoted to corporate director of design, and in 1986 he was appointed to his current position.

Tonkin is a megadealer in Portland, Ore. During his tenure as NADA president, the outspoken Tonkin has been one of the most visible NADA presidents in history. He has blasted manufacturers about fleet subsidies, rebates and mandatory advertising associations, saying these measures are making dealers an "endangered species."

He created the Rough Riders, a group of 1,500 dealers dedicated to pushing the association's agenda.

The four-day World Congress begins the evening of Jan. 7, with addresses by Harold "Red" Poling, vice chairman of Ford Motor Co., and Vincent A. Sarni, president and chief executive officer of PPG Industries.

Poling, who will succeed retiring

see CONGRESS, page 51

1990 WORLD CONGRESS SPEAKERS

SUNDAY, JAN. 7
EVENING
Harold "Red" Poling, vice chairman, Ford Motor Co.
Vincent A. Sarni, board chairman and CEO, PPG Industries

MONDAY, JAN. 8
MORNING
William Bruce, general manager, Infiniti
Owen Bieber, president, UAW
James O'Neal, president, Arnold Palmer Automotive Group
Brian Bowler, president and CEO, Porsche Cars North America

MONDAY AFTERNOON
Nelson Gonzales, Buick City plant manager
Susan Shackson, director, public policy development office, Ford Motor Co. governmental relations staff
Laurel Cutler, vice president, consumer affairs, Chrysler Motors
Takeshi Tanuma, president and CEO, Nissan Research & Development
John Hammond, managing partner, J.D. Power and Associates
Elmer Kastelic, service manager, Motorcars Honda, Cleveland Heights, Ohio *and* **Jim Seiler,** service manager, Bloomington Acura, Bloomington, Minn.

MONDAY EVENING
Jerry Curry, administrator, NHTSA
Bennett Bidwell, chairman, Chrysler Motors

TUESDAY, JAN. 9
MORNING
Jerry Benefield, president, Nissan Motor Manufacturing Corp. U.S.A.
J. Michael Losh, general manager, Oldsmobile

TUESDAY AFTERNOON
Shigenori Fukuda, general manager, Design Division, Mazda Motor Corp. *and* **Mark Jordan,** assistant chief designer, Mazda Research & Development
Leonard Sherman, vice president, Booz-Allen & Hamilton
Dr. Roberta J. Nichols, director, alternative fuels research, Ford Motor Co.
Jack Reilly, senior vice president and general manager, American Isuzu Motors
Janet Thompson, vice president, advertising, Mazda Motor of America
Charles Miller, executive vice president, TRW Occupant Restraint Systems

TUESDAY EVENING GALA
Ron Tonkin, president, National Automobile Dealers Association
Charles Jordan, vice president, GM design staff

WEDNESDAY, JAN. 10
MORNING
Donald Hudler, vice president, sales, service and marketing, Saturn Corp.
Roy Roberts, vice president and general manager, truck operations, Navistar International Transportation Corp.
John Damoose, vice president of brand marketing, Chrysler Motors
Maryann Keller, vice president, Furman Selz Mager Dietz & Birney

45 MPG

80% in poll favor big hike in CAFE

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Nearly 80 percent of voters surveyed in a poll released last week favor an increase in corporate average fuel economy standards to 45 mpg by 2000.

Twelve hundred registered voters participated in the telephone poll, released by the Union of Concerned Scientists and the Communications Consortium. It gauged opinions on global warming and energy priorities.

The poll was conducted in late October and early November by Research/Strategy/Management, headed by Vince Breglio, chief pollster for President Bush and Vice President Dan Quayle in last year's campaign.

The voters were told that the current CAFE standard is 27.5 mpg and were asked, "Would you favor or oppose an increase in federal fuel economy standards for auto companies requiring that cars, on average, get 45 miles to a gallon by the year 2000?"

The poll found that 51 percent of respondents said they "strongly favor" a 45-mpg CAFE, and 27 percent said they "somewhat favor" it. Nine percent "somewhat opposed" the 45-mpg CAFE, and 8 percent "strongly opposed" it. Five percent offered no opinion.

Asked if they would pay $500 more for a 45-mpg car, knowing that the added money would be recovered in four years through fuel savings, 83 percent of respondents said they would, and 13 percent said they wouldn't.

Eighty-three percent of those surveyed said they either "strongly agreed" or "somewhat agreed" that automakers have the technology to make cars averaging 45 mpg well before 2000.

A number of subcompact cars on the market now are rated above 45 mpg by EPA.

The survey also addressed preferences in automobiles. Durability was ranked No. 1 on a list of "extremely important" virtues to consider when buying a new car. It was followed by "a safety demonstration" (which Breglio explained as customer perception of a car's safety), fuel economy, power and performance and size and comfort.

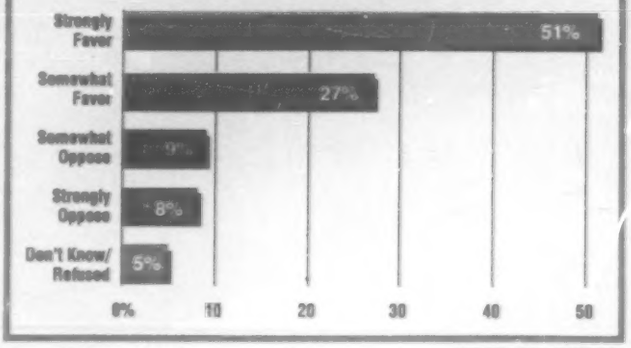
Below that were, "avoiding a special tax placed on less fuel efficient cars" and "a cash rebate or federal tax credit for the purchase of a fuel efficient car."

Breglio noted that 24 percent of those polled drive compact or subcompact cars.But there was little difference in answers concerning CAFE among large- and small-car drivers, he said.

Increase auto fuel economy?

What follows is just one of the questions asked of registered voters in a poll on fuel economy:

Currently, federal fuel economy standards require that auto companies produce cars that, on average, get 27.5 miles per gallon. Would you favor or oppose an increase in federal fuel economy standards for auto companies requiring that cars, on average, get 45 miles to a gallon by the year 2000?



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Atmospheric pollution — including such issues as smog, global warming, the ozone layer and acid rain — was ranked by 52 percent of the voters as the most important environmental problem. Water quality was first with 22 percent.

Rep. Claudine Schneider, R-R.I., who has introduced an omnibus bill addressing 12 environmental issues, including CAFE, said, "It is clear, the poll results say the public is ahead of the policy makers. Polls are essential to moving Congress where (the public's) priorities lie."

The margin of error for the poll was plus or minus 3 percent.

The Union of Concerned Scientists is an independent, non-profit organization concerned with the impact of advanced technology on society. The Communications Consortium is a public relations firm that provides free services for public interest groups. It is funded by independent foundations.

Pollution gun aimed at car — EPA boss

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Congress is more likely to seek pollutant reductions from automobiles than factories because state environmental commissioners would rather not place the burden for cleaner air on local industries, EPA Administrator William K. Reilly said last week.

Reilly

In our state EPA committee meeting some weeks ago (Sept. 27 and 28), it became clear that the state environmental commissioners regard the automobile as a much more desirable place to get emissions reductions than their (local) plants and factories," Reilly said at an informal news conference. "They are clamping down heavily on the latter, but want to get much of the emissions reductions from technology improvements in cars, precisely to avoid having to go further with their own plants and thereby having an impact on employment," Reilly said.

"There is no question a lot of the information we have received — and I'm sure the Senate has received — from those agency heads has contributed to the conclusion that even if the technology (for reducing auto emissions) may not be there today, we should push forth and hope it is there tomorrow."

Reilly said there was a "relative consensus" among directors of state environmental commissions on the need "to go beyond what the administration originally proposed for reductions of hydrocarbons and NOx (nitrogen oxides) in cars."

The Senate is now considering stricter tailpipe emissions standards that would take effect in 2003. But it has yet to include an alternative-fuels plan in its legislation, as called for by President Bush and the EPA. Those standards, in particular a 0.125 gram per mile hydrocarbon limit, if feasible, would likely add very significantly to the cost of a new car, Reilly said. The EPA has previously estimated the cost at $500.

A House measure calls for the strict tailpipe standards in 2003, but only if EPA deems them to be needed and feasible. The House bill, as it is currently amended, also calls for automakers to certify that they can build 500,000 alternative fueled cars starting in 1995 and 1 million alternative-fueled cars a year starting in 1997. The president's proposed legislation would mandate that makers build those cars and offer them for sale.

EPA continues to hold out for the president's original alternative fuel mandate, Reilly said.

"You have a number of choices in the air pollution problem, and every time you decide to forgo one, you have to come down harder in another. If it is decided that alternative fuels are not going to play a large role in the next decade, and more in the next century, I would imagine there will be compensating needs for controls in vehicle miles traveled or on stricter controls in plants and factories."

GM C-body cleared in runaway probe

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — NHTSA has closed two more probes into unintended acceleration, concluding that mechanical defects do not cause the problem.

A 19-month investigation of 1.5 million 1985-88 General Motors C-body cars (Buick Electra, Oldsmobile 98, Cadillac Deville and Fleetwood) found there is no evidence of a defect or the potential for malfunction that would cause an unintended increase in engine power.

NHTSA also has closed a 13-month analysis into a possible throttle-control defect on 1.5 million 1986-87 GM H-body cars (Buick LeSabre, Pontiac Bonneville, Oldsmobile Delta 88). The investigation considered all components of the computerized ignition control, exhaust emissions, cruise control, fuel delivery and injection systems and found no defect.

Russell Skew, a staff member of the Center for Auto Safety, said NHTSA "is being deceived by the auto companies." He said the center will probably ask the agency to reopen the cases.

Three unintended acceleration studies are still pending: 1988 Acura Legend and Sterling models, affecting 78,100 cars; 1986-1988 Mercedes-Benz 300E models, 53,650 cars; and 1986-1989 Mercedes-Benz gasoline-powered models, 255,249 vehicles.

In the past two decades, NHTSA has closed more than 50 unintended acceleration investigations.

George Parker, NHTSA's associate administrator for enforcement, said that the findings of an outside study of unintended acceleration in March have been heavily weighed in the cases NHTSA has closed this year. In that study, the Transportation Research Systems Center of Cambridge, Mass., cited "pedal misapplication" as the major cause of the phenomenon.

Sudden-acceleration probe exonerates 1988 DeVille.

This summer, NHTSA closed an investigation of 1979-1987 Nissan 280ZX and 300ZX models, affecting an estimated 184,000 cars. That case had been kept open until the study was complete, Parker said. The organization tested 10 different makes and models, including two C-body GM cars.

In a closing report on the GM H-body, NHTSA said the perception of drivers who complained of unintended acceleration may not have been accurate. Stepping on the accelerator or brake pedal is such a routine act that a driver may have been less than alert when the so-called sudden acceleration occurred, NHTSA said.

Reports of unintended acceleration have been greatly colored by the notoriety of the Audi 5000 case. And, the classic example of mislabelled "sudden acceleration" is the GM C-car cruise control problem that resulted in the July recall of 1.8 million cars, Parker said.

Daimler to hike equity to 80% in Mexico's FAMSA

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Daimler-Benz is expected to announce soon that it is increasing its stake in Mexican truckmaker FAMSA from 49 percent to 80 percent.

A FAMSA spokesman said the deal has been accepted by the board of the Hermes Industrial Group, currently the majority partner. He said the company is awaiting publication of the government's automotive industry decree before making an announcement.

The decree, expected this month, will set the industry's operating rules for the next six years.

In 1985, Daimler-Benz bought 49 percent of FAMSA, which stands for Fabrica de Autotransporte Mexicana, Sociedad Anonima.

It was the maximum share permitted under Mexican law. That limitation is expected to be eased.

A high-ranking automotive industry source said the government has already approved the Daimler-Benz agreement with FAMSA.

Until 1985, FAMSA had been only a truck assembler using Cummins, Perkins and International Harvester engines.

It now has a $40 million engine plant where Daimler-Benz OM366 engines are made. FAMSA is now also selling Daimler-Benz-designed cabs, made in Mexico.

News of the impending announcement followed the government's sale last month of four companies of the DINA Group to a Mexican consortium. Included in the $40 million sale was truck maker DINA Camiones, of which Chrysler Mexico owns 8 percent and Navistar owns 5 percent.

FAMSA and DINA Camiones share the entire market for 20,000-46,000-pound trucks.

BMW plans Mazda Miata-class roadster

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

MUNICH, West Germany — BMW may have an answer for the affordable roadster challenge put down by the new Mazda Miata.

BMW's three product development units — Technik GmbH, Motorsports GmbH and the main Forschungs und Ingenieurzentrum center — are developing roadster concepts, said Wolfgang Reitzle, BMW's management board member in charge of research and development.

Technik, which is reponsible for the exclusive Z-1 convertible, is rumored to have created a roadster dubbed Z-10 that would be priced only a few thousand dollars higher than Miata if produced.

"That's an interesting segment," said Reitzle, "and it would fit BMW to offer roadsters as you saw with the Z-1 and in the tradition of our 507. That type of car — not the Miata exactly — but that type is also an interesting segment. I can't say that you'll never see a BMW in the lower-priced roadster segment — lower in comparison to Z-1."

The Z-10 2+2 is said to be planned for road tests beginning early next year.

Technik's Z-10 is said to be based on the new 318is, which uses the 136 horsepower 1.8-liter, 16-valve four-cylinder engine. While the Z-1 has a composite-body, the Z-10 has a steel outer skin. BMW does not offer the 85,000 mark ($47,000) Z-1 in the United States.

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Classifying factors in auto deaths

Males under 30 have highest fatality rate, insurance study says

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A study has found that drivers of large cars are less likely to be involved in fatal crashes, but age and sex are vital factors, too.

The Insurance Institute for Highway Safety said that death rates varied significantly within vehicle size categories, according to its study of deaths per 10,000 registrations in 1985-87 cars.

The highest death rate occurred with male drivers under 30, said Brian O'Neill, president of the insurance-industry-funded group. Cars driven by females over 30 had the lowest rate.

But the three factors — age, sex, and vehicle size — cannot explain all of the differences in death rates among cars of the same size.

Nine of the 103 vehicles rated performed far better than predicted. The predictions were based on a formula that takes into account the size of the car, age and sex of the driver and other factors.

For instance, the Honda Prelude had a death rate of 1.5 per 10,000 registered cars; its predicted death rate was 3.1. Forty-seven percent of the Prelude drivers were under 30 years old and 60 percent were male.

The other eight with far better-than-predicted ratings are: Nissan Sentra two-door, Volvo 740/760 four-door, Ford Taurus wagon, Volkswagen Jetta four-door, Chevrolet Cavalier wagon, Ford Escort wagon, Toyota Celica and Toyota Cressida four-door. Some of those cars are small — subcompact or compact — and driven primarily by young males.

Seven cars performed far worse than predicted: Chevrolet Chevette four-door, Plymouth Reliant four-door, Chevrolet Celebrity two-door, Dodge Aries four-door, Chevrolet Corvette, Chrysler LeBaron four-door and Chevrolet Sprint two-door.

Only 6 percent of the drivers of the intermediate size Chrysler LeBaron were under 30, but the car's fatality rate was 41 percent higher than predicted. The Dodge Aries and Plymouth Reliant had a similarly low percentage of young drivers — 10 percent and 4 percent, respectively — but death rates were 53 percent and 63 percent higher than expected.

ACTUAL AND PREDICTED DEATH RATES

Figures are reported for 1985-87 cars during 1986-88, as deaths per 10,000 registered passengers. The predicted rate attempts to take into account the age and sex of drivers involved and the car size. When actual death rates are lower than predicted rates, the car appears to be safer than expected.

Vehicle	Actl rate	Predict rate
STATION WAGONS & VANS		
Large		
Plymouth Voyager	1.2	1.4
Chevrolet Caprice	1.4	1.7
Dodge Caravan	1.4	1.3
Ford Aerostar	1.5	1.2
Chevrolet Astro Van	2.0	2.1
Midsize		
Ford Taurus	0.7	1.5
Oldsmobile Cutlass Ciera	1.1	1.5
Chevrolet Cavalier	1.1	2.0
Chevrolet Celebrity	1.3	1.7
Plymouth Reliant	2.0	1.6
Small		
Subaru DL/GL 4wd	1.2	2.0
Ford Escort	1.2	2.2
Subaru DL/GL	1.4	1.7
FOUR-DOOR MODELS		
Large		
Mercury Grand Marquis	1.2	1.5
Buick Electra	1.3	1.4
Ford Crown Victoria	1.4	1.6
Chrysler New Yorker 5th Ave.	1.5	1.2
Oldsmobile Delta 88	1.5	1.3
Oldsmobile Ninety-Eight	1.5	1.5
Chevrolet Caprice/Impala	1.6	1.4
Buick LeSabre	1.6	1.4
Midsize		
Toyota Cressida	1.1	1.9
Buick Century	1.2	1.6
Volvo 240	1.2	1.9
Pontiac Grand Am	1.2	1.9
Oldsmobile Cutlass Ciera	1.3	1.5
Chrysler LeBaron GTS	1.3	1.7
Mercury Sable	1.3	2.0
Pontiac 6000	1.3	1.7
Ford Taurus	1.4	2.0
Oldsmobile Calais	1.4	1.9
Honda Accord	1.5	1.7
Mercury Topaz	1.6	2.0
Oldsmobile Cutlass	1.6	1.3
Chrysler New Yorker	1.6	1.6
Plymouth Caravelle	1.7	1.4
Chevrolet Celebrity	1.7	1.6
Ford Tempo	1.8	1.8
Dodge Lancer	1.9	2.0
Nissan Maxima	2.0	2.5
Chevrolet Cavalier	2.3	1.9
Dodge 600	2.3	1.8
Chrysler LeBaron	2.4	1.7
Pontiac Sunbird	2.5	1.8
Plymouth Reliant	2.6	1.6
Dodge Aries	2.9	1.9
Small		
Volkswagen Jetta	1.1	2.5
Mazda 626	1.5	2.0
Toyota Corolla	1.6	2.3
Honda Civic	1.7	2.6
Ford Escort	1.8	2.7
Chevrolet Nova	2.0	2.1
Volkswagen Golf	2.0	2.5
Subaru DL/GL sedan	2.0	1.8
Dodge Omni	2.3	2.1
Renault Alliance/Encore	2.5	1.9
Hyundai Excel	2.6	2.6
Plymouth Horizon	2.8	2.1
Chevrolet Spectrum	3.2	2.5
Chevrolet Chevette	4.1	1.9
TWO-DOOR MODELS		
Mid-size		
Pontiac Grand Prix	1.2	1.7
Oldsmobile Cutlass Ciera	1.2	1.8
Honda Accord	1.4	1.8
Oldsmobile Cutlass	1.5	1.7
Buick Somerset	1.5	2.2
Buick Skyhawk	1.9	2.2
Oldsmobile Calais	1.9	1.9
Ford Tempo	2.0	2.6
Buick Regal	2.0	1.9
Pontiac Grand Am	2.1	2.8
Ford Thunderbird	2.3	2.5
Chevrolet Celebrity	2.4	1.5
Mercury Cougar	2.4	2.2
Chevrolet Cavalier	2.7	2.6
Chevrolet Monte Carlo	2.8	2.1
Pontiac Sunbird	2.8	2.4
Small		
Nissan Sentra	1.5	4.3
Honda Prelude	1.5	3.1
Toyota Celica	1.6	2.8
Honda Civic	2.3	2.8
Toyota Corolla	2.5	3.8
Nissan 200SX	2.5	3.3
Renault Alliance/Encore	2.6	2.5
Ford Escort	3.0	2.9
Dodge Daytona	3.1	3.2
Chevrolet Chevette	3.4	2.5
Plymouth Turismo	3.6	2.6
Chevrolet Sprint	4.1	2.9
Dodge Charger/Shelby	4.5	3.3
SPORTS & SPECIALTY MODELS		
Large		
Lincoln Town Car	0.8	1.2
Cadillac Fltwd/Deville 4-dr.	1.1	1.2
Cadillac Fltwd/Deville 2-dr.	1.1	1.4
Cadillac Brougham 4-dr.	1.4	1.2
Midsize		
Volvo 740/760 4-dr.	0.6	1.4
Audi 5000 4-dr.	1.1	1.7
BMW 3-Series 2-dr.	2.6	3.4
Pontiac Firebird	3.8	3.1
Ford Mustang	4.4	3.7
Chevrolet Camaro	4.9	3.8
Small		
Pontiac Fiero	3.6	3.6
Honda Civic CRX	3.9	5.3
Nissan 300ZX	4.1	4.2
Chevrolet Corvette	5.2	3.6

SOURCE: Insurance Institute for Highway Safety

O'Neill said differences in vehicle engineering and engine power probably account for the variations in predicted and actual death rates.

"We presume the Volvo did better than predicted because of its safe construction and design," O'Neill said.

The Volvo 740/760 had the lowest death rate while the Chevrolet Corvette had the highest. "We also presume the Corvette's performance leads it to get into more high-speed crashes," O'Neill said.

Sutton's comments stir Shreveport area

By Helen Kahn
SENIOR CORRESPONDENT

A Louisiana consumers group wants a Shreveport, La., radio station taken off the air because angry car dealers prompted the station to cut short a program that gave tips on buying a car.

A petition from the Louisiana Consumers League asks the Federal Communications Commission to deny renewal of the license of KRMD-AM/FM, owned by AmCom of Lousiana Inc. The petition was backed by the Media Access Project, a public interest group that promotes open access to the airways.

Media Access has outlined the following chain of events, based on radio transcripts and affadavits:

Last May, the Barksdale Federal Credit Union of Louisiana invited Remar Sutton to hold two seminars on how to buy and finance an automobile. Sutton, a syndicated columnist, former car dealer and credit union spokesman, appeared on a KRMD talk show after promising not to mention local car dealers by name.

Although Sutton kept the promise, one of the show's hosts invited comments from dealers. About 20 minutes before the end of the show, station manager Gene Dickerson called Sutton "controversial" and ordered him off the air.

Auto dealers had called in during the show threatening to cancel their ads.

Over the next two days, the station aired an editorial criticizing Sutton and encouraging listeners to support its dealer advertisers.

Sutton also had taped an interview to be broadcast a few days later, but it was never aired. Sutton's request for time to reply to the editorial and Barksdale's similar request were never acknowledged, Media Access said. Dealers did cancel ads, as they had threatened, it added.

According to Media Access Project, AmCom breached its public trust and used its "monopoly power over the airwaves to curry favor with its advertisers" through the editorial.

The station's Washington law firm — Arent, Fox, Kintner, Plotkin and Kahn — said the consumers league has shown "no supervening public interest considerations to justify Commission intrusion into AmCom's broad editorial discretion to terminate the interview."

SERVICE MANAGEMENT

Outsider to sell Ford accessories

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

In an industry first, Ford Motor Co. has awarded a contract for retailing car and light-truck accessories to an outside firm.

The accessory sales are being handled by Budco, a Detroit marketing and distribution company. The Ford agreement is Budco's first venture into retailing.

"This is the first time an automaker has allowed an outside company to engage in this type of accessories operation," said William A. Brian, owner and president of Budco. "We will be involved in the program from warehousing to order-taking via a toll-free 800 network to shipping to the customer."

Chris P. Hilton, of Ford parts and service division's product planning section, dealer parts and accessories merchandising department, said the program is designed to enhance the division's accessories sales program.

"This program gives us the last opportunity to get to the customers before they go to other outlets in the aftermarket," Hilton said. "This is not a one-year deal. We are committed to this program, but we will be watching how well the customer receives it."

Hilton said the new program was well received by the dealers and endorsed by the Parts Managers Advisory Council.

The agreement calls for Budco to distribute a catalog, listing more than 80 types of accessories, to more than 2 million customers of participating Ford and Lincoln-Mercury dealers, according to Brian.

Budco will purchase the accessories from Ford's parts and service division and sell directly to Ford and L-M customers.

According to Brian, participating Ford and L-M dealers, as identified by the customer's vehicle identification number, will share in a 50/50 split of the gross profits generated by the accessory sales. Hilton said the dealers' share of the profits will be credited in their monthly parts and accessories statements.

Brian projected first-year accessories sales at $8 million to $10 million. The enrollment fee for dealers consists of sharing the cost of mailing the catalogs.

Brian said 4,800 of the 5,500 dealers in the Ford Motor Co. dealership network have enrolled in the program. Those dealers account for more than 90 percent of the annual Ford, Lincoln and Mercury vehicle sales, he said.

To accommodate the inventory of 80 types of accessories, Budco purchased and refurbished a 70,000-square-foot facility and created 40 jobs. Brian said an additional $200,000 was spent on computer software development for the program.

Budco will receive telephone orders via a nationwide toll-free line. In most cases, Brian said, accessories will be shipped to the buyer within 24 hours.

"Although Budco will have wide responsibility handling Ford Motor accessories, we are not supplanting the dealer who chooses to sell these items," Brian said.

"But we are making it easier for the dealer to concentrate on other sales and service aspects and still share in the profits."

Budco also handles contract application and verification, time payments and national direct marketing for Ford parts and service division's Extended Service Plan; the direct-mail program for L-M's leasing operation; the transmission warranty program designed for the second owner of a 1987 or 1988 Ford Motor vehicle; and the Ford audio systems' radio rebate program.

Budco also prints and distributes owner's manuals and performs telemarketing for Chrysler Motors.

Budco employees Cherie Parker, left, and Linda Lacey sort Ford catalogs.

Shop work up 2.5% in Oct.

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

October service and parts business in new-car dealerships bounced back from the declines registered in the two previous months to top the volume recorded in October 1988.

According to the Automotive News Service Index, October's shop business rose 2.5 percent over that in October 1988. Shop business in August and September was down 1.3 percent and 4.7 percent, respectively, from the year-earlier volume.

Service and parts volume for the first 10 months of 1989 was 1.7 percent ahead of the business recorded in the same period a year ago.

The service index is compiled from figures on parts and service business supplied by a cross-section of new-car dealerships from across the nation.

A dealer in the Midwest said his shop business was up because "we did more advertising and our labor increased over October 1988," while a retailer in the South credited more new- and used-vehicle sales for better results during October.

A dealer in New England attributed his shop's good showing in October to an "increase in labor rates and the area's economy that is forcing customers to fix their present vehicles rather than trade."

A West Coast dealer blamed the downturn in business during October on the San Francisco earthquake that closed the dealership for three days.

Gross profit on all labor, parts and accessories — the most important indicator from the dealers' viewpoint — was up 3.1 percent in October and 2.9 percent for the 10-month period.

Sales of all parts and accessories rose 3.6 percent for the month and 0.8 percent for the year.

SERVICE INDEX 102.5★

	Oct., '89 vs. Oct., '88	Jan.-Oct., '89 vs. Jan.-Oct., '88
Gross Profit on All Labor and P&A Sales	+3.1%	+2.9%
Repair Orders Written	+0.8%	−1.9%
Total Labor Sales (Customer & Warranty)	−1.0%	+2.1%
Shop Parts Sales (Customer & Warranty)	+1.8%	−1.5%
Sales of All P&A	+3.6%	+0.8%

★ Survey by Automotive News shows that dealers' service and parts business in October 1989 was 102.5 percent of business in October 1988. Service business in the first 10 months of 1989 was 101.7 percent of business in the corresponding period in 1988.

Holograms battle counterfeit GM parts

DETROIT — General Motors has begun using holograms as a weapon in the Big 3's battle against auto parts counterfeiters.

For years, GM, Ford Motor Co. and Chrysler Motors have spent millions of dollars to find and wipe out counterfeit parts makers.

"Some of these (fake) packages are so good that even we can't tell if they're counterfeit," said Dan Elliott, director of GM security.

In addition to affecting an automaker's balance sheet, a counterfeit part of inferior quality could lead to problems, such as lawsuits.

In one such instance, a Massachusetts school district sued GM after transmissions in its buses failed. The district bought what it thought was GM transmission fluid which, it contended, led to the failures.

Tests showed that the fluid was a mixture of cheap oil and red dye, and GM was dropped from the suit. The fluid maker's operations were raided by federal marshals.

GM is stamping holograms on packages of brake pads and electronic ignitions for export. Holograms, which also have been used by credit card companies to deter counterfeiters, are difficult to duplicate because they are made by laser beams.

GM is using holograms that have the superimposed words "General Motors," "GM" and "Genuine" etched into a small rectangle on the outside of the package.

Elliott declined to say how much GM has lost on counterfeit parts, but he said the Mideast has the largest amount of bogus parts. He estimated that in the Mideast, about 40 percent of all parts labeled GM are fakes.

Ford and Chrysler officials also declined to say how much their companies may have lost to parts counterfeiters, but said raids at warehouses have turned up millions of dollars worth of fake components. Many of the fake parts are made and marketed overseas.

To fight the fakes, the Big 3 employ "sting" operations in which the bogus parts are bought and then turned over to authorities.

— The Associated Press

Emergency road service for Saab

ORANGE, Conn. — Saab-Scania of America has initiated an emergency roadside service.

The program is included in the purchase of every 1990 Saab and is transferable through the 36 month/36,000 mile new-car warranty.

If the vehicle is disabled 100 miles or more from home because of a collision or mechanical breakdown of any component covered by the warranty, Saab will reimburse the owner up to $1,000 for emergency expenses incurred within three days of the date of disablement.

SERVICE BRIEFS

Precision Tune grows

STERLING, Va. — Precision Tune has acquired National 60-Minute Tune of Bellevue, Wash., a tuneup and lubrication chain with 87 franchises in Washington, Oregon, Florida and Southern California.

Donald E. Ervin, chairman of the network of 500 franchised Precision Tune centers, said the acquisition gives Precision Tune a foundation to penetrate the entire Western market. He said the company will pay particular attention to Southern California, where it expects to franchise 250 Precision Tune centers in the next two years.

Sales for National 60-Minute in 1988 were about $11 million, while Precision Tune reported sales of $145 million.

Free movie promo

CLEARWATER, Fla. — Customers opting to have service work performed at Carlisle Lincoln-Mercury after 5 p.m. Monday through Thursday receive two free movie passes and transportation to and from theaters. Scott Wilkerson, general manager, reports increased service business from the free-movie program.

Selling car-care products

DES PLAINES, Ill. — Automobile Dealer Services has developed a program that is to explain the value of vehicle appearance protection and protection products to dealership salespersons.

According to Mark Rashkow, company president, dealerships hire Automobile Dealer Services to train salespersons to sell appearance protection products such as paint and fabric protection and rustproofing.

Rashkow said his firm conducts a two-day seminar for the sales staff. After that, it follows up two to four times a month to measure the performance of individual salespersons and provide reinforcement training.

The company trains people to sell the products; it does not sell them itself, he said.

Because of the success of the product training program, Rashkow said, the company is moving into sales training. Dubbed Workforce, the new service will screen, train and then place salespersons in new-car dealerships.

Arrow grows into Canada

FRAMINGHAM, Mass. — Arrow Automotive Industries has expanded distribution of its remanufactured parts into Canada.

Initially, the company, Arrow Automotive Industries of Canada, is offering starters, alternators, generators, solenoids, starter drives, distributors and wiper motors. Other lines will be added during the next 12 months, the company said.

Inventory is being handled through selected warehouse distributors, as well as by the Consolidated Parts Warehouse centers in Burnaby and Victoria, British Columbia; and Winnipeg, Manitoba. The parts are available through the traditional Canadian aftermarket channels.

Simonds honored

NEW YORK — Winners of the Awards for Achievement in Managing Information Technology include G. Nichols Simonds, executive director of management information service for Chrysler Corp.

The awards were co-sponsored by American Management Systems, Arlington, Va., and the Graduate School of Industrial Administration of Carnegie Mellon University, Pittsburgh.

Simonds was cited for his leadership in developing Chrysler's Service Bay Diagnostic System, which uses information technology to assist dealership service technicians in diagnostics and repair.

Simonds also played a central role in creating Chrysler's Performance Feedback System, which allows assembly-line personnel to identify a defect and then correct it at in-line upgrade stations before the vehicle leaves the plant.

Sales slide continues; cars, trucks off 4% in mid-month

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Mid-November sales of U.S.-built cars and light trucks continued the slide that began in October.

The 4.41 percent decline was less severe than the 20.22 percent sales plunge in the first 10 days of November.

Transplant car sales gains helped offset Big 3 losses. Also, three of the four U.S. light-truck makers reported increases in the second 10 days of November.

In mid-November, 248,259 vehicles were delivered compared to last year's 259,725. Both periods had eight selling days.

Of the four U.S. car and truckmakers, only Nissan increased sales over 1988. Nissan sold 35.67 percent more U.S.-produced vehicles this year.

Chrysler Motors' combined car and light-truck sales slipped 3.29 percent; General Motors' combined sales dropped 7.32 percent; and Ford Motor Co. sold 13.02 percent fewer cars and light trucks in mid-November this year.

Dealers said slack showroom traffic as well as sluggish regional economic conditions were responsible for the sales lag.

Traffic is down from last year, according to Bruce Kittilstved, sales manager of Roseville Chrysler in Roseville, Minn.

"There's no doubt that it is getting more competitive. It's taking longer to close a car sale," he said.

Sales continue to be soft at Houston Taylor Nissan in Fayetteville, Ark., because customers are "waiting to see what's coming" in new incentives, said Jim Helmert, general sales manager.

"We have 15 dealerships in this town, and in the last 15 days, seven sales managers were fired," Helmert said.

The eight U.S. automakers delivered 149,381 cars in mid-November, down 6.10 percent from last year's 159,082. It was the lowest total for the period since 1981.

All transplants had healthy increases. Toyota sold nearly four times as many U.S.-built Corollas and Camrys as it did a year ago.

Mazda delivered 44.89 percent more U.S.-built MX-6s, and Honda sold 29.71 percent more American-built Accords and Civics.

Nissan's sales of U.S.-made Sentras rose 19.50 percent. Mitsubishi, which did not make cars here a year ago, sold 990 Eclipse models in mid-November.

Each of the Big 3 sold fewer cars in the Nov. 11-20 period than they did last year.

GM's car sales were off 13.05 percent, although Cadillac reported a 9.02 percent gain. It was the only GM make to show an increase.

Ford sold 11.56 percent fewer cars even though Lincoln deliveries rose 31.56 percent.

DOMESTIC SALES

	Nov. 11-20, 1989	Nov. 11-20, 1988
CARS		
Eagle	832	1,248
Chrysler	3,601	5,412
Dodge	8,593	9,927
Plymouth	7,161	6,346
Chrysler Motors	20,187	22,933
Ford	27,419	33,755
Mercury	8,675	9,234
Lincoln	5,869	4,461
Ford Motor Co.	41,963	47,450
Buick	11,177	12,276
Cadillac	6,530	5,990
Chevrolet	25,475	25,901
Oldsmobile	11,079	15,080
Pontiac	12,077	17,044
General Motors	66,338	76,291
Honda	10,714	8,260
Mazda	978	675
Mitsubishi	990	—
Nissan	2,329	1,949
Toyota	5,882	1,524
U.S. Car Total	**149,381**	**159,082**
TRUCKS		
Chrysler	113	0
Dodge	12,356	10,443
Jeep	6,176	6,791
Plymouth	4,096	4,222
Chrysler Motors	22,741	21,456
Ford Motor Co.	32,863	38,581
Chevrolet	31,378	29,827
GMC	7,953	8,559
Oldsmobile	260	0
Pontiac	356	0
General Motors	39,947	38,386
Nissan	3,327	2,220
U.S. Truck Total.	**98,878**	**100,643**
U.S. Car-Truck Total	**248,259**	**259,725**

Chrysler's car sales slumped 11.97 percent. Plymouth, up 12.84 percent, was the only gainer.

In mid-November, Nissan, GM and Chrysler sold more light trucks than a year ago, but Ford's loss pulled the industry's total below 1988.

The four manufacturers sold 98,878 light trucks, down 1.75 percent from 100,643 last year.

Nissan's domestic light-truck sales rose 49.86 percent. Chrysler sold 5.99 percent more light trucks, and GM reported a 4.07 percent gain. Ford's light-truck sales fell 14.82 percent.

British court lifts DeLorean from lawsuit by liquidators

LONDON — Former automaker John Z. DeLorean, whose car company in Northern Ireland went bankrupt in 1982, has won a High Court order setting aside an English court order against him for more than $51 million.

Judge Peter Gibson overturned a July 1987 court order that allowed legal documents in the case to be served on DeLorean at his home in New Jersey, outside the jurisdiction of the English courts.

"It follows that all subsequent orders made against Mr. DeLorean will fall away," Gibson said.

The ruling was the latest stage in a dispute between DeLorean and the liquidators of DSQ Property Co., incorporated in Northern Ireland and formerly called DeLorean Motor Cars.

DSQ claimed damages against DeLorean, a former General Motors executive, for alleged conspiracy, deceit and breach of fiduciary duty, Gibson said.

In June 1988, the High Court entered a judgment against DeLorean ordering him to pay more than $51 million.

Gibson said DeLorean took no part in the English proceedings until this year, when DSQ sought to enforce the judgment in the United States.

On July 10, DeLorean asked the High Court to set aside the order allowing service in the United States and subsequent orders against him.

The application was opposed by DSQ, which went into receivership in 1982 and later into liquidation.

Gibson ruled that in DSQ's application to serve documents on DeLorean outside English jurisdiction, there had been "serious non-disclosures" of matters, including the existence of proceedings against DeLorean in the United States unrelated to DSQ.

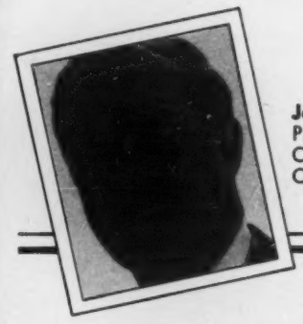
DSQ must pay DeLorean's legal costs but was allowed to appeal Gibson's ruling, which was suspended pending appeal.

A federal judge in Detroit earlier this year ordered U.S. enforcement of the British default judgment. DeLorean appealed the ruling to the U.S. Sixth Circuit Court in Cincinnati, which had not yet ruled on the appeal when the London judgment was overturned.

In 1982, DeLorean was arrested in Los Angeles on charges of drug trafficking but was acquitted two years later of conspiring to distribute $24 million worth of cocaine in the United States in a bid to raise money for the failing car company.

— The Associated Press

YUGO ...ON THE MOVE!



John A. Spiech
President and
Chief Executive
Officer

DEALER UPDATE!

Here are some important points about Yugo that you may have missed over the last few months:

- Yugo has kept Norauto cars off the market to protect dealers.
- Yugo has had an orderly sale of cars to the dealers without disrupting the retail market.
- Yugo has protected its customers and dealers by providing continued reimbursement of warranty claims on a timely basis.
- Yugo has maintained a consistent flow of spare parts.
- Yugo has restructured its organization to be more responsive to dealer needs.
- Yugo has protected the dealers in the reorganization plan, allowing active dealers to recoup all of their funds. Make sure you vote for the plan.
- Yugo has developed a new product line. The new models are coming. Cars that are right for the U.S. market...technically advanced with a high quality control level. I have personally held up production of the new Cabrio until the quality is right.
- In select markets, new dealers have been appointed to the Yugo family.

Zastava, the billion dollar company that manufactures Yugo, has been the key to the rapid turnaround of Yugo in the U.S.. Their commitment is the foundation for future Yugo sales success.

Even during these tough times Yugo has consistently outsold Peugeot, Sterling, Porsche, Suzuki cars and Alfa-Romeo; and for the month of October 1989, Yugo outsold Isuzu cars.

I am restating my commitment to Yugo America, Inc., Zastava and the active Yugo dealer network. I will continue my relentless pursuit to resolve Yugo America's current situation once and for all. I have put into place a solid business foundation that will make the Yugo America franchise profitable for all Yugo dealers.

TOGETHER WE ARE ON THE MOVE TO SUCCESS.

John A. Spiech
John A. Spiech

YUGO AMERICA

The Right Car. At The Right Price. At The Right Time.

AUCTION DIRECTORY

CALIFORNIA

California Auto Dealers Exchange. 2800+ wkly consignment incl large fleet/lease sale. 11 lanes. Sale every Wed. 10 AM. 1320 N Tustin, Anaheim CA 92807, 714-996-2400.

COLORADO

Denver Auto Auction, 17500 East 31st Ave., Aurora, Colorado 80011. Sale every Wednesday, 10 a.m sharp! 303-343-3443.

DELAWARE

Carroll's Auto Auction, Route 13, P.O. Box 307, Felton, DE 19943. Sales Tuesday & Thursday. Lease accounts and bank repos. 302-284-4911.

FLORIDA

SANFORD AUTO AUCTION
7 Lane Selling - Thurs. 6:00 PM Sharp
1500 Vehicle Weekly Consignment
3895 S.R. 46 East, P.O. Box 997
Sanford, Florida 32772
(407) 323-4090
BANK REPOS - FLEET LEASE SERVICE

FLORIDA

Lakeland Auto Auction, I-4, SR 33, P.O. Box 90007, Lakeland, Florida. Sale every Wednesday. 813-984-1551. "Profit the Lakeland way."

FLORIDA

BANK • LEASE • DAILY RENT
DEALER CONSIGNMENTS
FRIDAY - 11:00 A.M.
Wednesday - 7:00 P.M.
LEE COUNTY AUTO AUCTION
Ft. Myers, Florida
813-337-5141

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accts. Every Thurs. noon. Contact: Henrietta Letty, G.M.

GEORGIA

Perry's Auto Auction. Georgia's oldest dealer sale since 1962. Fleet & lease accts. welcome. Sale ea. Thur., 11 A.M. Recon & pick up. Ph: 912-237-6496; fax 912-237-6716.

INDIANA

Indianapolis Auto Auction, 317-298-9700. Sale every Thur., 11:00. GMAC, Bank One repos, major fleet lease, trucks & imports. GM-Ford-Chrysler Factory Sales monthly.

INDIANA

Mid States Auto Auction, 25784 Western Ave., PO Box 3237, South Bend, IN 46619. 219-289-7767. Fax #219-288-2731. Serving Dealers, Banks, Fleet & Lease Weds., 6 PM.

KENTUCKY

Bowling Green Auto Auction, P.O. Box 416, Bowling Green, Ky. 42101. 502-781-2422. Sale every Weds. 5 lanes. Hottest sale in Ky. Serv. Fleet & Lease. Fax, 502-781-5361

KENTUCKY

Mid-America Auto Auction, 502-454-6666. 3515 Newburg Rd., Louisville, KY 40218. Sale every Tuesday beginning 1/9/90. 32 acres, 6 lanes, fleet, repos & full recon.

MAINE

M.A.D.E. Auto Auction, Exit 11 Maine Turnpike, Gray, Maine. 4-lane, sale Tues. at noon, Weds. to 7 PM. Fleet-lease-pickup recon for N.E.A. J.C. Heim, 207-657-2000.

MASSACHUSETTS

American Auto Auction, 600 Providence Hwy., Walpole, Mass. 02081. Sale every Tuesday, 11 A.M. 617-329-4955.

MASSACHUSETTS

Concord Auto Auction, Rt. 2, P.O. Box 257, Acton, Mass. 01720. Fleet & Lease accounts. Ford Factory Sale. Sale every Friday, 10 A.M. 617-263-8300.

NEW JERSEY

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AUCTION DATES

Chrysler Motors

Dec. 5 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago, Florida Auto Auction of Orlando, Ocoee, Fla.; Portland Auto Auction, Portland, Ore.; Southwest Auto Auction, Chandler, Ariz.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas.

Dec. 6 — A.D.E. of Birmingham, Moody, Ala, and Butler Auto Auction, Gibsonia, Pa.

Dec. 7 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Omaha Auto Auction, Omaha, Neb.; Riverside Auto Auction, Riverside, Calif.; and Ark-La-Tex Auto Auction, Shreveport, La.

Dec. 12 — Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Metro Auto Auction, of Kansas, Lee's Summit, Mo.; Nashville Auto Auction, Nashville, Tenn.; South Seattle Auto Auction, Kent, Washington; and Dallas Auto Auction, Grand Prairie, Texas.

Ford Motor Co.

Dec. 5 — Ohio Auto Auction, Grove City, Ohio; Harrisonburg Auto Auction, Harrisonburg, Va.; Bay Cities Auto Auction, Hayward, Calif.; and South Seattle Auto Auction, Kent, Wash.

Dec. 6 — Albuquerque Auto Auction, Albuquerque, N.M.; Aptco Auto Auction, Taylor, Mich.; Fort Worth Auto Auction, Fort Worth, Texas; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Dec. 7 — Auto Auction of Billings, Mont., Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Plymouth, Minn.; Nashville Auto Auction, Nashville, Tenn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Dec. 12 — Greater Chicago Auto Auction, Chicago, and Newburgh Auto Auction, Newburgh, N.Y.

General Motors

Dec. 5 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and Manheim Auto Auction, Manheim, Pa.

Dec. 6 — Atlanta Auto Auction, Atlanta; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; and Omaha Auto Auction, Omaha, Neb.

Dec. 7 — Amarillo Auto Auction, Amarillo, Texas; Mid Ark Auto Auction, North Little Rock, Ark.; Arena Auto Auction, Chicago; Columbus Fair Auto Auction, Columbus, Ohio; Portland Auto Auction, Portland, Ore.; St. Louis Auto Auction, St. Louis; and Utah Auto Auction, West Bountiful, Utah

Dec. 12 — A.D.E. of Birmingham, Moody, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; National Auto Dealer Exchange, Bordentown, N.J.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Toyota

Dec. 5 — Southern California Auto Auction, Fontana, Calif.

Dec. 6 — Baltimore-Washington Auto Exchange, Baltimore, Md.

Dec. 7 — Bay Cities Auto Auction, Hayward, Calif., and Clanton's Auto Auction, Darlington, S.C.

Dec. 12 — Florida Auto Auction of Orlando, Ocoee, Fla.; Southern Auto Auction, East Windsor, Conn.; and Denver Auto Auction, Aurora, Colo.

Model-year breakdown

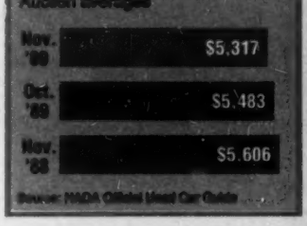
Used car sales, auction averages

Year	Sept.	Oct.	Nov.
1989	$10,399	$9,911	$9,701
1988	7,481	7,241	7,083
1987	5,966	5,798	5,692
1986	5,087	4,902	4,702
1985	4,147	4,081	3,951
1984	3,234	3,134	3,141
1983	2,464	2,426	2,367
1982	1,929	1,880	1,972
Overall Average	$6,825	$6,413	$3,317

Source: NADA Official Used Car Guide

Used car sales

Auction averages



Source: NADA Official Used Car Guide

Vehicle trade deficit shows improvement

WASHINGTON — The U.S. trade deficit for passenger cars and light trucks improved 4.0 percent in August, helped by a 6.0 percent decline in the value of imports. The value of automotive exports fell 16.4 percent for the month, but from a smaller base.

The latest figures from the U.S. Commerce Department show the automotive trade deficit in August was $3.04 billion compared with a deficit of $3.16 billion in August of last year.

The annualized U.S. automotive trade deficit is running 5.1 percent ahead of last year at $45.4 billion. The deficit for the 12-month period ended August 1988 was $43.22 billion.

The number of passenger cars imported during August declined 17.0 percent from a year ago, falling to 278,972 units, with an estimated value of $3.03 billion. Imports of light trucks increased 4.9 percent for the month to 59,950 units, with an estimated value of $508.9 million.

The number of passenger cars exported during August fell 39.0 percent from a year ago to 29,176 units, with an estimated value of $357.1 million. The number of light trucks exported in August was virtually unchanged from a year ago, although the value of light-truck shipments increased 27.5 percent to $143.7 million.

The United States' weak export performance during August included a 20 percent decline in the value of passenger car exports to Japan, a 34 percent drop in the value of passenger car shipments to Canada and a 9.5 percent drop in the value of passenger car exports to countries labeled "others" by the Commerce Department.

The value of light-truck exports to Canada increased 31.1 percent during August but dropped 3.7 percent to other countries.

During the most recent 12 months, U.S. automotive exports have fallen 18.9 percent, from an annualized total of 921,552 vehicles as of August 1988, to 747,577 vehicles in July 1989.

Imports of cars and light trucks have also declined on an annualized basis, but from a much higher base. The number of vehicles imported for the year ended August 1988 was 5.30 million. That number fell to 5.15 million units in August 1989.

Imports of passenger cars from Japan were down 9.5 percent, and Japanese imports of light trucks fell 13.5 percent to 34,234 units for the month.

Imports of cars from Canada were down 4.8 percent, while Canada's truck shipments increased 40.4 percent.

West German passenger car imports increased by 0.3 percent in August to 14,684 units.

The number of passenger cars shipped from South Korea fell 75.8 percent in August to 9,741 units. South Korea shipped 40,294 units during August 1988.

Swedish car imports fell 44.4 percent to 2,134 vehicles in August.

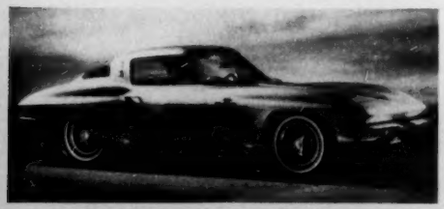
Mexico shipped 9,481 cars in August versus 13,300 one year ago.

Yugoslavia failed to export any vehicles during August.

Passenger car shipments from the United Kingdom were up 10.5 percent to 1,638 vehicles for the month.

Italy continued to boost imports significantly in August registering a 115.7 percent increase for the month. On an annualized basis, Italian imports are running 20.7 percent ahead of last year. France imported 77 cars in August compared to 1,961 in August 1988. French imports are 52.5 percent off last year's annualized tally.

Brazilian passenger car shipments were up 23.5 percent to 6,952 units in August, but down 33.6 percent when compared to August 1988.



The 1963 Sting Ray is a likely candidate for the museum Corvette buffs are planning.

Bowling Green may be site of buffs' Corvette museum

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

A group of muscle-car buffs wants to build a Corvette museum near the car's home plant in Bowling Green, Ky.

The National Corvette Restorers Society Foundation is expected to consider a proposal from local officials next month that would include a public bond sale to help finance a 100,000-square-foot "Corvette-muscle car complex."

The 10,000-member group had asked General Motors for financial assistance but was turned down.

The proposed center would contain a museum for all Corvette models, displays of other vintage muscle cars, convention space, and the national headquarters for the society and possibly other automotive associations, said Darrel Bowlin, a Corvette Restorers Society board member.

A Bowling Green Chamber of Commerce task force is currently working to acquire 20 acres to donate to the museum. The task force is expected to approach the Corvette Restorers Society board of directors in January with a formal proposal.

Bowlin estimated the project would cost "less than $10 million."

The Bowling Green Corvette factory is one of the largest tourist attractions in Kentucky, drawing more than 45,000 visitors a year.

Bowlin said the society has projected that the museum will draw approximately 65,000 visitors in its first year and 100,000 annually in three years.

U.S. AUTOMOTIVE TRADE BY QUANTITY

Passenger cars

Country	Trade	Aug. 1988	Aug. 1989	Sept. 1987-Aug. 1988	Sept. 1988-Aug. 1989
Japan	Export	950	497	12,074	21,058
	Import	178,475	161,584	2,174,077	2,136,193
Canada	Export	39,927	20,967	602,451	418,574
	Import	74,168	70,629	1,134,029	1,136,495
West Germany	Import	14,638	14,684	275,553	251,270
South Korea	Import	40,294	9,741	430,935	356,756
Sweden	Import	3,835	2,134	107,561	111,257
Mexico	Import	13,330	9,481	148,007	159,007
Yugoslavia	Import	1,000	0	39,175	5,862
United Kingdom	Import	1,482	1,638	38,876	28,946
Italy	Import	540	1,165	6,945	8,385
France	Import	1,961	77	17,491	8,315
Brazil	Import	5,630	6,952	71,178	47,282
Others	Export	6,947	7,712	111,247	144,791
	Import	622	887	19,307	24,728
Car total	Export	47,824	29,176	725,772	584,423
	Import	335,975	278,972	4,463,134	4,274,728
TRADE BALANCE		(288,151)	(249,796)	(3,737,362)	(3,690,305)
Light trucks (up to 10,000 lbs. GVW)					
Canada	Export	10,151	10,750	169,092	141,041
	Import	17,469	24,527	257,786	393,705
Japan	Import	39,596	34,234	572,657	476,403
Mexico	Import	6	1,125	72	1,542
Others	Export	1,311	292	26,687	21,688
	Import	67	64	1,693	1,593
Truck total	Export	11,462	11,458	195,780	163,154
	Import	57,138	59,950	832,208	873,243
Trade balance		(45,676)	(48,492)	(636,428)	(710,089)
Car and truck total	Export	59,286	40,634	921,552	747,577
	Import	393,113	338,922	5,295,342	5,147,971
TRADE BALANCE		(333,827)	(298,288)	(4,373,790)	(4,400,394)

Compiled by Automotive News from official statistics of the U.S. Commerce Department, as reported by the U.S. International Trade Commission. Because of rounding, figures may not add to the totals shown.

U.S. AUTOMOTIVE TRADE BY VALUE

(x $1,000)

Passenger cars

Country	Trade	Aug. 1988	Aug. 1989	Sept. 1987-Aug. 1988	Sept. 1988-Aug. 1989
Japan	Export	$ 12,223	$ 9,783	$ 155,732	$ 289,572
	Import	1,665,416	1,595,741	19,913,720	20,538,370
Canada	Export	396,102	261,560	6,152,946	4,766,588
	Import	829,978	781,769	12,638,320	12,721,385
West Germany	Import	330,288	333,157	6,771,205	5,831,324
South Korea	Import	217,029	63,756	2,289,998	2,075,642
Sweden	Import	59,541	35,183	1,657,014	1,785,737
Mexico	Import	111,063	77,124	1,270,374	1,377,353
Yugoslavia	Import	2,998	0	103,887	14,905
United Kingdom	Import	51,057	58,301	1,070,391	949,195
Italy	Import	10,720	31,647	160,193	238,315
France	Import	19,810	881	186,228	98,509
Brazil	Import	33,126	42,784	392,398	284,913
Others	Export	78,343	85,749	1,434,235	1,851,852
	Import	9,656	12,787	305,451	383,238
Car total	Export	486,668	357,092	7,742,914	6,908,012
	Import	3,340,680	3,033,127	46,759,180	46,298,887
Trade balance		(2,854,012)	(2,676,035)	(39,016,266)	(39,390,875)
Light trucks (up to 10,000 lbs. GVW)					
Canada	Export	$ 100,444	$ 131,889	$ 1,702,412	$ 1,579,405
	Import	180,558	297,323	2,831,960	4,794,013
Japan	Import	238,485	196,287	3,251,119	2,992,505
Mexico	Import	1,030	13,768	6,643	23,504
Others	Export	12,276	11,821	334,145	276,636
	Import	6,802	1,537	147,880	66,924
Truck total	Export	112,719	143,710	2,036,557	1,856,042
	Import	426,876	508,915	6,237,602	7,876,946
Trade balance		(314,157)	(365,205)	(4,201,045)	(6,020,904)
Car and truck total	Export	599,387	500,802	9,779,471	8,764,054
	Import	3,767,556	3,542,042	52,996,782	54,175,833
VEHICLE TRADE BALANCE		(3,168,169)	(3,041,240)	(43,217,311)	(45,411,779)
TOTAL U.S. Merchandise trade (customs value)	Export	27,477,900	30,407,800	301,879,000	353,128,500
	Import	37,622,700	41,180,200	430,569,500	466,034,800
TRADE BALANCE		(10,144,800)	(10,772,400)	(128,690,500)	(112,906,300)

2-STROKE

FROM PAGE 1

and Nissan Motor Co. believe they've found a simpler, lighter, smaller and more fuel-efficient engine. But they also warn that two-strokes are not a panacea for all models — particularly if emissions standards are tightened excessively.

Other engineers — primarily in Japan — are building two-strokes that rival or exceed the mechanical sophistication of present four-stroke engines. Those experts are looking for size, fuel efficiency and emissions levels similar to those of a four-stroke four-cylinder or V-6 with the power and torque output of a V-8. Experts at those companies say the powerplants are suitable for "full-sized" trucks and luxury sedans.

Just as interesting is the list of automakers — some with high-volume two-stroke production experience — not developing two-strokes, or unwilling to reveal plans: Honda Motor Co., American Suzuki Motor Corp., Saab-Scania AB, Chrysler Motors, Daimler-Benz AG, Jaguar Cars, AB Volvo, BMW of North America, Audi of America, and Porsche AG.

GM and Ford researchers lean toward simple two-strokes without a conventional crankshaft-driven valvetrain, like two-stroke outboard and lawn mower engines.

The other school, Toyota Motor Corp., Mazda, Fuji Heavy Industries — maker of Subaru cars — and Peugeot S.A., is also looking for the high output and lower vibration associated with a power stroke every crankshaft revolution. But those researchers would like the higher fuel efficiency and lower emissions provided by a sophisticated valvetrain's tight control of intake and exhaust timing.

Some of these more complicated — and expensive — two-strokes even incorporate superchargers.

GM is cautiously optimistic about its two-stroke program according to Donald L. Runkle, vice president of GM's advanced engineering staff, and Roger A. Heimbuch, an executive engineer with that staff.

Heimbuch said a two-stroke engine in an entry-level vehicle would be a "default" application. "Really, we have greater expectations for this engine if certain things Ralph Sarich says about two-strokes prove out," Heimbuch said.

Sarich is president of Orbital Engine Co. in Australia, a leader in two-stroke engine technology.

Runkle said that hydrocarbon emissions and 100,000-mile emissions certification are concerns.

"The big benefits we see are packaging and weight," said Runkle.

Runkle and Heimbuch said a major benefit is styling flexibility because a two-stroke engine can be installed in virtually any position — perhaps even on its side under a rear seat.

GM and Ford have licensing agreements with Orbital Engine Co., which is owned by two publicly traded Australian companies, Broken Hill Proprietary Co., a widely diversified conglomerate, and Sarich Technologies Trust. Orbital is widely recognized for its advanced work on the simple two-stroke engine and the pneumatic fuel injection systems that make two-stroke engines environmentally viable.

Runkle downplayed the effect of pioneering Orbital technology at GM. But in May, Runkle said that GM was not able to make its two-stroke engine pass current and anticipated tailpipe standards. At that time, Orbital was claiming that its engines had already met the proposed new standards of 0.25 grams per mile hydrocarbons and 0.4 gpm nitrogen oxides.

"Sarich knew some things we didn't know," Runkle said. "I'd say they were two to three years ahead of us."

Heimbuch said GM currently operates about five vehicles powered by two-stroke engine concepts. GM will show a GM-developed two-stroke at the North American International Auto Show in Detroit in January.

Ian Macpherson, director of Ford's powertrain engineering office, said the company has not decided where it intends to use the two-stroke engine.

"It would probably be used in relatively small passenger cars," he said. "And, perhaps, a European application would be a better opportunity."

Macpherson said the preferred version of the engine is either a three-cylinder or a compact V-6.

"We're actively pursuing the concept," he said. "But it is not a forgone conclusion."

Chrysler Motors steadfastly refuses to comment on its two-stroke-engine program. Sarich said that talks between Chrysler and Orbital Engine broke off several months ago.

"Some makers aren't talking because they're not even in the ballpark," said a Chrysler spokesman. "But I can assure you that we're in the ballpark."

Nissan admits that it has researchers examining simple two-strokes for future applications.

Other Japanese makers that acknowledge work on two-stroke engines are Toyota, Subaru, and Mazda. And although other Asian makers are said to be working furiously on two-strokes, a curtain of silence covers their efforts.

Toyota Motor Corp. has been making news with its supercharged, four-valve two-stroke engines. There are two "S-2" engines: a gasoline and a diesel. Toyota sources hint that the company will use the 3- or 4-liter powerplants in a full-sized pickup or possibly even a luxury vehicle. Industry experts said Toyota could introduce a two-stroke as early as 1993.

"In the mid '70s, emission control was the most important issue. And that led to three-way catalyst," said Toyota Senior Managing Director Yoshiro Kimbara. "Now, there are new needs regarding the environment, and we must improve mileage efficiency. The next logical step is to make a lighter, smaller engine. The two-stroke engine, if you can make it viable, will get two times the output of a four-stroke."

Fuji Heavy Industries surprised a September SAE meeting by releasing information about its 1.6-liter V-4 two-stroke. The Fuji engine utilizes a screw-type supercharger, a wet-sump lubrication system, direct fuel injection, piston intake valves and rotary exhaust valves. Power is said to be in the 176-horsepower range.

A Subaru spokesman said he was unaware of any firm plans for a U.S. version of a two-stroke-powered vehicle.

Mazda has applied for a patent on a novel two-stroke engine that uses a complex breathing system with intake and crankshaft-driven exhaust valves, a scavenging port and a supercharger.

Peugeot S.A. and the Institut Francais du Petrole delivered a paper in July on a low-emissions two-stroke engine at the Second International Conference on New Developments in Powertrain and Chassis Engineering in Strasbourg, France. But so far, work is said to be limited to a single-cylinder concept engine.

TWO-STROKE PLANS OF CARMAKERS

Company	Engine project
General Motors	Simple, light, small, EFI
Ford	Simple, cheap, light I-3 or V-6
Nissan	Simple, light, small, cheap, smooth
Chrysler	Something, but no details
Toyota	Complex, supercharged, four-valve
Subaru	Complex, supercharged, 1.6-liter V-4
Peugeot	Complex, single-cylinder fuel-injected
Mazda	Complex, supercharged, crankshaft-driven valves

The following companies have no plans for a two-stroke engine: Honda, Suzuki, Saab Scania, Daimler-Benz, Jaguar, Volvo, BMW, Audi, Porsche

Toyota's 24-valve, six-cylinder two-stroke engine.

SALES

FROM PAGE 1

coff said he doesn't anticipate a dramatic December increase so much as he sees smaller decreases than in October and November.

Pitcoff cited high interest rates as the chief economic cause of sluggish car sales. He declined to predict when 1990-model sales will pick up.

The trend toward higher sales in December than in November is a recent phenomenon. December auto sales trailed November's each year from 1977 to 1984.

But from 1985 through 1988, December sales outpaced November sales.

The biggest gain was in 1986 on the eve of the change in the federal income tax law.

Also during the 1985-89 period, the greatest sales increase occurred in the final 10-day sales period in December (see charts on Page 1).

At the retail level, cash incentives have been used extensively. Ford Motor Co. has introduced new models in December — Taurus/Sable in 1985, Lincoln Continental in 1987 and Thunderbird/Cougar in 1988.

"Those who are in the (December) market are there because they are making either emotional buys or 'must' buys," said John McDonald, general sales manager for Chrysler Motors.

"The week after Christmas, however, the market really takes off."

Vacationers have time to kick tires, and dealers holding inventory from the previous model year have had strong year-end factory-to-dealer incentives.

One company trying a big December marketing push is Mazda Motors of America, which launched a $30 million "Race to the Record" campaign Nov. 20; it runs through Dec. 31.

The program includes special promotional events, television ads and cash-to-dealer incentives on all models except Miata, MPV and Protege.

George McCabe, Mazda group vice president of operations, said the move is to capitalize on recent December sales surges.

"We've had December programs since 1986," he said. "Each has been very successful. The dealers are supportive and optimistic."

Other manufacturers say they shy from an extra December sales effort, citing a wish not to exploit the holiday season.

"It is said it's difficult to compete with Santa Claus," said Volkswagen of America spokesman Tom McDonald.

Audi of America spokesman Joe Bennett was more succinct: "At Audi, we have a long-standing attitude that we don't try to compete with the birth of Christ. You don't try and milk it."

Companies that truly experience a sales boost are specialty marques like Alfa-Romeo and Porsche.

"For the most part, December is a terrible month because people are thinking about the holidays and are spending big bucks on them," said Alfa-Romeo spokesman Craig Morningstar. "But for us, yes, it's a good sales time — because of Spyders. Those are emotional purchases."

Porsche Cars North America spokesman Ed Triolo agrees with the emotional aspect of a yuletide treat.

"The holiday season for the past few years has been pretty strong for Porsche," he said.

"There are a number of reasons, but people do tend to purchase Porsches as rewards for themselves, so maybe that's got something to do with it."

Automotive News Staff Reporter Arlena Sawyers contributed to this report.

FIAT

FROM PAGE 1

In addition to Togliatti, Fiat supplied technology to auto plants in Poland and Yugoslavia.

Fiat and Elaz, a subsidiary of the ministry, will create a 30-70 percent joint venture to design, engineer, develop and produce a car code-named A93.

"Foreign investment wasn't possible in the Soviet Union before 1987," said Susan Lewenz, Soviet desk officer for the U.S. Department of Commerce in Washington.

"There had been some licensing and some co-production arrangements, and overseas products were sold, but it wasn't possible actually to own an industry in the Soviet Union," she said.

Romiti said talks on A93 began during the Italia 2000 exhibition in Moscow last September.

A93 will be sold in the Soviet Union with Fiat and Soviet labels. Fiat will import one-third of annual output for sale in Western Europe.

Engines and transmissions are not included in the deal. Fiat offered its integrated robotized engine and transmission, but the Soviets have not decided which components to use.

The joint-venture does not yet have a name. Pugin referred to it simply as "phase 2 of the Yelabuga program" to increase Soviet passenger-car output with three phases of around 300,000 cars a year each. All will be manufactured around Yelabuga.

The first phase will be Oka 2, a subcompact derived from the current Oka. The third will be a bigger sedan. Fiat is expected to cooperate on Oka 2 and the third phase.

Key management positions will not be reflected by the 30-70 split. Given Fiat's more advanced technology background, Italian personnel are expected to play a major role, at least in the first years.

Romiti and Pugin said A93 will be a two-box compact offered in three- and five-door models. It will be 136 inches long and weigh 1,400 pounds. The engine will be a four-cylinder of 1.0 to 1.1 liters.

If the Soviets decline the Fiat offer of the fully integrated robotized engine — produced in 999-cc and 1,108-cc versions — they will probably use the engine exhibited by the ministry at the Tokyo auto show in October. It is a 1,090-cc unit delivering 56 horsepower.

A93 is completely different from the Oka minicar currently produced in limited numbers in the Soviet Union. Fiat assistance with Oka 2 is mentioned in the agreement signed in Rome, but it is not part of the $1.35 billion deal.

The Soviet Law on the Cooperative System, effective July 1, 1988, established the legal and economic independence of joint ventures with foreign firms.

Pugin said his ministry is responsible for annual production of 1.3 million cars, 800,000 trucks, 500,000 farm tractors and 3 million bicycles and motorcycles.

The ministry embraces 800 companies employing 3 million people. It has total sales of 15 billion rubles ($23.8 billion) a year.

Pugin said current passenger-car production in the Soviet Union is around 40-45 percent of the country's needs. When the Yelabuga program's 1 million units is completed, the ministry expects to be able to meet 60 percent of the country's needs, he said.

Automotive News Staff Reporter Jim Henry in New York contributed to this report.

ABC

FROM PAGE 1

"The program made the entire dealer body look bad. The Dodge group is very upset," said Larry Roesch, owner of Chrysler-Plymouth, Chevrolet and Volvo dealerships in Elmhurst and Villa Park, Ill. "There are some dealers who do these things, but not many before they are out of business."

Dennis Guest, who owns Chrysler-Plymouth and Dodge dealerships in Chicago and Chicago Heights, respectively, said the Chicagoland Chrysler-Plymouth Dealers Association will pull about $35,000 worth of December advertising from WLS and move it to WGN-TV.

"On the morning after the show aired, we had an immediate reaction from customers," said Guest. "It was very negative."

A WLS spokeswoman last week said she was unaware of any complaints by area dealers about the program or of withdrawn advertising.

The National Automobile Dealers Association, which represents some 20,000 new-car dealers, sent a letter to *20/20* complaining that the program lacked balance.

Mark Hermann, a Yonkers, N.Y., auto dealer and NADA vice president, appeared on the program to defend after-sale items like extended warranties and rustproofing.

Herrmann was concerned that the program told viewers they should expect to be able to purchase a car for $100 over dealer cost. "I wanted to get the point across that for any vendor to sell a $10,000 to $15,000 product for $100 over his cost is ludicrous," he said.

Was the show balanced? "Absolutely not," said Herrmann. "My 30 seconds was the result of a 30-minute interview. I don't ask for equal time — just a fair amount of time."

NADA is making a tape of the entire *20/20* segment available to dealers who request it.

Carr, a former new-car salesman, set the tone of the program by saying, "Everybody on the planet earth who has bought a car, has gotten ripped off by a car salesman."

Dealers want to know why Carr left the business — and if he used some of the shoddy practices he cited on *20/20* and in his book.

One *20/20* sequence involved a hidden camera showing a finance and insurance manager waffling on questions from an undercover reporter on the interest rate for financing a new car.

The reporter asked if it would be 12 percent. The manager — waving a cigarette — said it would be near that figure.

When the finance rate ended up at 14.5 percent, the reporter suggested that the manager had misrepresented the finance rate the first time.

A spokeswoman for the *20/20* show said the program averages 20 million viewers. She declined comment on the segment.

An ABC network spokesman said there has been virtually no response to the program in letters or telephone calls.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$750	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$750**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Ford Motor Co. (1989 models)						
Ford cars	$500-$1,000	6.9	8.9	9.9	10.9	None
Ford trucks*	$500-$1,250	6.9	8.9	9.9	10.9	None
Lincoln	$1,000-$1,500					None
Mercury	$600-$1,500	6.9	8.9	9.9	10.9	None
Merkur	$3,000-$4,000					None
*-Ford truck finance incentive applies only to Ranger, Bronco and Bronco II.						
Ford Motor Co. (1990 models)						
Ford cars	**$500-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Ranger, Bronco, Bronco II, Econoline	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Mercury Topaz, Cougar, Sable	**$800**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
*-Ford truck finance incentive applies only to Ranger, Bronco and Bronco II.						
General Motors (1989 models)						
Chevrolet cars	$300-$1,000	6.9	8.9	9.9	10.9	Feb. 2
Chevrolet trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
GMC	$500-$1,250	6.9	8.9	9.9	10.9	None
General Motors (1990 models)						
Buick	**$200-$1,000***	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet cars**	**$500-$1,400**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
GMC	**$1,000-$1,250 on S-15 pickup, Blazer; $750 on full-sized Jimmy and Suburban**	**6.9**	**8.9**	**9.9**	**10.9**	**Jan. 4**
Pontiac	**$500-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
*-Based on option package selected **-Prizm: $800 for domestic owners; $1,400 for import owners						
Hyundai Excel (1988-89 models)	$500-$1,000					Jan. 3
Nissan Stanza (1990)	$1,500-$2,000			7.9	9.9	Dec. 4
Sterling (1989)	$3,500-$5,000					Dec. 31
Subaru Justy ('89)	$500-$1,000*					Jan. 3
*-Rebates go to the customer in some regions and to the dealer in other regions.						
Volkswagen (1989 models)	$500-$4,000	2.9	6.9	7.9	9.9	Dec. 31

Makers add, sweeten sales incentives

Several carmakers enhanced their incentive programs last week.

Subaru of America announced new cash-to-dealer incentives. It is offering $1,000 on the 1990 Legacy through Jan. 14, and through Jan. 3 dealers can earn $200 on the 1989 Justy with electronic continuously variable transmission.

Ford Motor Co. extended through Jan. 3 its dealer incentives of $250 to $750 on the 1989 Ford Ranger, $250 on the 1989 Ford Bronco II and $250 on the 1990 Ranger and Bronco II.

Chevrolet enhanced truck incentives by increasing the rebate on 1989 and 1990 full size Blazer and Suburban from $750 to $1,000, effective through Feb. 2. Also, the $500 incentive on the 1989 C-1500/3500 pickup and cab-chassis (2wd only) and 1989 Astro van has been extended to Feb. 2.

Buick's dealer incentive of $1,000 to $2,000 on the 1990 Reatta, Riviera and Park Avenue Ultra has been extended until Feb. 2.

Chrysler Motors boosted the customer rebate on 1990 Eagle Premier models. The payment on the Premier LX was increased to $1,000 from $700; the Premier ES rebate is $1,500, up from $700; and the Premier LTD payment is $2,000 up from $1,000.

Chrysler also is offering $6,000 to dealers and $1,000 to salesmen for sales of the 1989 TC by Maserati. Both programs run indefinitely.

The Volkswagen customer incentive program, which was expected to expire Nov.30, has been extended until Dec. 31. It includes $500 to $4000 cash rebates or financing ranging from 2.9 percent to 9.9 percent, depending on the length of the contract.

Customer and/or dealer incentives on 1989 and 1990 Mitsubishi and Audi models expired Nov. 30.

— Arlena Sawyers

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models) TC by Maserati	$6,000	None
Ford Motor Co. (1989 models) Festiva	$200-$400, quota	Dec. 31
Escort, Tempo, Taurus Thunderbird	$200-$500, quota	Jan. 9
Taurus SHO	$1,000	Jan. 9
Ford Ranger	$250-$750, quota	Jan. 3
Bronco II	$250	Jan. 3
Aerostar, F Series	$200-$500	Jan. 9
Ford Motor Co. (1990 models) Festiva	**$200-$400, quota**	**Dec. 31**
Escort, Tempo, Taurus, Thunderbird	**$200-$500, quota**	**Jan. 9**
Taurus SHO	**$1,000**	**Jan. 30**
Ford Ranger, Bronco II	**$250**	**Nov. 27**
Aerostar, F Series	**$200-$500, quota**	**Jan. 9**
General Motors (1989 models) Oldsmobile	$500-$2,500	Jan. 3
Pontiac	$500-$1,250	None
General Motors (1989-90 models) Buick (1990 only)	**$1,000-$2,000 on Reatta, Riviera, Park Avenue Ultra**	**Feb. 2**
All Buick	**$200-$500, quota**	**Jan. 4**
Chevrolet Cars	**$200-$500, quota**	**Jan. 4**
Chevrolet Trucks*	**$200-$500, quota**	**Jan. 4**
GMC*	**$200-$500, quota**	**Jan. 4**
Oldsmobile	**$200-$500, quota**	**Jan. 4**
Oldsmobile (1990 only)	**$500-$1,000, quota**	**Jan. 3**
Pontiac	**$200-$500, quota**	**Jan. 4**
*—Excluding S-15 pickup and Blazer and S-15 pickup and Jimmy		
Hyundai (1989-90 models)	$300-$1,500	Jan. 3
Isuzu (1989 models)	$1,500, quota	Dec. 31
Nissan (1989 models) Axxess, trucks	$200-$2,000	Dec. 4
Peugeot (1989 models)	$1,000	Dec. 31
Subaru XT (1989 model)	$1,000-$3,000*	Jan. 3
Justy ECVT (1989 model)	$200	Jan. 3
Legacy (1990 models)	**$1,000**	**Jan. 14**
*-Rebates go to the customer in some regions and to the dealer in other regions.		
Toyota Tercel, Celica (1989 models)	$300-$500	Dec. 4
Corolla, Camry (1989 models)	$500-$800, quota	Jan. 3
Corolla, Camry (1990 models)	**$100-$400, quota**	**Jan. 3**

Rustproofer plans to file bankruptcy

Hap Hirsh, former owner of Florida-based Thermo-Guard Inc., said last week the company will seek protection under federal bankruptcy laws.

He declined to say when attorneys will file.

Hirsh, who says he now works for R&A Dealers Consultants in Florida, closed Thermo-Guard Sept. 29 after operating the rustproofing business for 12 years.

He said R&A Dealers Consultants, which opened days after Thermo-Guard closed, is owned by Robert Huggins, a former Thermo-Guard distributor.

OBITUARIES

Vernon D. Roosa

HARTFORD, Conn. — Vernon D. Roosa, 78, retired vice president of research and development for Standyne Inc., died Nov. 11.

Output rises in full week, but trails '88

By Karen Dotkowski
SPECIAL CORRESPONDENT

Last week's targeted domestic auto production totaled 128,332 units, 58.48 percent above the previous holiday week's build, but 21.75 percent below the year-ago week.

So far this year, 6,412,219 cars have been assembled, 2.87 percent below last year's production at this point.

Companies split last week's estimated production as follows: General Motors, 46.37 percent; Ford Motor Co., 20.25 percent; Chrysler Motors, 12.55 percent; Honda of America Manufacturing, 5.74 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.49 percent; Toyota Motor Manufacturing U.S.A., 3.23 percent; Diamond-Star Motors, 3.18 percent; New United Motor Manufacturing Inc., 2.96 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.81 percent; and Subaru-Isuzu Automotive, 0.42 percent.

Truck output was estimated at 84,781 units last week, 63.20 percent above the Thanksgiving week, but 13.49 percent below the year-ago week.

Year-to-date, 3,838,935 trucks have been built, down 0.36 percent from last year's build at this time.

GM will idle its Fairfax plant in Kansas City, Kan., the first two weeks in January to adjust inventories. The plant produces the Pontiac Grand Prix and is currently idled for inventory adjustment until Dec. 11.

GM's Doraville, Ga., plant is scheduled to resume operations today. The plant had been closed for two weeks due to slow sales of the Oldsmobile Cutlass Supreme.

Ford idled its Lorain, Ohio, plant last week and extended the closing an additional week, until Dec. 11, because of slow dealer orders of the Ford Thunderbird and Mercury Cougar. Ford will close its Dearborn, Mich., assembly plant today for one week due to lagging Mustang sales.

Chrysler closed its Jefferson Avenue assembly plant in Detroit last week until Dec. 18 to adjust inventories of the Plymouth Horizon and Dodge Omni. The plant is scheduled to halt production permanently early in 1990.

Chrysler's Toledo, Ohio, Jeep plant closed last week to adjust inventory. The plant is scheduled to resume output today.

Auto production rises in Canada

Canadian auto production was targeted at 25,083 units last week, 24.06 percent above the prior week and 36.71 percent above the year-ago week.

Truckmakers scheduled output of 19,090 units last week, 1.28 percent below the previous week and 8.12 percent below the year-ago week.

Chrysler's Brampton, Ontario, plant closed last week to adjust inventory of the Jeep Wrangler and is expected to resume output today.

U.S. CAR	Week Ended Dec. 2, 1989	Week Ended Dec. 3, 1988	Week Ended Nov. 25, 1989	Nov. Est.	Jan. 1 to Dec. 2, 1989	Jan. 1 to Dec. 3, 1988
Horizon	0	2,149	676	3,787	31,608	74,510
Sundance	2,000	3,189	1,113	7,964	94,986	97,406
Reliant	0	2,700	0	0	0	85,541
Acclaim	2,700	954	1,593	11,907	119,893	4,200
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	233	0	0	0	19,599
Total Plymouth	4,700	9,225	3,382	23,658	246,487	290,521
LeBaron K	0	0	0	0	0	7,912
LeBaron J	2,000	3,525	0	1,600	87,779	80,977
LeBaron GTS	0	283	0	0	2,946	8,723
N. Yorker C-Class	400	2,388	555	3,502	72,019	98,409
Fifth Avenue	500	1,053	512	3,570	24,586	30,510
Imperial	400	0	333	2,153	3,919	0
Total Chrysler	3,300	7,249	1,400	10,825	191,249	226,531
Omni	0	1,985	767	3,870	33,545	73,212
Daytona	1,300	2,361	0	1,040	68,225	73,305
Shadow	2,600	2,642	1,545	10,314	96,044	95,498
Aries	0	2,886	0	0	0	85,997
Dodge 600	0	0	0	0	0	8,549
Dynasty	2,200	3,050	1,790	11,795	123,338	104,204
Lancer	0	256	0	0	1,528	8,765
Spirit	2,000	1,174	1,362	9,016	102,668	4,150
Diplomat	0	572	0	0	0	17,952
Total Dodge	8,100	14,926	5,464	36,036	425,348	471,632
CHRYSLER MOTORS	16,100	31,400	10,246	70,518	863,084	988,684
Escort	2,988	9,285	4,441	31,109	326,743	386,118
Mustang	3,290	4,223	1,519	6,379	176,795	187,005
Tempo	2,581	3,870	1,898	11,569	137,907	171,323
Taurus	7,962	8,714	5,534	32,153	337,878	368,646
Thunderbird	0	3,041	1,873	8,852	129,937	103,101
Total Ford Div.	16,821	29,133	15,265	90,062	1,109,260	1,216,193
Topaz	1,246	1,630	835	4,521	62,553	65,916
Cougar	0	2,037	1,216	7,420	110,923	80,322
Sable	2,231	3,160	854	9,588	111,177	126,292
Total Mercury	3,477	6,827	2,905	21,530	284,653	272,530
Continental	1,704	1,817	872	6,269	61,043	50,395
Mark VII	569	909	293	2,076	19,816	26,271
Town Car	3,411	2,726	1,748	12,537	117,174	115,717
Total Lincoln	5,684	5,452	2,913	20,882	198,033	192,383
Total L-M Div.	9,161	12,279	5,818	42,412	482,686	464,913
FORD MOTOR CO.	25,982	41,412	21,083	132,474	1,591,946	1,681,106
Skyhawk	0	1,147	0	0	6,913	26,094
Skylark/Somerset	2,078	1,835	1,172	7,808	62,666	50,208
Century	1,930	3,461	1,215	8,550	116,827	132,159
Riviera	586	642	335	2,330	19,210	11,462
Electra	2,121	2,515	0	6,029	73,973	84,119
LeSabre (fwd)	4,120	2,911	2,062	14,083	144,702	125,787
LeSabre (rwd)	195	211	163	924	7,341	9,278
Reatta	199	259	121	611	5,951	8,988
Total Buick	11,229	12,981	5,068	40,336	437,583	448,095
Cimarron	0	0	0	0	0	3,693
Eldorado	606	751	387	2,569	27,801	33,009
Seville	720	562	429	2,855	21,834	21,722
Brougham (rwd)	1,258	897	738	3,657	51,121	33,219
DeVille (fwd)	3,775	5,192	2,319	14,793	171,099	150,327
Allante	75	75	45	300	2,962	2,014
Total Cadillac	6,434	7,477	3,918	24,175	274,817	243,984
Cavalier	7,130	7,242	4,269	29,322	336,918	332,604
Camaro	1,985	2,548	1,180	7,804	94,216	92,401
Celebrity	0	4,545	0	0	70,720	176,668
Corsica/Beretta	8,960	10,157	5,497	30,640	343,312	406,232
Caprice	2,718	3,697	1,505	8,952	154,874	193,209
Corvette	560	492	336	2,207	23,530	21,496
Total Chevrolet	21,353	28,681	12,787	78,924	1,023,570	1,222,610
Calais	1,522	3,023	982	6,632	82,730	109,847
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	2,250	1,664	1,337	8,427	81,269	33,460
Cutlass Supreme	0	0	0	6,439	103,550	130,208
Toronado	336	312	162	1,192	9,027	14,298
88 (fwd)	2,493	3,344	924	12,045	133,466	146,795
88 (rwd)	150	176	145	599	7,290	10,360
98	1,425	1,757	856	5,917	67,298	69,376
Total Oldsmobile	8,176	10,276	4,406	41,251	484,630	519,574
Sunbird	2,990	2,426	1,840	14,661	140,394	103,841
Grand Am	4,800	6,010	2,752	9,520	212,327	226,641
Firebird	1,265	1,646	720	5,019	54,003	61,808
Grand Prix	0	0	2,394	6,206	117,261	132,543
Pontiac 6000	1,605	2,569	919	6,162	74,070	87,680
Bonneville	1,666	2,973	0	6,116	86,112	113,386
Safari/Parisienne	0	97	0	0	2,691	7,010
Fiero	0	0	0	0	0	13,297
Total Pontiac	12,326	15,721	8,625	47,684	686,858	746,206
GENERAL MOTORS	59,518	75,136	34,804	232,370	2,907,458	3,180,469
DIAMOND-STAR	4,084	0	1,722	13,361	83,583	0
HONDA	7,360	7,338	4,248	29,248	339,735	343,237
Civic	1,488	2,463	938	8,537	123,579	102,643
Accord	5,872	4,875	3,309	20,711	216,156	240,594
MAZDA†	4,484	4,978	2,673	17,911	191,865	148,139
NISSAN	2,324	2,055	1,358	9,333	108,725	103,425
NUMMI	3,800	1,676	2,076	15,003	182,616	120,692
Corolla	1,700	1,497	965	6,932	75,266	49,727
Geo Prizm/Nova	2,100	179	1,111	8,071	107,350	70,962
SUBARU-ISUZU*	540	0	330	2,173	4,697	0
TOYOTA	4,140	0	2,437	16,398	138,510	0
VOLKSWAGEN	0	0	0	0	0	35,997
Golf/GTI	0	0	0	0	0	30,444
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	128,332	163,995	80,977	538,790	6,412,219	6,601,749
Total Cars, Canada	25,083	18,347	20,219	106,064	938,796	973,607
U.S., Canada Cars	153,415	182,342	101,196	644,854	7,351,015	7,575,356
U.S., Canada Cars and Trucks	257,286	301,124	172,484	724,983	12,073,040	12,300,179

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe

CANADIAN CAR	Week Ended Dec. 2, 1989	Week Ended Dec. 3, 1988	Week Ended Nov. 25, 1989	Nov. Est.	Jan. 1 to Dec. 2, 1989	Jan. 1 to Dec. 3, 1988
Premier	0	1,290	0	2,050	30,848	56,524
CHRYSLER MOTORS	0	1,290	0	2,050	30,848	56,524
Tempo	3,246	3,391	2,624	11,657	122,003	160,310
Topaz	1,391	1,729	1,119	6,493	54,491	64,552
Crown Victoria	1,971	2,985	2,489	10,750	110,283	121,037
Grand Marquis	2,844	2,879	2,847	12,031	120,029	122,779
FORD MOTOR CO.	9,452	10,984	9,079	40,931	406,806	468,678
Celebrity	1,139	351	1,142	4,921	25,042	19,500
Cutlass Ciera	2,362	4,032	2,261	9,714	113,453	208,346
Lumina	7,600	0	4,231	28,420	172,918	0
Pontiac 6000	0	0	0	0	0	29,690
Regal	1,200	0	0	5,213	71,321	139,613
GENERAL MOTORS	12,301	4,383	7,634	48,267	382,734	397,149
HONDA	2,100	1,510	2,174	9,553	80,239	45,235
HYUNDAI*	300	0	300	1,320	13,580	0
TOYOTA	750	0	852	3,188	17,031	0
VOLVO	180	180	180	756	7,558	6,021
Total Cars, Canada	25,083	18,347	20,219	106,064	938,796	973,607

U.S. TRUCK	Week Ended Dec. 2, 1989	Week Ended Dec. 3, 1988	Week Ended Nov. 25, 1989	Nov. Est.	Jan. 1 to Dec. 2, 1989	Jan. 1 to Dec. 3, 1988
Caravan	2,300	2,689	1,300	9,494	100,037	86,154
Dakota	2,100	2,861	1,358	8,916	87,724	101,360
Caravan C/V	100	188	83	408	6,130	11,335
Ram pickups	1,700	2,861	1,124	7,309	85,382	79,865
Total Dodge	6,200	8,599	3,865	26,126	279,273	278,714
Cherokee	0	4,582	2,554	13,496	194,255	174,209
Comanche	0	858	221	1,157	24,380	41,139
Grand Wagoneer	0	350	195	520	8,972	13,159
Wagoneer	0	232	110	510	7,260	10,104
Total Jeep	0	6,022	3,080	15,682	234,867	238,611
Voyager	2,300	2,307	1,194	8,881	93,621	80,203
Town & Country	25	0	15	124	3,143	0
Total C-P Div.	2,325	2,307	1,209	9,005	96,764	80,203
CHRYSLER MOTORS	8,525	16,928	8,154	50,813	610,904	593,982
Aerostar	4,380	4,900	2,820	16,755	205,925	192,998
Bronco	1,415	2,031	684	4,932	66,141	53,876
Bronco II	2,826	3,250	1,703	11,100	110,998	113,545
Econoline	4,074	5,627	2,396	12,009	199,470	226,516
Mediums/Heavies	1,296	1,229	727	3,842	53,186	60,622
Light trucks	11,528	12,788	5,290	40,069	484,735	461,406
Ranger	6,398	8,126	3,486	24,116	290,068	302,877
Total Ford Div.	31,917	37,951	17,106	112,823	1,408,523	1,411,840
FORD MOTOR CO.	31,917	37,951	17,106	112,823	1,408,523	1,411,840
Astro	2,833	3,520	1,792	11,776	149,850	163,865
Blazer	468	523	277	1,368	24,216	24,538
Lumina APV*	1,197	0	718	4,781	15,612	0
Mediums/Heavies	309	356	237	1,434	7,564	18,732
P-Model	0	922	463	2,018	27,214	37,648
Pickups	9,699	9,822	4,650	31,145	373,242	343,637
S-10	5,145	6,609	3,010	16,904	222,527	284,450
S-10 Blazer	2,978	4,418	1,610	10,745	161,003	160,018
Sportsvan/Van	1,770	0	1,151	7,014	88,642	86,204
Suburban	1,017	1,191	844	2,644	65,569	65,663
Total Chevrolet	25,416	27,361	14,752	89,828	1,125,323	1,184,755
Jimmy	234	162	142	745	7,832	7,173
Mediums/Heavies	541	519	130	1,844	12,611	33,077
P-Model	0	98	70	261	3,662	4,824
Pickups	2,832	3,065	1,325	10,305	113,977	105,877
S-15	1,640	1,791	1,078	5,821	55,816	65,276
S-15 Jimmy	1,342	982	974	4,332	47,650	45,182
Safari	1,227	1,024	587	4,785	41,939	42,781
Suburban	1,091	859	411	3,689	30,505	29,108
Vandura/Rally Vans	688	0	285	2,814	28,024	30,617
Total GMC	9,595	8,500	5,002	34,595	342,016	363,915
Olds Silhouette*	310	0	186	1,236	3,123	0
Pontiac Trans Sport*	540	0	324	2,153	5,841	0
GENERAL MOTORS	35,861	35,861	20,264	127,812	1,471,230	1,548,670
NAVISTAR	1,500	1,871	894	5,103	72,588	80,312
NISSAN	2,988	2,644	1,752	12,078	114,155	87,697
SUBARU-ISUZU*	540	0	330	2,171	4,695	0
AM GENERAL*	450	450	450	1,980	21,240	21,330
MISCELLANEOUS*	3,000	2,300	3,000	13,200	135,600	109,020
Total Trucks, U.S.	84,781	98,005	51,950	325,980	3,838,935	3,852,851

CANADIAN TRUCK	Week Ended Dec. 2, 1989	Week Ended Dec. 3, 1988	Week Ended Nov. 25, 1989	Nov. Est.	Jan. 1 to Dec. 2, 1989	Jan. 1 to Dec. 3, 1988
Caravan	3,356	3,425	3,540	14,223	137,510	133,450
Caravan C/V	121	208	105	438	9,233	11,278
Ram Wagon	504	635	492	2,856	24,620	25,064
Ram Van	1,626	1,799	1,638	4,386	65,772	68,433
Total Dodge	5,607	6,067	5,775	21,903	237,135	238,225
Voyager	2,539	2,622	2,581	10,544	116,727	118,824
Total Plymouth	2,539	2,622	2,581	10,544	116,727	118,824
Wrangler	0	1,318	1,530	2,990	66,503	48,769
Total Jeep	0	1,318	1,530	2,990	66,503	48,769
CHRYSLER MOTORS	8,146	10,007	9,886	35,437	420,365	405,818
FORD MTR (lt. trks)	3,546	3,563	2,625	13,683	151,277	152,473
Light trucks	3,491	3,900	3,831	15,734	152,297	146,661
Vans	1,599	1,562	1,509	6,954	57,542	57,051
Total Chevrolet	5,090	5,462	5,340	22,688	209,839	203,712
Light trucks	1,755	1,167	977	5,904	66,774	71,554
Vans	351	578	311	1,651	24,676	27,941
Total GMC	2,106	1,745	1,288	7,555	91,450	99,495
GENERAL MOTORS	7,196	7,207	6,628	30,243	301,289	303,207
NAVISTAR	202	0	199	766	10,159	10,474
Total Trks., Canada	19,090	20,777	19,338	80,129	883,090	871,972
U.S., Canada Trks.	103,871	118,782	71,288	406,109	4,722,025	4,724,823

*—Estimate
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Automotive News

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Chevy plea fails to stir car orders

By Charles M. Thomas and Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTERS

Orders from Chevrolet dealers dipped so low in November that the automaker warned them in a special bulletin to buy more cars or see plants idled in January.

But dealers apparently didn't listen. General Motors last week announced the temporary shutdown of plants in both the United States and Canada due to dismal car sales.

November sales tumble, page 2

Chevrolet's urgent message to its dealers provides an inside look at the squeeze on GM's largest division.

"It is critical that all dealers immediately analyze their product needs and submit orders immediately," the bulletin said.

It went on to say that "adequate order banks are necessary to maintain uninterrupted production."

Dealers said the bulletin is unprecedented because it discloses scheduled January production figures compared with the dealer order bank as of Nov. 22.

Total scheduled production for seven Chevrolet car lines was 90,843 in January, according to the bulletin. Dealer orders stood at a paltry 24,130 on that date.

By contrast, orders for trucks exceeded scheduled January production. According to the bulletin, 81,384 Chevrolet trucks are scheduled for January assembly, though the dealer order bank totaled 105,952 trucks on Nov. 22.

But dealers say they can't order more cars.

"They have been sending out similar bulletins over the past few months," said Bob Kerpec, general manager and vice president of "Z" Frank Chevrolet in Chicago.

"Most dealers are bulked out," he said. "We appreciate what Chevrolet is trying to accomplish, but we can't be warehouses."

Kerpec said he has not received similar bulletins from the dealership's other GM line, Oldsmobile.

Edward Butera, general manager of New Jersey-based Warnock Chevrolet, said the bulletin was followed up by a phone call from Chevrolet's area market representative who implied that plants would be idled unless orders improved.

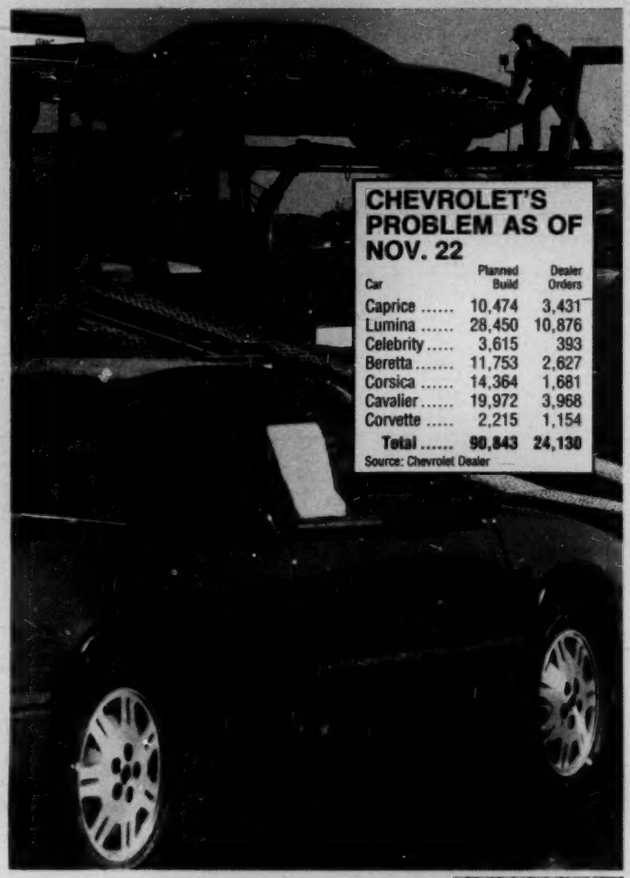
"We analyze inventory on a monthly basis, comparing it to sales," explained Butera. "If sales aren't there, then we don't order."

Butera, who didn't place an order, said the manufacturer should reduce production or launch more aggressive rebates.

Although the auto industry is nowhere near the dire state it was in earlier in the decade, the view at the end of the decade is grim.

Industry car sales so far this year

see ORDERS, page 42



AUTOMOTIVE NEWS JOE WILKINS

Workers in Ypsilanti, Mich., prepare Luminas for delivery to Chevrolet dealers.

CHEVROLET'S PROBLEM AS OF NOV. 22

Car	Planned Build	Dealer Orders
Caprice	10,474	3,431
Lumina	28,450	10,876
Celebrity	3,615	393
Beretta	11,753	2,627
Corsica	14,364	1,681
Cavalier	19,972	3,968
Corvette	2,215	1,154
Total	**90,843**	**24,130**

Source: Chevrolet Dealer

Chevrolet, Pontiac realign engineers

Moves cut '84 reorganization

By Mary Connelly, Jack Keebler, Arthur Flax and Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — In another retreat from its massive 1984 reorganization, General Motors has taken two divisions' engineering operations from the Chevrolet-Pontiac-Canada group and returned them to the divisional general managers.

Pontiac engineering came under John G. Middlebrook in November and Chevrolet is poised to place its engineering staff under the command of Chevrolet General Manager Jim Perkins next month.

In addition, Chevrolet will create market segment teams, similar to Pontiac's "work groups." Each team is responsible for a single vehicle line.

Pontiac's work groups are credited with helping to maintain a strong product image for the division.

"The hoped-for effect is that a chief engineer will no longer serve two masters," said a Pontiac spokesman. Pontiac and Chevrolet chief engineers had reported to the Chevrolet-Pontiac-Oldsmobile group.

"The whole organization brings a product to market with no surprises for a sales, finance, marketing or public relations department," the spokesman said. "Five years ago Pontiac defined itself with these groups. The result was a sharply focused product with the imprint of the entire organization on it."

Under the old system, engineers from the two divisions were limited to styling cues, powerplant tweaks and interior character of cars essentially developed by C-P-C and the Buick-Oldsmobile-Cadillac groups. Now, Chevrolet and Pontiac engineers will be involved earlier in vehicle structure and powerplant design.

Hansen

Bierly

The moves are a reversal of changes made by General Motors in its 1984 corporate reorganization.

"The engineering, planning and marketing groups have been com-

see CHEVY, page 44

GM, Ford may develop upscale channels in Europe

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — General Motors and Ford are considering separate upmarket distribution channels in Europe as an antidote to slow-selling high-line entries here.

"We're looking at various approaches on how to deal with that," said General Motors Europe President Robert Eaton. "It is very obvious to us as it is to the overall market that it is quite difficult (for a volume maker) to market a vehicle at that level."

Ford of Europe Chairman Lindsay Halstead said, "We have looked at second channels. We talked to Alfa Romeo. We talked to Saab. There is still another channel requirement, in my view, that is not totally fulfilled."

Halstead and Eaton were among seven European and Japanese chief executives interviewed for this week's special Overseas Focus section on pages 26-32.

Ford and Opel/Vauxhall-badged

see GM-FORD, page 42

OVERSEAS FOCUS

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Top bosses speak

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NHTSA pushes for truck passive restraints

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — NHTSA has sent Transportation Secretary Samuel K. Skinner a proposed rule that would mandate passive restraints on light trucks.

The proposal was revealed in a General Accounting Office report scheduled for release yesterday. In a position that is likely to be disputed by the auto industry, the investigative arm of Congress said technical and supplier problems are no justification for delaying passive restraints rules.

The standards are needed because trucks are increasingly used as passenger vehicles and need the same safety standards as cars, the report said. Automakers have equipped their 1990 cars with either air bags or automatic seat belts to comply with rules that took effect this model year.

The GAO also said the rulemaking could take several years to complete unless there is a substantial commitment from the transportation secretary and NHTSA to support it. It noted that passive restraints became mandatory on cars after a 15-year battle.

NHTSA delivered the rule to Skinner on Oct. 12. If the secretary approves, the rule will be published for manufacturer comment. NHTSA will then decide whether to move ahead, modify or abandon the rule. A final rule must go to the Office of Management and Budget for consideration and, if approved there, could become a standard upon publication as early as late 1990.

The GAO also said NHTSA is proceeding on three other light-truck standards. They involve strengthened side-door and roof protection and a high-mounted rear stop lamp.

Even without the federal rules, Ford Motor Co. plans to equip some vans with driver-side air bags by Sept. 1, 1991, the report said. Ford plans to have air bags or automatic belts on a "substantial portion" of its light trucks by the mid-1990s, said the GAO, which surveyed manufacturers late this summer.

Four other truck manufacturers

see TRUCKS, page 44

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East-West deals brewing:
Chrysler is talking with the Soviet Union about a cooperative venture. VW and GM are courting East Bloc nations, too. Details on page 6.

Who owns Maserati?

AUTOMOTIVE NEWS / CHARLOTTE WINTER

Fiat Auto plays financial savior to Maserati

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Fiat Auto has come to the rescue of financially troubled Officine Alfieri Maserati S.p.A. in a deal expected to be consummated early next year.

Fiat will acquire 49 percent of Societa Maserati S.p.A., a newly formed company that will own the venerated Maserati name. The remaining 51 percent will be owned by Officine Alfieri Maserati.

The multifaceted deal is expected to bring Maserati out of debt, said Howard Chase, corporate secretary for DeTomaso Industries, which owns 84 percent of Officine Alfieri Maserati.

DeTomaso Industries, Red Bank, N.J., earlier reported a net loss of $8.14 million for the first nine months of this year. The company had a net loss of $29.4 million last year. DeTomaso Industries is a public company controlled by the DeTomaso family.

Chrysler owns 16 percent of Officine Alfieri Maserati through a subsidiary, Chrysler Italian Imports. Chrysler also holds about $38 million worth of Maserati corporate bonds. Maserati makes the Chrysler TC convertible.

Fiat did not purchase shares in DeTomaso Industries, Chase said.

Societa Maserati will manufacture and distribute Maserati cars through Maserati's existing dealer network. DeTomaso Industries owns Baltimore-based Maserati Automobiles, the U.S. importer and distributor. Through November, Maserati sold 260 cars in the United States compared with 716 in the same period last year.

Societa Maserati will also develop and produce new limited-production vehicles for Alfa Romeo, a Fiat subsidiary.

Alfa Romeo cars are sold in the United States through Alfa Romeo Distributors of North America, a 50/50 joint venture between Fiat and Chrysler. It is based in Orlando, Fla.

Chase said last week it is too early to say whether Societa Maserati's new Alfa Romeo products will be sold in the United States.

In addition to the Maserati and Alfa Romeo aspects of the deal, Fiat bought 51 percent of the stock of Innocenti Milano S.p.A., a Maserati subsidiary that makes Innocenti minicars.

At the same time, Fiat hired Societa Maserati to build 30,000 Fiat Pandas a year for three years beginning in 1990.

Lexus strives for perfect recall of flawed car

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

TORRANCE, Calif. — The Nov. 27 decision to recall 8,000 Lexus LS400 sedans triggered a frenzied week of activity at Lexus headquarters as employees scrambled to make the best of a painful and embarrassing situation.

A large ground-floor conference room and smaller second-floor room were in almost constant use while an impromptu crisis team hurried to complete plans to train and supply dealers to fix the problems before the recall had to be reported to NHTSA on Friday, Dec. 1.

Less than three months after starting to sell a $35,000 flagship model it advertised as a product of "1,400 perfectionists," Lexus was forced to recall nearly all 8,000 that had been sold. Two safety-related defects and loose battery cables were the culprits.

"Obviously, we would prefer not to have to do something like this," said J. Davis Illingworth, vice president and general manager of the fledgling luxury division of Toyota Motor Sales U.S.A. "It's been painful, but we've learned, grown, and we'll be better for it."

Illingworth said an internal investigation of the two safety defects stemmed from a single customer complaint in each case, reported in late September. No accidents or injuries were reported.

One reason for the recall is a deformed housing on high-mounted stop lamps.

Competing marketers of luxury cars were amused by the early Lexus recall. Lexus officials hope to create a silver lining for the cloud by giving extraordinary service, even sending mechanics to buyers' homes to make the fixes. (See related story, page 43.)

In late September, a Texas dealership reported that a customer's LS400 had a deformed housing for the high-mounted stop lamp, which misdirected the light. An internal investigation concluded that heat from the brake light and the atmosphere distorted the housing.

The solution: Use a plastic housing more resistant to heat.

The most serious flaw was a faulty cruise control reported by a California owner in late September through Lexus's 24-hour roadside assistance program.

The cruise control failed to disengage when the brake was applied. Worse, even shutting off the main switch still failed to disengage the cruise control.

Lexus's investigation determined that a manufacturing flaw in the cruise control actuator — made by Nippondenso, a leading Japanese automotive supplier partially owned by Toyota — caused the problem and posed the potential to affect all LS400s made so far.

The third problem was simpler.

Four LS400 owners called for roadside assistance because of dead batteries. Lexus discovered that in assembly, the battery cable was not always fully snapped on at the alternator.

The U.S. crisis team's effort was coordinated by Richard Chitty, corporate manager of parts, service and customer satisfaction.

Quickly, the group decided t combine all three problems int one recall.

One challenge was a self-im posed time limit.

"By law, we had five days (afte deciding on the recall) to notif the National Highway Traffi Safety Administration," said Il lingworth.

Toyota Motor Co. officials i Tokyo called Lexus officials i California on Monday, Nov. 2 confirming the problems and the causes. So NHTSA would have t be informed of the recall by Friday Dec. 1.

But before news of the reca broke, Illingworth said, Lexus ex ecutives wanted to have new par made, dealers trained and — possible — customers notified.

The crisis team met in groups three or four in a small office nex to Illingworth's normally reserve for visiting Japanese executives, c in a group of up to 10 in the large ground floor conference room.

They arranged for suppliers t work around the clock producin replacement parts and to ai freight them in small batches to th main Lexus parts depot in Tor rance. They scheduled those part to be repackaged immediately int smaller lots and shipped overnigh by Emery Worldwide to dealers.

They planned the training of ser vice managers and technicians fo

see LEXUS, page 4

November sales deal another fourth-quarter blow

By Philly Murtha
AUTOMOTIVE NEWS REPORTER

The U.S. auto industry continued to pay for late-summer incentive excesses last month as November car and truck sales continued the fourth-quarter plunge.

Total car and truck sales in November were off 11.84 percent as an uncertain economic outlook, high interest rates and the payback of 250,000 extra units sold in the third quarter took their toll.

Each of the Big 3 gave up car share to the Japanese automakers, but GM's contribution was most dramatic. A year ago, GM had more than 35 percent of the market. In October, GM's total car share hit a recent low of 31.94 percent, and in November it slipped to 31.84 percent.

The last full year in which GM's share was so low was in 1929, when the company had 32.76 percent of all car registrations.

The combined domestic and import car total of 682,801 lagged the disappointing October car sales total by nearly 65,000 units, and it represented a decline of 13.65 percent from last November.

U.S.-built car sales slid 14.21 percent, while imported car deliveries fell 12.37 percent below last year.

Sales have not recovered from the strong third quarter performance that was spurred by industry-wide retail incentives, but the fourth quarter slide may appear grimmer than it is. Some auto analysts estimate that 250,000 to 300,000 vehicles were sold ahead in the third quarter. Without the hefty summer incentives averaging about $1,000 per vehicle, these cars would have been fourth quarter deliveries. For the calendar year, total car sales are only 5.12 percent behind 1988.

The fourth quarter slide is not just payback, manufacturers and analysts said. "Some prospective buyers are deferring purchases due to uncertainty about the economic outlook," said Robert L. Rewey, vice president, sales operations, Ford North American Automotive Operations, Ford Motor Co.

That uncertainty is fueled by high interest rates, he said, adding, "The best news the au market could get would be a lowering of inte est rates."

Jay I. Stark, executive director of the G marketing and product planning staff, sa things could be worse. "We've been throu tougher times," Stark said.

"We've been through the oil embargo in 197 we've been through OPEC 2 and the situatio with the Shah of Iran in 1979. We're certain not looking at anything like those times."

He said current sales performance was no i dicator of what GM expects to do in 1990.

"We still see an opportunity for expansion our share. . . . Trucks were pretty good in N vember.

" We think our car share will be aided later the (1990) year with the introduction of son new products."

GM Chairman Roger B. Smith earlier sa 1990 will be the "Year of the General," and h expects GM to post 37 percent passenger c penetration.

see SALES, page

Detroit automakers find friend in Skinner

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Detroit may have made a new friend in Washington — Transportation Secretary Samuel K. Skinner.

After two full days of touring auto plants and hearing Detroit's concerns, Skinner said he was convinced Detroit should not be put at a competitive disadvantage by its own government. The transportation secretary made visits to the motor capital and met with the chairmen of the Big 3 in October and November.

Skinner

Skinner's pledge is important because the secretary will play a vital role as the Bush administration considers whether it will push for a change in corporate average fuel economy rules.

The Big 3 have bitterly protested that CAFE legislation puts them at a disadvantage because under current rules they must meet two CAFEs, a foreign and domestic. That means fuel-efficient small imported cars cannot be used to offset the less efficient big cars that drag down a manufacturer's domestic CAFE. The current standard is 27.5 mpg for both.

The transportation and energy departments have begun to study CAFE, and it is too early to predict what recommendations will be made to the Bush administration, Skinner told reporters last week.

But Skinner said he has promised to work with the Big 3 "within the bounds of the law" and at least give manufacturers early warning as to what to expect from Washington. The more automakers know about pending legislation, the better they can plan a competitive lineup, Skinner said.

"For a new model, it's a $2 billion to $3 billion expenditure and a five- to six-year cycle. They need to know in the early years, what they're going to be required to do in the out years," Skinner said.

Foreign manufacturers can react more quickly than the domestics with new engine and safety technology and meet higher CAFE standards or safety mandates, Skinner said.

"If they have a planning cycle in Japan of five years and we have one of seven years, that is a major difference," Skinner said.

Corrections

- The Dec. 4 issue incorrectly reported that the National Automobile Dealers Association would make the *20/20* news show segment called "Secrets of the Car Salesman" available to dealers who request it. NADA is making the tape available only to certain key manufacturing people.
- A Dec. 4 story should have said Yugo America's 1990 models will be equipped with non-motorized seat belts, not motorized belts.
- The warranty coverage listed for Isuzu and Mitsubishi powertrains in the Nov. 27 issue's warranty table was incorrect. The warranties are five years/unlimited mileage. Also, Cadillac's extra drivetrain/major component warranty is four years/50,000 miles.

AMC purchase pushes Chrysler to sell jet, defense units

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chrysler Corp.'s decision to shed its aerospace and defense subsidiary is at least in part fallout from its 1987 purchase of American Motors.

Chrysler last week said it is exploring the sale of Chrysler Technologies, which is composed of Gulfstream Aerospace, Electrospace Systems and Airborne Systems. Gulfstream builds business aircraft. Electrospace and Airborne are defense electronics operations.

Chrysler's about-face from the diversification strategy it adopted in 1985 recognizes that the AMC purchase enlarged Chrysler's automotive operation and diminished the impact of Chrysler Technologies Corp. on earnings.

The AMC purchase also saddled Chrysler with the need to develop a third automotive division and launch a fourth car line — the Eagle brand.

To make corporate diversification meaningful in the 1990s Chrysler would have had to increase its holdings in Chrysler Technologies.

That option apparently became increasingly unattractive to Chrysler executives who were seeking to slash $1 billion in costs and struggling to build vehicle share in a sluggish market.

Chrysler Technologies reported net earnings of $45.6 million on sales of $1.28 billion in 1988.

That represented only 4.3 percent of total Chrysler sales and 6.4 percent of net earnings last year.

"Technologies is a billion and a half a year (in revenues)," Chrysler Corp. Chairman Lee Iacocca said in an October interview.

Gulfstream Chairman Allen Paulson is interested in buying the company.

"It should be $5 billion. That may require acquisitions and the like but in a time of stress in the auto industry we aren't prepared to put more capital against that."

Instead, last week Chrysler said it will explore the sale of Chrysler Technologies to concentrate on its car and truck operations. Chrysler has a $15 billion five-year capital spending plan and intends to replace all of its cars within five years.

"We can only spread ourselves so far in terms of our resources and our capabilities," Chrysler Corp. Vice Chairman Gerald Greenwald said last week.

"When we bought American Motors, whether we liked it or not, we became overnight a much bigger automotive company with a lot more responsibilities and the need to do a lot more consolidation. We think it is in our best interest to focus more directly on our now bigger car and truck business," he said.

Chrysler took pains last week to stress that the proposed sale is not related to cash needs.

Greenwald said Chrysler closed the third quarter with about $3

see CHRYSLER, page 41

Porsche names Bohn successor to Branitzki

By Walter Hoenscheidt
SPECIAL CORRESPONDENT

STUTTGART, West Germany — Porsche AG has named the man to replace Chairman Heinz Branitzki when he retires on March 9.

He is Arno Bohn, deputy president of German computer manufacturer Nixdorf AG from 1986 to May this year. At 42, he will be Porsche's youngest president.

The announcements were made last week by Ferry Porsche, chairman of the Porsche supervisory board.

At the same time, Porsche confirmed two supervisory board changes. Michael Piech, a lawyer from Vienna, and Ferdinand Alexander "Butzi" Porsche, head of Porsche Design, will join the board, replacing Klaus Luft, former president of Nixdorf, and Konrad Eckert, a member of the Robert Bosch GmbH management.

Luft is the person with whom Bohn clashed before leaving Nixdorf.

Bohn began his career at Nixdorf and became marketing director. He

Arno Bohn: Porsche's next president

was appointed to the Nixdorf board in 1978 at the age of only 31, but he left in May because of differences with Luft. Since May he has been furthering his studies at Harvard.

Luft left Nixdorf three weeks ago after several years of losses.

Branitzki, 61, is the longest serving member of the Porsche board of management. He was appointed director of finance in 1964 and deputy president when Porsche was transformed from a private to a public company (AG, or Aktiengesellschaft) in 1972.

Branitzki wanted to retire two years ago but was persuaded to stay on by Ferry Porsche when he fired Peter W. Schutz in 1987.

TRADE OFF: *European Commission seeks U.S.-like restraint agreement with Japanese*

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — The European Commission will seek a U.S.-like voluntary restraint agreement for Japanese auto imports after 1992, when Europe drops internal trade barriers. The restraint would remain for an undetermined transition period, and it would not limit sales from Japanese-owned plants in Europe.

With an external trade policy now outlined after a long delay, the commission can begin negotiations with the Japanese on details, including the limit on import levels.

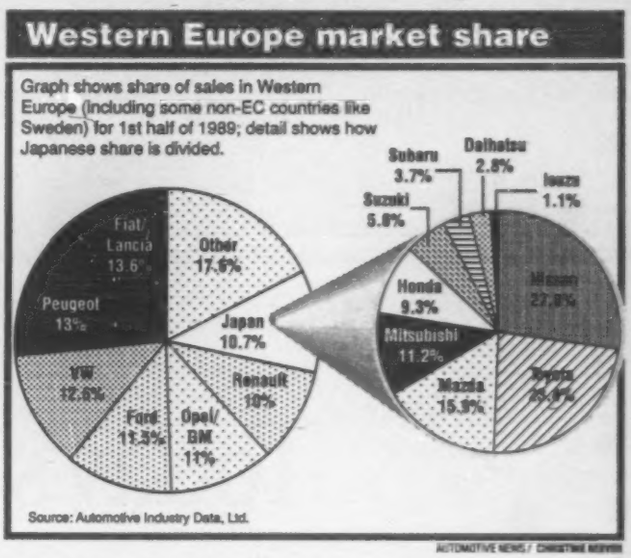
The deal is seen as a compromise between strong anti-protectionists such as EC Internal Market Commissioner Martin Bangemann of West Germany and officials in Italy and France, who have called for tough limits on the Japanese.

The commission said the transition period is needed to allow European manufacturers to adjust to the increase in Japanese penetration that is expected to coincide with the breaking down of EC market barriers and the resulting end to national restrictions.

EC External Affairs Commissioner Frans Andriessen said the commission does not intend to establish minimum local content rules for new Japanese plants being set up in Europe.

The commission will not seek strict reciprocity with Japan, as sought by Peugeot SA Chairman Jacques Calvet and others. Instead, it is calling for further opening of the Japanese market in all sectors.

(Calvet is interviewed on this and other matters on page 32.)



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World Congress slates Hudler, Roberts, Damoose, Keller

DETROIT — The Automotive News World Congress will wrap up Wednesday, Jan. 10 with speeches from representatives of two automakers, one truck maker and an automotive analyst.

Attendees will hear from: Donald Hudler, vice president of sales, service and marketing for Saturn Corp.; Roy Roberts, vice president and general manager of truck operations at Navistar International Transportation Corp.; John Damoose, vice president of Dodge car and truck division; and Maryann Keller, vice president of Furman Selz Mager Dietz & Birney.

Register for World Congress, page 21

The 14th World Congress, held in conjunction with the North American International Auto Show, will be held Sunday through Wednesday, Jan. 7-10, at the Westin Hotel in Detroit and is expected to draw industry leaders from around the world.

Hudler

Roberts

Damoose

Keller

O'Neal

Arnold Palmer Automotive Group President James O'Neal will speak during the Monday morning session. He replaces NHSTA Administrator Jerry Curry who will speak Monday evening.

O'Neal heads the largest dealer organization in the United States. It has annual revenue of $1.3 billion and 100,000 new-unit sales.

Hudler has been in his present position with Saturn since 1987. He joined GM in 1956. In 1963 he transferred to Cadillac as a zone merchandising representative in Philadelphia. After several promotions, Hudler moved to Detroit in 1973 and was named national merchandising manager. Three years later he was appointed Northeast regional manager.

Beginning in 1980, Hudler spent three years in Madrid, Spain, as Adam Opel AG's regional marketing manager for Central and Southeastern Europe. He returned to Detroit in 1983 as director of marketing policy and dealer relations and was named to his present position in February 1987.

Roy Roberts joined Navistar in 1988 as vice president and general manager of truck operations.

He came to Navistar from GM, where he served 11 years, most recently as vice president of personnel administration.

Before this assignment, he was plant manager of GM's Tarrytown, N.Y., assembly facility. At Tarrytown, Roberts transformed the plant from a site slated by GM for closure to a top-rated facility within its division. Subsequently, Tarrytown was chosen as the manufacturing location for the Chevrolet Lumina APV, Pontiac Trans Sport and Oldsmobile Silhouette models introduced this year.

see CONGRESS, page 41

TRUCK INDUSTRY

Medium, heavy sales headed for slowdown

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Truck industry officials are looking for a slowdown in the medium and heavy truck segments next year, though there's considerable uncertainty over how protracted it may be.

The American Truck Dealers, a division of the National Automobile Dealers Association, for example, has projected calendar 1989 U.S. Class 8 sales at 142,000 and calendar 1990 at 125,000.

But Bob Young, manager of American Truck Dealers' 20 Group dealers, said, "This is a crazy world right now. So many things are happening. If they start working on the defense budget, a lot of things can happen in the economy, and some of it pretty good.

"Lower interest rates would help capital investment and housing. It's too early to crystal ball that part of it."

Freightliner revised its forecast for 1989 U.S. Class 8 upward to 137,000 and is projecting calendar 1990 at 130,000.

Ford Motor Co. projects total medium-heavy Class 4-8 sales at 290,000 for calendar 1990, down 6.45 percent from a projected 310,000 this year.

That includes about 130,000 Class 6-7 truck sales in 1990, down from a projected 142,500 this year.

Net new orders for heavy-duty models totaled 10,092 in October, down 19.41 percent from 12,523 in the year-ago month.

The order rate in October was up 13.31 percent from 8,901 in September and 59.00 percent from the severely depressed 6,347-unit level in August, according to Deutsche Bank Group.

Frank Prezelski, a financial analyst with Deutsche Bank, projects U.S. Class 8 sales at 125,000 for calendar 1990, down from an estimated 140,000 this year.

"We caution that year-over-year comparisons for the next several months are likely to be very negative, although they may continue to show the gradual upward monthly pattern that has been in evidence. This is because they will be comparing against the super-heated order environment of the last two months of 1988 and the first month of 1989," Prezelski said.

"We now expect that the first positive year-over-year comparison in truck orders will occur in March or April of next year," he added.

The industry has cut its production in response to slower orders.

As a result, build rates are catching up to the order trend, Prezelski said.

This, in turn, means that backlogs of unfilled orders appear to be stabilizing at levels "slightly higher than our earlier anticipations of 42,000 units. We would not be surprised to see further backlog deterioration, even if orders continue their moderate upward movement, and they may very well decline to about the 35,000-unit level."

LIGHT-DUTY TRUCK SALES, NOVEMBER

	Nov. 1989	Nov. 1988	11 Mos., 1989	11 Mos., 1988
Vans	10,590	14,716	156,201	174,883
Aerostar	10,369	14,199	174,361	169,819
Club Wagon	1,975	2,473	23,688	25,601
Ranger	25,530	20,741	262,765	280,938
Bronco	5,283	5,295	57,677	49,681
Bronco II	8,721	9,038	101,101	114,684
Pickups	39,687	47,550	526,952	539,432
Ford	**102,155**	**114,112**	**1,302,745**	**1,355,038**
Vans	6,950	7,321	109,913	113,604
Sportsvan	849	758	9,459	11,573
Geo Tracker	1,441	759	9,952	1,259
Astro	9,071	9,922	135,995	145,749
Lumina APV	3,119	0	4,927	0
S-10	16,336	18,764	215,488	230,251
S-10 Blazer	14,218	17,824	166,793	166,875
El Camino	0	0	0	420
Blazer	1,916	2,476	20,904	24,734
Suburban	4,842	5,847	60,338	60,675
Pickups	34,622	43,433	487,632	472,251
Chevrolet	**93,364**	**107,104**	**1,221,401**	**1,227,391**
Pontiac Trans Sport	**1,104**	**0**	**1,963**	**0**
Olds Silhouette	**886**	**0**	**1,196**	**0**
Vans	4,193	4,885	63,911	54,895
Ram Wagon	1,545	1,907	22,417	23,791
Voyager	13,142	13,998	167,265	176,993
Caravan	16,420	14,952	186,102	192,502
Caravan C/V	706	1,212	12,555	17,906
Town & Country	288	0	1,567	0
Ram 50	2,000	3,041	27,491	50,443
Raider	769	919	8,985	7,106
Ramcharger	1,246	1,440	17,906	17,395
Dakota	7,234	6,482	83,225	86,264
Pickups	8,759	5,526	82,644	75,155
Chrysler	**56,302**	**54,362**	**674,068**	**702,450**
Vans	2,559	3,045	38,165	42,584
Safari	2,061	2,128	29,790	31,016
S-15	3,762	4,144	48,172	48,648
S-15 Jimmy	3,586	4,393	40,688	40,549
Jimmy	599	765	6,120	6,976
Caballero	0	0	0	60
Suburban	2,025	1,960	21,511	20,738
Pickups	9,675	12,407	138,907	130,815
P Model	228	228	3,470	3,846
W-4	107	148	1,258	1,424
GMC	**24,602**	**29,218**	**328,081**	**326,656**
Wrangler	3,526	3,791	47,935	38,591
Wagoneer	547	850	6,086	6,243
Cherokee	11,927	13,975	145,054	135,581
Grand Wagoneer	854	1,317	9,939	13,098
Comanche	1,766	2,495	23,843	35,808
J-10/J-20	0	0	0	221
Jeep	**18,620**	**22,428**	**232,857**	**231,542**
Daihatsu	130	0	130	0
Toyota	14,636	17,604	205,040	227,647
Nissan	14,272	12,302	143,259	155,262
Mazda	5,260	5,770	73,895	86,906
Isuzu	9,648	8,169	93,004	81,649
Mitsubishi	3,398	3,353	34,433	40,214
Suzuki	1,123	1,444	23,121	53,454
Subaru	0	0	0	10
Range Rover	380	169	4,234	2,983
Imports	**43,847**	**43,811**	**577,116**	**648,145**
Industry Total	**345,880**	**376,635**	**4,339,427**	**4,491,222**

Compiled by Karen Dedkowski

Mazda MPV rated tops in its class

After its first year on the market, the Mazda MPV has been rated as highest in its class in J.D. Power and Associates' most recent Compact Truck Initial Quality Survey. MPV buyers experienced fewer problems with their vehicles in the first 60-90 days of ownership than competitive compact sport-utilities.

Eaton offers warranties of 7/750,000 on drivetrains

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

SOUTHFIELD, Mich. — Heavy-truck drivetrain warranties, which have been lengthening during the past several years, recently got a further boost from Eaton.

The company has come out with seven-year/750,000-mile warranties on some of its transmissions, drive axles and non-drive axles and brakes.

Roger Hobbie, Eaton national service manager, said the new warranties result from improvements in the company's products.

To some degree they are driven by the increasing competition among Eaton, Dana and Rockwell, all of which have elected to become complete heavy-truck driveline suppliers and have begun encroaching on each other's traditional sales strongholds.

The new expanded Eaton Roadranger warranties cover 100 percent parts and labor on applicable components sold beginning in November.

The company's basic warranty provides three-year/300,000-mile warranty coverage on its on/off-highway Eaton Fuller heavy-duty manual transmissions, the 8600 series-and-above, as well as most of its tandem drive axles, steer axles and brakes, including its new heavy duty and severe duty extended service brakes.

A free five-year/750,000-mile on-highway warranty has been expanded to include virtually all 7-, 8-, 9- and 10-speed Eaton Fuller transmissions, while adding coverage for DS341 tandem axles and its new ES-150 extended service steer axle brake.

The company also is offering additional seven-year/750,000-mile coverage on its 7-, 8-, 9- and 10-speed transmissions as well as various on-highway drive axles, steer axles and brakes.

Components warrantied under this plan, as well as specialty on-highway and on/off highway transmissions covered by an optional five-year/500,000-mile warranty, require either Eaton's special synthetic lubrication or a brand recommended by the company.

Extended warranties on the specialty transmissions, such as the 8LL, 13, 15, 18-speeds and 9-speed B-ratio models, also are available for an extra $275.

TRUCK BRIEFS

Mack adds transmissions

ALLENTOWN, Pa. — Mack Trucks has introduced two lightweight, heavy-duty transmissions to complete its conversion to a full line of T200 series transmission designs.

The new 13-speed T2130 and 18-speed T2180 are geared to all heavy-duty on- or off-road truck applications that require the flexibility of multiple-speed configurations.

They complement Mack's current selection of 5-, 6-, 7-, 8-, 9- and 10-speed T200 models. Both new transmissions have a "range and splitter" design. They feature an overall range of 19.59:1, with torque capacity ratings of 1,700 pounds-feet.

The 13-speed T2130 has a low gear ratio of 13.91:1 and an overgear ratio of 0.71:1, with gear steps of 18 percent in the top gears and 40 percent in the low gears.

The new 18-speed T2180 has the same low gear and overgear ratios as the T2130, with the addition of five intermediate low gears. The average gear step through all 18 gears on the T2180 is 18 percent.

Hino parts plan

ORANGEBURG, N.Y. — Expanding its remanufactured parts program, Hino Diesel Trucks has begun offering relined brake shoes.

The company recently began offering remanufactured starters and alternators.

All parts are backed by the company's remanufactured parts warranty and are available through its dealer network.

Rockwell's composites

CHARLOTTE, N.C. — Plastic composites are being used more extensively in exterior body panels on medium and heavy trucks, as evidenced at the SAE Truck and Bus Meeting and Exposition.

Rockwell International exhibited two huge truck hood and fender assemblies made of sheet molding compound.

One of them recently went into production on General Motors' new line of medium-duty models, the GMC TopKick and Chevrolet Kodiak.

The other hood-and-fender assembly was developed for Mack's recently introduced CH600 heavy-duty series.

Aram Najarian, vice president and general manager of Rockwell's plastic products businesses, noted that most major North American truckmakers are switching from steel to fiberglass-reinforced plastic hood-and-fender assemblies to enhance vehicle styling, aerodynamics and cost efficiency.

The company also displayed a new compression-molded thermoplastic instrument panel specifically for heavy-duty trucks.

The composite instrument panel, being supplied to Volvo GM Heavy Truck for its Class 8 models, was developed by the Butler Polymet unit of Rockwell's plastic products businesses.

The instrument panel is compression molded from glass mat thermoplastic compound that has a 40 percent fiberglass content.

Kenworth locator plan

KIRKLAND, Wash. — Kenworth Truck launched a National Used Truck Locator program to help fleets find used company models.

Many fleets buy exclusively used vehicles. Typically, 40 percent of the Class 8 trucks purchased in a given year are used, according to Jon Wyman, Kenworth's national used truck manager.

Under the program, each Kenworth dealer participating in the program will have his used trucks listed in the company's central computer.

The will enable each dealership to pull up any used truck available in the system, Wyman said.

He said that more than 3,000 used trucks will be included in the data base, ranging from short-haul and over-the-road models to construction and logging vehicles.

In addition to dealer inventories of used trucks there will be a selection of clean, well-maintained finance lease units listed from PACCAR Financial and full-service lease units from PACCAR Leasing for purchase through Kenworth dealers.

CANADIAN CAR AND TRUCK SALES

Domestic cars	Oct. 1989	Oct. 1988	10 mos., 1989	10 mos., 1988
General Motors	23,515	30,335	268,170	301,016
Ford	17,586	20,034	164,295	171,647
Chrysler	9,542	12,169	104,803	126,134
Honda	1,867	1,669	22,036	13,763
Hyundai	810	0	810	0
Volvo	219	224	3,182	2,161
Domestic car total	**53,539**	**64,431**	**563,296**	**614,721**
Import cars				
Toyota	5,746	5,420	67,240	80,715
Honda	5,697	3,334	50,794	49,971
GM	3,490	1,944	26,365	23,757
Nissan	3,094	2,337	24,989	26,036
Mazda	2,091	1,699	23,039	24,230
Hyundai	1,804	2,343	23,793	26,520
Volkswagen	1,665	2,567	25,387	30,083
Chrysler	1,332	1,218	18,504	10,878
Subaru	786	529	5,485	6,623
Ford	683	461	7,383	5,717
Suzuki	485	168	6,237	6,071
BMW	356	402	3,696	4,267
Volvo	306	180	2,731	3,138
Mercedes-Benz	291	314	3,486	3,614
Jaguar	109	163	1,340	1,821
Saab	96	90	1,062	1,154
Lada	38	61	557	857
Peugeot	12	0	203	78
Skoda	7	36	152	328
Import car total	**28,088**	**23,286**	**292,443**	**285,858**
TOTAL — ALL CARS	**81,627**	**87,697**	**855,739**	**900,579**
Domestic trucks (including vans)				
General Motors	13,547	15,090	134,341	147,752
Ford	11,910	13,757	120,128	127,190
Chrysler	8,040	8,171	87,962	91,895
Domestic truck total	**33,497**	**37,018**	**342,431**	**366,837**
Import trucks (including vans)				
Mazda	1,482	805	15,155	9,570
Toyota	1,440	972	14,017	12,661
Nissan	1,368	703	11,583	11,354
General Motors	1,112	617	9,322	1,909
Suzuki	639	561	6,477	4,614
Chrysler	156	213	2,051	3,278
Volkswagen	48	36	720	769
Lada	14	20	201	135
Import truck total	**6,259**	**3,927**	**59,526**	**44,290**
TOTAL — ALL TRUCKS	**39,756**	**40,495**	**401,957**	**411,127**
TOTAL — CARS, TRUCKS	**121,383**	**128,642**	**1,257,696**	**1,311,706**

Canadian sales slip 6% in Oct.

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — Canadian car and truck sales declined nearly 6 percent in October as a healthy increase in imports was not enough to offset a decline in domestic volume.

Domestically built cars were off 16.9 percent from October 1988 levels. Although imports were up 20.7 percent, it was not enough to prevent total car sales from dropping 6.92 percent.

On the domestic car side, General Motors of Canada and Chrysler Canada suffered the most, down 22.48 and 21.59 percent, respectively. Ford of Canada slid 12.2 percent.

Canada's continuing high interest rates — last week's prime rate was 13.5 percent — were blamed as a strong factor in slowing sales. Udo Kaul, Ford's general sales vice president, put it this way: October's "sales decrease again illustrates how high interest rates can put the brakes on car and truck sales — and how interest support programs remove that barrier to continuing strong sales." Ford has been offering interest rates as low as 6.9 percent on selected models.

GM's marketing vice president, Bill Atkinson, echoed Kaul's sentiments: "There can be no doubt that high interest rates have had an adverse effect on the automobile industry," he said. But he said despite a general slowdown in passenger car deliveries, GM's small cars were a bright spot.

The Chevrolet Sprint was up 68.0 percent, the Pontiac Firefly, 98.4 percent, the Chevrolet Corsica, 44.3 percent, and the Pontiac Tempest, 53.7 percent. It was a record October for these car lines.

GM's small-car success continued on the import side, showing a 79.53 percent gain over last October.

Strong import sales increases also were made by Ford, Mazda, Nissan, Subaru, Suzuki and Volvo. Luxury imports Jaguar, Mercedes-Benz and BMW all lost ground, while Saab showed slight improvement.

For the year, total car import sales are up 2.3 percent, while domestic car sales are off 8.36 percent.

The car sales pattern carried over into the light-truck and van field. All domestics showed a loss for the month, while six of the eight importers registered gains.

Substantial improvements by GM, Mazda, Nissan and Toyota helped push imported truck sales 59.38 percent ahead on the month.

Total vehicle sales slipped 5.65 percent for the month. They are down 4.12 percent on a year-to-date basis.

Canada's AHA Automotive to help design prototype

BRAMPTON, Ontario — AHA Automotive Technologies Corp. announced that it has been awarded a contract by Dutcher Corp. of San Marcos, Calif., to assist in the design and development of a prototype paratransit vehicle.

Dutcher developed its initial paratransit vehicle in 1984 and began limited production in 1986. Since then, Dutcher has been seeking a manufacturer to mass produce its vehicle under contract.

The Dutcher prototype is a purpose-built vehicle, not a van conversion. It will accommodate seven passengers or four passengers and two wheelchairs. The vehicle is powered by a 3.8-liter, V-6 Buick engine mounted in the rear.

'90 Montreal auto show moves to stadium site

By Alex Law
STAFF CORRESPONDENT

Montreal's Olympic Stadium will be the site of Canada's first auto show of 1990.

After more than 20 years in a downtown hotel convention center, the Montreal International Auto Show will move to the suburban stadium for the Jan. 11-21 exhibition.

The change will give the show increased display space and is expected to help boost attendance by 25 percent from the usual 200,000 to 250,000 persons.

Show organizer Diane Bellair said the space available for the 32 manufacturers and the 650 vehicles they will display will be increased 42 percent over last year's event. Most of that will be taken up by light trucks in a newly designed truck center.

At the same time, the space for the 50 aftermarket accessory exhibitors will increase by 190 percent.

The show also plans to enlarge the space set aside to such attractions as classic cars.

Bellair said that to bring true the show's "Unveil the 90s" slogan, the manufacturers are promising to deliver more Canadian premieres than ever before.

On that list will be several General Motors models including the expected Canadian debut of the 1991 Chevrolet Caprice and four-door Chevrolet Blazer/GMC Jimmy.

Ford's 1991 Escort and Explorer will be displayed at the Montreal show, as will the Toyota Lexus and Nissan Infiniti, Hyundai S-Coupe, Toyota Previa and MR2, BMW 850i, and Volkswagen Passat.

BMW's 850 makes its Canadian debut at the Montreal International Auto Show. The coupe's 12-cylinder engine puts out 300 horsepower, and acceleration from 0-to-62 mph takes less than seven seconds.

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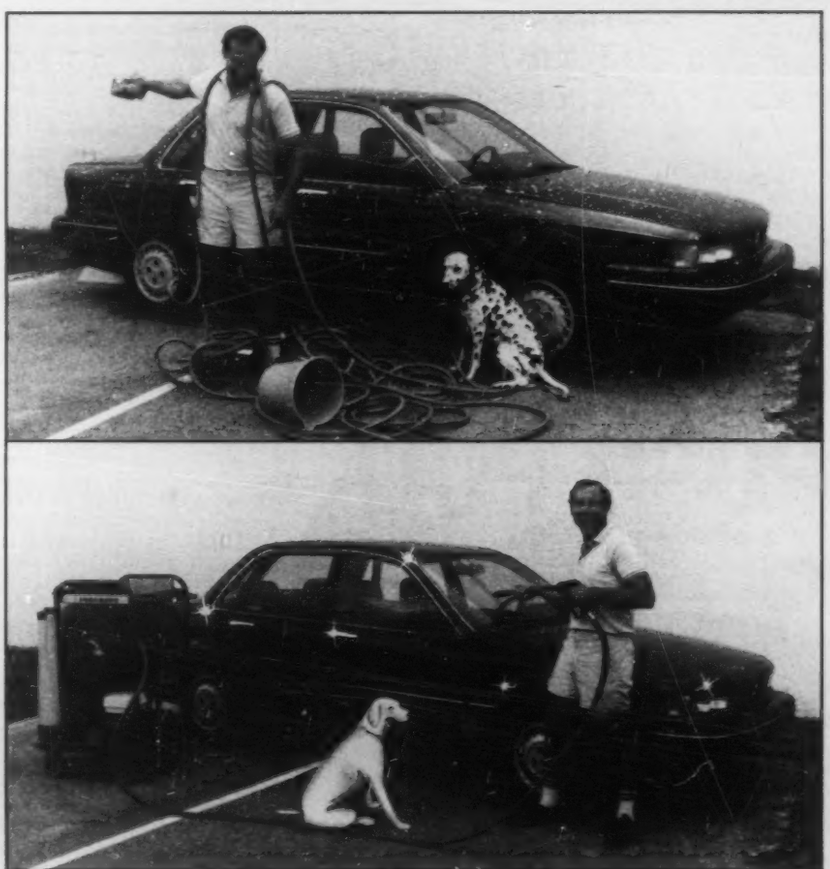

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Circle ReaderService #11

ORDERS

FROM PAGE 1

trail 1988 by 5.12 percent.

November's sales are worse. They declined 13.65 percent from the same period a year ago.

Even production forecasts for the first quarter are bleak. U.S. automakers predict an 8 percent slide in production compared with the first three months of this year.

Car assembly is projected at 1,745,039 units for the first quarter of 1990. Of that total, Big 3 output will fall 14.59 percent while the Japanese makers' domestic build is scheduled to climb 30.00 percent over the first quarter of 1989.

Normally, production schedules undergo several revisions from original forecasts. But this quarter, the forecast appears to be in line with the sluggish sales outlook.

To keep production in line with sales, GM has extended the holiday vacation by as much as nine days for some workers and four days for others.

In Canada, GM announced last week it will idle three assembly plants in January because of sagging U.S. sales.

Also, GM plans to lay off 350 second-shift workers indefinitely at its engine plant in St. Catherines, Ontario, effective Jan. 15. In all, GM will furlough roughly 17,600 workers in Canada.

Meanwhile, transplant and joint-venture carmakers expect to assemble 358,039 cars during the first quarter, about 82,600 units more than this year's first quarter.

Honda of America Manufacturing helped boost the total with the addition of its new plant in East Liberty, Ohio. Pilot production of the Civic four-door sedan is currently under way and about 6,000 of those East Liberty Civics are included in Honda's first quarter schedule. Subaru-Isuzu will assemble about 5,600 cars at its Lafayette, Ind., plant in the first quarter of 1990.

Automakers recently revised their fourth quarter production schedules downward by almost 39,000 units. With only weeks left, assembly is now targeted at 1,617,162, 14.81 percent below the 1,898,220 units built in last year's fourth quarter.

Rick Kranz, chief editor of the Automotive News copy desk, contributed to this report.

FIRST QUARTER AUTO PRODUCTION SCHEDULE, U.S.

	Projected 1990	Actual 1989	% change
GM	730,000	883,785	-10.61
Ford	405,000	486,443	-16.72
Chrysler	192,000	253,669	-24.31
Total Big 3	1,387,000	1,623,897	-14.59
Diamond-Star	52,442	9,354	—
Honda	110,475	99,916	+10.57
Mazda	58,000	61,501	-5.69
Nissan	30,022	29,557	+1.57
NUMMI	52,000	50,034	+3.93
Subaru-Isuzu	5,600	—	—
Toyota	49,500	25,040	+97.68
Total transplants/joint ventures	358,039	275,402	+30.00
Total	1,745,039	1,899,299	-8.12

Ford, Japanese firm plan U.S. glass venture

DEARBORN, Mich. — Ford Motor Co. said that its glass division plans to set up a joint venture with Central Glass Co. of Tokyo to supply glass to Japanese transplants in the United States.

The glass, supplied by Ford glass division plants, will be fabricated into windshields and side windows at a new greenfield joint-venture plant, probably in the Mid-South near Japanese transplants, a Ford spokesman said. Central Glass will own 51 percent of the joint venture and Ford 49 percent.

Ford and Central Glass hope to begin operations in the second half of 1991.

GM-FORD

FROM PAGE 1

executive-class models have had difficulty competing in segments dominated in Europe by established prestige-car specialists. And the coming Japanese upmarket thrusts intensify the problem.

GM's Opel and Vauxhall offer the Senator sedan that is derived from the upper-middle range Omega/Carlton. The car has been well-received by the automotive press, but sales have been disappointing since its 1987 launch. Ford has had similar problems with Scorpio/Granada.

Eaton said it would be a "three-to four-year proposition" to launch a second channel. He also said it would be difficult to support a separate franchise with only one vehicle and that co-development of Lotus versions of Opel/Vauxhall models is a possible source of products for such a network.

GM has not decided to go forward with the idea, Eaton said. If it does go ahead, he said, the franchise would not necessarily extend to the United States.

GM sources in Europe say that before Ford bought Jaguar, GM hoped to create a marketing joint venture with the British company that would have sold a smaller Jaguar competing in the BMW 5-series segment.

Ford has likewise found the going tough with its Scorpio against the likes of Mercedes-Benz and BMW. There has been some speculation in Europe that Ford might not need Scorpio now that it has Jaguar to compete in the luxury segment.

But Halstead said, "The thought never entered my head." He added, "There is a big gap. The Scorpio segment is going to have to stay in the Ford line. It's far away from Jaguar.

"We still need some upmarket cars before we get to Jaguar. We certainly keep looking at it. I don't have a firm plan. That was one of the reasons we were talking to Saab and talking to Jaguar at the same time. They both would have been viable. And the need is still there." Ford talks with Saab broke off in October.

Ford's European marketing staff has also conducted studies of all-new high-line franchises for Europe. Like GM, Ford has concluded that it would need more than one model to support a new franchise.

Scorpio is expected to be replaced in the mid-1990s on a platform primarily engineered in the United States. A notchback version will be added to the line early next year and a station wagon is expected later.

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Circle ReaderService #18

New vehicle ban has Mexico City seeing more clearly

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Despite reports of widespread corruption, Mexico City's most serious anti-air pollution drive to date is proving successful. Smog levels have dropped and traffic is much lighter.

The authorities have banned 500,000 vehicles from the streets every weekday.

On Mondays, vehicles with a yellow sticker must stay off the streets between 5 a.m. and 10 p.m. On Tuesday, pink-stickered vehicles are prohibited. Vehicles with red, green and blue stickers are affected on Wednesday, Thursday and Friday.

The major problem, as far as the authorities are concerned, has been the graft undermining the campaign.

Bureaucrats have demanded and gotten money from drivers wishing to exercise their right to change the color of their sticker. And drivers whose vehicles had no chance of passing the anti-pollution test have made under-the-counter payments to obtain the required documentation.

Traffic cops have also been accused of accepting bribes for not booking offenders. Fines are about $200.

Exempt from the program are public service vehicles.

But all vehicles are required to have another sticker, indicating that they have passed an exhaust emission test. And, if challenged by the police, drivers must produce documentary proof that the test has been taken and passed.

In addition, the state oil monopoly, Petroleos Mexicanos, has put on sale a new "oxygenated" gasoline. PEMEX claims the fuel improves engine combustion and reduces carbon monoxide emissions by 15 percent and hydrocarbon emissions by 12 percent.

"Air contamination levels have been much lower and have not reached the dangerous levels we used to have," said Regina Barba Pirez, a prominent environmentalist.

Environmental groups, which campaigned vigorously to get the government to adopt the measures, want them to be continued indefinitely.

They were introduced in mid-November, and the government plans to suspend them at the end of February.

That's usually the time of year when the cold winter air, which traps pollution in the city until the early afternoon, gives way to warmer air currents that allow the smog to rise and to be blown out of the valley of Mexico, 7,200 feet above sea level.

A year ago the government ordered all the capital's schools to close in January in a bid to protect children from the high pollution levels.

"We don't consider such a step necessary this year," an education ministry spokesman said.

Nevertheless, government ministers recognize that the metropolitan area, which has 20 million inhabitants, still has the world's most contaminated air. A cloud of pollution still hangs over the city, reducing visibility to a few hundred yards on bad days and causing eyes to sting even on the better days.

Experts say that private cars produce more than 50 percent of the contamination, which also reportedly can lead to throat and lung disorders. Heavily leaded gasoline, which PEMEX has undertaken to replace with unleaded fuel within two years, reportedly causes brain damage in small children.

A spokesman for Chrysler Mexico said: "We are not opposed to this (ban) at the moment. It's working. However, we shall pursue other ways of rationalizing the use of cars."

This summer, Chrysler Mexico President Erick A. Reickert said he opposed the idea of arbitrarily stopping cars from using the roads.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$750	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$750**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Ford Motor Co. (1989 models)						
Ford cars	$500-$1,000	6.9	8.9	9.9	10.9	None
Ford trucks*	$500-$1,250	6.9	8.9	9.9	10.9	None
Lincoln	$1,000-$1,500					None
Mercury	$600-$1,500	6.9	8.9	9.9	10.9	None
Merkur	$3,000-$4,000					None
*-Ford truck finance incentive applies only to Ranger, Bronco and Bronco II.						
Ford Motor Co. (1990 models)						
Ford cars	**$500-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Ranger, Bronco, Bronco II, Econoline	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Mercury Topaz, Cougar, Sable	**$600**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
*-Ford truck finance incentive applies only to Ranger, Bronco and Bronco II.						
General Motors (1989 models)						
Chevrolet cars	$300-$1,000	8.9	8.9	9.9	10.9	Feb. 2
Chevrolet trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
GMC	$500-$1,250	6.9	8.9	9.9	10.9	None
Olds Cutlass Supreme, Buick Regal		4.8	4.8	4.8	10.9	Jan. 3
General Motors (1990 models)						
Buick**	**$200-$1,000***	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Oldsmobile**	**None**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Olds Cutlass Supreme, Buick Regal		**4.8**	**4.8**	**4.8**	**10.9**	**Jan. 3**
Chevrolet cars***	**$500-$1,400**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
GMC	**$750-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Jan. 4**
Pontiac	**$500-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Grand Prix		**4.8**	**4.8**	**4.8**	**10.9**	**None**
*-Based on option packages selected **-Except Oldsmobile Cutlass Supreme and Buick Regal ***-Prizm: $800 for domestic owners; $1,400 for import owners						
Hyundai Excel (1988-89 models)	$500-$1,000					Jan. 3
Sterling (1989)	$3,500-$5,000					Dec. 31
Subaru Justy ('89)	$500-$1,000*					Jan. 3
*-Rebates go to the customer in some regions and to the dealer in other regions.						
Volkswagen (1989 models)	$500-$4,000	2.9	6.9	7.9	9.9	Dec. 31

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models) TC by Maserati	$6,000	None
Ford Motor Co. (1989 models) Festiva	$200-$400, quota	Dec. 31
Escort, Tempo, Taurus Thunderbird	$200-$500, quota	Jan. 9
Taurus SHO	$1,000	Jan. 9
Ford Ranger	$250-$750, quota	Jan. 3
Bronco II	$250	Jan. 3
Aerostar, F Series	$200-$500	Jan. 9
Ford Motor Co. (1990 models) Festiva	**$200-$400, quota**	**Dec. 31**
Escort, Tempo, Taurus, Thunderbird	**$200-$500, quota**	**Jan. 9**
Taurus SHO	**$1,000**	**Jan. 30**
Ford Ranger, Bronco II	**$250**	**Jan. 3**
Aerostar, F Series	**$200-$500, quota**	**Jan. 9**
General Motors (1989 models) Oldsmobile	$500-$2,500	Jan. 3
Pontiac	$500-$1,250	None
General Motors (1989-90 models) Buick (1990 only)	**$1,000-$2,000 on Reatta, Riviera, Park Avenue Ultra**	**Feb. 2**
All Buick	**$200-$500, quota**	**Jan. 4**
Chevrolet Cars	**$200-$500, quota**	**Jan. 4**
Chevrolet Trucks*	**$200-$500, quota**	**Jan. 4**
GMC*	**$200-$500, quota**	**Jan. 4**
Oldsmobile (1990 only)	**$500-$1,000, quota**	**Jan. 3**
Pontiac	**$200-$500, quota**	**Jan. 4**
*—Excluding S-10 pickup and Blazer and S-15 pickup and Jimmy		
Hyundai (1989-90 models)	$300-$1,500	Jan. 3
Isuzu (1989 models)	$1,500, quota	Dec. 31
Nissan (1989 models) Axxess, trucks	$200-$2,000	Jan. 5
Peugeot (1989 models)	$1,000	Dec. 31
Subaru XT (1989 model)	$1,000-$3,000*	Jan. 3
Justy ECVT (1989 model)	$200	Jan. 3
Legacy (1990 models)	**$1,000**	**Jan. 14**
*-Rebates go to the customer in some regions and to the dealer in other regions.		
Toyota Tercel, Celica (1989 models)	$300-$500	Jan. 3
Corolla, Camry (1989 models)	$500-$800, quota	Jan. 3
Corolla, Camry (1990 models)	**$100-$400, quota**	**Jan. 3**
Trucks (1989 models)	$100-$1,000, quota	Jan. 3
Trucks* (1990 models)	**$100-$800, quota**	**Jan. 3**
*-Except 4Runner		

3 GM cars get 48-month loans

Several automakers fine-tuned, phased-out or extended their incentive programs last week.

Customers who purchase 1989 and 1990 Oldsmobile Cutlass Supremes or Buick Regals or 1990 Pontiac Grand Prix are offered a 4.8 percent finance rate on contracts up to 48 months.

The finance package is in lieu of the $750 cash rebate on 1990 Grand Prix LE, $1,000 rebate on the 1990 SE and $200 to $1,000 (depending on option package) on the 1990 Buick Regal. The 4.8 percent rate on these models is also avilable under General Motors Acceptance Corp.'s SmartLease program. The Oldsmobile and Buick program expires Jan. 3. Pontiac's program ends Jan. 4.

Nissan's $1,500 to $2,000 customer incentive on the 1989 Stanza expired Dec. 4. Nissan extended the $200 to $2,000 dealer incentive on 1989 Nissan Axxess and trucks until Jan. 5.

Toyota's dealer incentive program, which pays $500 on the 1989 Tercel, $500 on the 1989 Celica and $300 on the 1990 Tercel was extended until Jan. 3. It was to expire Dec. 4. Toyota is offering dealers $100 to $1,000 on all 1989 trucks and $100 to $800 on all 1990 trucks except the 1990 4Runner four-wheel drive. The cash amount depends on the number of vehicles sold. The program ends Jan. 3.

— Arlena Sawyers

Mazda plant expands to ready for '92 change

FLAT ROCK, Mich. — Mazda Motor Manufacturing Corp. will spend $9 million to add space to its stamping plant in preparation for its 1992 models.

The 53,000-square-foot addition is slated to be used for die storage, and as an office area for engineering and manufacturing workers.

SALES

DOMESTIC CAR SALES, NOVEMBER

	Nov. 21. to Nov. 30. 1989	Same Period. 1988	Nov. 1989	Same Month. 1988	Jan. 1. to Nov. 30. 1989	Same Period. 1988
Alliance	0	0	0	0	0	4,418
Eagle	0	0	0	0	0	1,392
Talon	597	0	1,574	0	5,436	0
Premier	397	1,218	1,243	3,862	38,463	37,796
Total Eagle	994	1,218	2,817	3,862	43,899	43,606
Horizon	612	1,366	1,959	3,687	38,006	57,900
Laser	758	0	2,136	0	18,563	0
Sundance	2,179	2,373	6,246	7,570	80,201	81,841
Turismo	0	0	0	0	0	1,115
Reliant	389	2,177	1,155	7,157	31,845	103,741
Acclaim	3,032	1,173	9,383	1,587	85,364	1,587
Caravelle	0	73	0	228	733	12,739
Gran Fury	0	257	0	993	1,443	12,434
Total Plymouth	6,970	7,419	20,879	21,222	256,155	271,357
LeBaron K	0	98	0	313	787	19,892
LeBaron J	1,381	2,431	4,126	7,155	78,794	92,170
LeBaron GTS	61	192	166	547	4,428	14,592
Fifth Avenue (rwd)	65	612	206	1,670	11,220	34,426
Fifth Avenue (fwd)	1,207	0	3,217	0	8,673	0
Imperial	244	0	777	0	777	0
New Yorker C	986	2,949	2,646	7,810	71,176	72,283
New Yorker E	0	9	0	48	237	14,515
Total Chrysler	3,944	6,291	11,138	17,543	176,092	247,878
Omni	627	1,353	1,857	3,812	38,697	56,120
Shadow	2,402	2,232	7,223	6,675	77,146	84,048
Charger	0	0	0	0	0	1,022
Daytona	1,102	1,583	2,786	4,407	61,225	67,974
Aries	319	2,963	977	8,087	30,751	95,479
Lancer	47	170	142	396	3,029	9,687
Spirit	2,854	559	7,645	792	70,009	792
Diplomat	0	429	0	1,054	2,551	18,977
Dynasty	3,393	2,555	8,141	8,491	101,456	71,557
Dodge 600	0	91	0	267	808	11,756
Total Dodge	10,744	11,935	28,771	33,981	385,672	417,412
CHRYSLER MOTORS	22,652	26,863	63,605	76,608	861,818	980,253
Escort	6,888	8,622	18,536	27,582	315,393	356,076
Mustang	2,910	3,708	9,043	11,001	154,288	157,333
Tempo	4,946	6,730	14,658	19,794	212,654	261,531
Taurus	8,783	9,176	23,731	28,021	323,611	343,063
Thunderbird	2,513	1,307	7,315	4,197	115,121	107,631
Probe	3,302	3,456	8,832	10,720	126,157	67,963
Crown Victoria	2,055	2,418	5,795	7,992	100,939	105,588
Total Ford Div.	31,397	35,417	87,910	109,307	1,348,163	1,399,205
Tracer/Lynx	902	1,320	2,606	4,117	56,239	55,088
Topaz	1,842	2,903	4,927	7,607	80,031	84,294
Sable	2,298	2,696	6,802	8,281	104,043	109,941
Cougar	2,042	766	5,607	2,438	94,978	93,840
Grand Marquis	2,441	2,896	6,739	8,535	104,616	106,591
Total Mercury	9,525	10,581	26,681	30,978	439,907	449,754
Continental	1,451	2,074	5,097	5,609	52,052	41,110
Town Car	4,123	2,605	11,626	8,198	109,768	111,288
Mark VII	462	747	1,415	2,057	23,516	20,595
Total Lincoln	6,036	5,426	18,138	15,864	185,336	172,993
Total L-M Div.	15,561	16,007	44,819	46,842	625,243	622,747
FORD MOTOR CO.	46,958	51,424	132,729	156,149	1,973,406	2,021,952
Skyhawk	119	618	357	1,643	16,228	24,325
Somerset/Skylark	2,040	1,392	4,619	3,539	58,996	54,392
Century	4,571	5,144	9,859	12,155	123,632	119,107
Regal	1,496	3,462	4,068	9,044	71,818	114,066
LeSabre	4,633	4,076	11,309	10,155	137,160	129,589
Reatta	178	224	642	555	7,624	3,949
Electra	2,164	2,436	5,268	6,240	72,969	78,137
Riviera	691	586	1,519	1,578	17,820	9,915
Total Buick	15,892	17,938	37,641	44,909	506,247	533,480
Cimarron	0	94	0	243	240	5,662
Allante	90	51	248	145	3,130	2,942
Seville	836	1,112	2,114	2,361	20,707	20,269
DeVille	5,541	7,461	13,230	15,307	159,886	141,408
Brougham	1,934	1,736	4,685	3,523	35,890	43,070
Eldorado	808	1,206	2,022	2,708	28,324	28,470
Total Cadillac	9,209	11,660	22,299	24,287	248,177	241,821
Chevette	0	0	0	0	0	205
Geo Prizm/Nova	2,973	948	7,838	2,710	78,421	92,486
Cavalier	6,576	9,444	18,770	22,390	273,489	277,201
Camaro	1,386	3,598	4,313	9,642	92,098	91,899
Celebrity	827	7,678	2,465	20,742	139,695	231,371
Corsica/Beretta	5,321	8,190	15,110	22,700	311,202	353,015
Lumina/Monte Carlo	5,022	161	15,447	527	95,307	28,098
Caprice	2,488	4,763	7,393	14,147	141,882	157,860
Corvette	658	489	1,785	1,538	22,297	21,754
Total Chevrolet	25,251	35,271	73,121	94,426	1,154,391	1,253,889
Firenza	0	51	0	175	12	8,390
Calais	2,261	3,401	6,524	8,371	89,515	97,683
Cutlass Ciera	3,227	6,124	8,500	15,716	183,421	221,523
Cutlass Supreme	2,548	4,777	6,752	10,204	91,582	105,737
88	3,392	4,420	8,203	11,569	130,460	148,110
98	1,623	2,303	4,173	5,623	62,248	67,802
Toronado	624	259	1,280	767	9,005	14,019
Total Oldsmobile	13,675	21,335	35,432	52,425	566,243	663,264
Fiero	0	180	0	535	1,961	23,323
Pontiac 1000	0	0	0	0	0	154
Sunbird	2,052	2,179	6,358	6,523	94,047	78,290
Firebird	840	1,248	2,388	3,768	52,978	54,381
Grand Am	4,861	4,872	12,829	16,236	188,926	208,956
Pontiac 6000	1,192	2,675	3,596	7,701	63,613	90,365
Grand Prix	3,240	31,316	7,971	8,778	106,582	92,792
Bonneville H	2,156	2,504	5,561	7,696	82,573	99,581
Safari/Parisienne	17	139	76	382	3,823	6,264
Total Pontiac	14,358	16,933	38,779	51,619	594,503	654,106
GENERAL MOTORS	78,385	103,137	207,272	267,666	3,069,561	3,346,560
HONDA	15,626	14,642	33,771	33,601	357,856	344,198
Civic	6,609	6,454	15,623	14,873	161,775	113,565
Accord	9,017	8,188	18,148	18,728	196,081	230,633
MAZDA	1,606	1,285	3,116	2,561	37,871	28,754
MITSUBISHI	1,333	0	3,305	0	28,635	0
NISSAN	4,626	3,243	8,757	6,667	98,913	104,243
TOYOTA	9,577	5,852	21,058	8,797	189,070	60,005
VOLKSWAGEN	0	0	0	0	0	24,939
DOMESTIC TOTAL	180,765	206,446	473,613	552,049	6,617,130	6,910,904
IMPORT TOTAL			209,188	238,721	2,599,927	2,803,660
INDUSTRY TOTAL			682,801	790,770	9,217,057	9,714,564

U.S.-built Volkswagen models sold after June 30, 1988, are included in import totals.

SALES

FROM PAGE 2

For the month, the Big 3's share of combined U.S.-built and imported car sales sank to 62.39 percent. That was the lowest Big 3 car share for any month since the 60.69 percent in November 1986, when sales were affected by changes in the tax benefits of new-car purchases.

In November 1988, the Big 3 share was 66.70 percent.

The Japanese companies gained 4.7 points of combined car share at the Big 3's expense. Their share jumped to 30.58 percent in November.

Honda and Toyota were the big winners. Their U.S.-built and import car share rose by two and a half points, to a combined 18.7 percent of the U.S. car market. Each had over 9 percent, just behind Chrysler's 10.33.

The sales slide was consistent through the month. A fall of 12.44 percent for Nov. 21-30 followed declines in the first two 10-day periods.

For the entire month, U.S.-built cars sold at a weak 6.0 million seasonally adjusted annual rate, according to a Commerce Department formula.

In the recession years of 1981-1982, some monthly rates were around 5.5 million, said Michael Luckey, Michael Luckey Consulting Group, Cresskill, N.J.

The five transplant makers reported gains in the month. Toyota sold more than twice as many U.S.-built Corollas and Camrys this year.

Nissan, Mazda and Honda reported sales gains, and Mitsubishi sold 3,305 Eclipses in November. It was not making cars in the United States a year ago.

Meanwhile, importers sold 209,188 imported-cars in November, a decline of 12.37 percent from last year. A third of the import makers reported gains.

When light trucks are added to the sales picture, the decline from November last year is only 11.84 percent.

Sales of imported and domestic vehicles totaled 1,028,681.

In November, the four companies that build both trucks and cars in the U.S. sold 723,668 U.S.-built vehicles, a decline of 14.1 percent from last year. Nissan sold 21.40 percent more U.S.-produced vehicles than last year, but the Big 3 declined.

Chrysler retailed 9.69 percent fewer domestically-made cars and light trucks and Ford reported a 13.09 percent loss. GM's U.S.-built car and light truck sales fell 19.1 percent.

The four manufacturers sold 311,305 U.S.-built light trucks, down 8.31 percent for last year.

Automotive News Staff Reporter Arlena Sawyers contributed to this report.

MARKET SHARES, NOVEMBER 1989

	Total Sales	Pct. of Total
SUBCOMPACT	83,675	12.25
COMPACT	119,099	17.44
INTERMEDIATE	179,906	26.35
STANDARD	88,258	12.93
SPECIALITY	2,675	0.39
IMPORT	209,188	30.64
TOTAL	682,801	100.00

IMPORTED CAR SALES, NOVEMBER

	Nov. 1989	Nov. 1988	11 Mos., 1989	11 Mo. 19
Acura	10,632	10,075	132,204	118,4
Alfa Romeo	102	232	2,746	4,1
Audi	1,409	1,355	19,393	21,6
BMW	5,140	6,642	60,418	66,1
Chevrolet	8,956	6,107	107,767	107,4
Chrysler	749	518	7,248	9,3
Daihatsu	1,522	1,054	13,903	10,6
Dodge	2,610	3,471	34,991	49,1
Eagle	1,064	2,313	22,191	17,0
Ford	4,120	5,164	65,225	63,4
Honda	21,269	20,221	231,234	232,1
Hyundai	12,008	17,732	172,713	242,9
Isuzu	552	1,599	15,719	22,9
Jaguar	1,699	1,925	17,088	18,6
Lexus	3,787	0	11,757	
Maserati*	20	25	260	7
Mazda	16,964	16,123	205,024	207,0
Mercedes-Benz	6,297	6,504	68,601	77,0
Mercury	1,221	779	8,467	14,4
Mitsubishi	6,339	4,492	71,355	64,4
Nissan	31,690	33,744	383,754	329,5
Peugeot	433	544	5,621	6,2
Plymouth	2,526	3,179	32,880	44,0
Pontiac	1,119	5,442	43,724	57,5
Porsche	797	1,015	8,817	14,5
Saab	1,505	3,088	30,132	35,7
Sterling	492	425	5,546	8,5
Subaru	8,544	11,583	128,466	143,1
Suzuki	397	223	5,703	2
Toyota	37,125	53,897	455,171	559,5
Volkswagen	9,127	9,109	125,139	133,7
Volvo	8,218	8,134	96,722	92,8
Yugo	755	2,002	9,948	30,0
TOTAL	209,188	238,721	2,599,927	2,803,6

*-Estimate

U.S. CAR SALES BY MARKETING UNITS, NOVEMBER

	Nov. 1989	Percent Share	Nov. 1988	Percent Share	11 Mos., 1989	Percent Share	11 Mos., 1988	Perc Sh
Alfa Romeo	102	0.01	232	0.03	2,746	0.03	4,117	0.
American Honda	65,672	9.62	63,897	8.08	721,294	7.83	694,720	7.
BMW	5,140	0.75	6,642	0.84	60,418	0.66	66,190	0.
Buick	37,641	5.51	44,909	5.68	506,247	5.49	533,480	5.
Cadillac	22,299	3.27	24,287	3.07	248,177	2.69	241,821	2.
Chevrolet	82,077	12.02	100,533	12.71	1,262,158	13.69	1,361,312	14.
Chrysler	11,887	1.74	18,061	2.28	183,340	1.99	257,259	2.
Daihatsu	1,522	0.22	1,054	0.13	13,903	0.15	10,637	0.
Dodge	31,381	4.60	37,452	4.74	420,663	4.56	466,523	4.
Eagle	3,881	0.57	6,175	0.78	66,090	0.72	60,629	0.
Ford	92,030	13.48	114,471	14.48	1,413,388	15.33	1,462,634	15.
Hyundai	12,008	1.76	17,732	2.24	172,713	1.87	242,930	2.
Isuzu	552	0.08	1,599	0.20	15,719	0.17	22,998	0.
Jaguar	1,699	0.25	1,925	0.24	17,088	0.19	18,687	0.
Lincoln	18,138	2.66	15,864	2.01	185,336	2.01	172,993	1.
Maserati	20	0.00	25	0.00	260	0.00	716	0.
Mazda	20,080	2.94	18,684	2.36	242,895	2.64	235,805	2.
Mercedes	6,297	0.92	6,504	0.82	68,601	0.74	77,080	0.
Mercury	27,902	4.09	31,757	4.02	448,374	4.86	464,233	4.
Mitsubishi	9,644	1.41	4,492	0.57	99,990	1.08	64,492	0.
Nissan	40,447	5.92	40,411	5.11	482,667	5.24	433,805	4.
Oldsmobile	35,432	5.19	52,425	6.63	566,243	6.14	663,264	6.
Peugeot	433	0.06	544	0.07	5,621	0.06	6,220	0.
Plymouth	23,405	3.43	24,401	3.09	289,035	3.14	315,366	3.
Pontiac	39,898	5.84	57,061	7.22	638,227	6.92	711,642	7.
Porsche	797	0.12	1,015	0.13	8,817	0.10	14,506	0.
Saab	1,505	0.22	3,088	0.39	30,132	0.33	35,790	0.
Sterling	492	0.07	425	0.05	5,546	0.06	8,518	0.
Subaru	8,544	1.25	11,583	1.46	128,466	1.39	143,197	1.
Suzuki	397	0.06	228	0.03	5,703	0.06	244	0.
Toyota	61,970	9.08	62,694	7.93	655,998	7.12	619,527	6.
Volvo	8,218	1.20	8,134	1.03	96,722	1.05	92,893	0.
VWoA	10,536	1.54	10,464	1.32	144,532	1.57	180,322	1.
Yugo	755	0.11	2,002	0.25	9,948	0.11	30,014	0.
TOTAL	682,801	100.00	790,770	100.00	9,217,057	100.00	9,714,564	100.
TOTAL GM	217,347	31.84	279,215	35.31	3,221,052	34.94	3,511,519	36.
TOTAL FORD	138,070	20.22	162,092	20.50	2,047,098	22.21	2,099,860	21.
TOTAL CHRYSLER	70,554	10.33	86,089	10.89	959,128	10.41	1,099,777	11.
TOTAL JAPANESE	208,828	30.58	204,642	25.88	2,366,635	25.68	2,225,425	22.
TOTAL EUROPEAN	35,994	5.27	41,000	5.18	450,431	4.89	535,053	5.
TOTAL KOREAN	12,008	1.76	17,732	2.24	172,713	1.87	242,930	2.

*—Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.
Sales charts compiled by Karen Dellkowski

PRODUCTION

Slow sales prompt more plant idlings

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has extended the holiday vacation at eight U.S. assembly plants and one car line to keep production in line with sluggish sales.

The Reatta Craft Centre in Lansing, Mich., will be closed for the holidays starting Dec. 18. Linden, N.J.; Wilmington, Del.; Lordstown, Ohio; Janesville, Wis.; and Lansing, Mich., plants will be down from Dec. 22 until Jan. 8. Doraville, Ga.; Fairfax, Kan.; and the Grand Am line at Lansing, Mich., will close from Dec. 22 until Jan. 15.

Ford Motor Co. will close its Lorain, Ohio, truck plant today for one week due to slow sales. The company's car plants in Lorain, Ohio, and Dearborn, Mich., will resume operations today after being idle to adjust inventories.

Chrysler Motors' Jefferson Avenue plant in Detroit remains idle until Dec. 18 due to poor sales.

Output of 540,638 cars in November was the lowest for that month since the 418,948 built in November 1981.

Last month's total was 18.38 percent below the October total of 662,406 and 16.40 percent below the year-ago month's 646,682.

Automakers targeted 131,195 cars to be built last week, 1.38 percent more than the prior week but 21.66 percent below the year-ago week.

Last week's estimated production was split as follows: General Motors, 48.72 percent; Ford Motor Co., 16.51 percent; Chrysler Motors, 13.95 percent; Honda of America Manufacturing, 5.87 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.42 percent; Diamond-Star Motors, 3.22 percent; Toyota Motor Manufacturing U.S.A., 3.19 percent; New United Motor Manufacturing Inc., 2.90 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.81 percent; and Subaru-Isuzu Automotive, 0.41 percent.

Truck assembly of 325,362 units in November rose 3.11 percent over October's 315,534 but slipped 9.30 percent from the year-ago month's 358,715.

Nov. numbers mixed in Canada

Canadian auto output in November was 105,940, 13.60 percent more than the October total of 93,259 and 35.12 percent more than the year-ago month's 78,403.

Truck production last month of 79,408 dipped 0.71 percent from October's 79,979 and fell 12.96 percent from the year-ago month's 91,236.

General Motors will idle both of its Oshawa, Ontario, car plants for one week and its Ste. Therese, Quebec, and Scarborough, Ontario, plants for two weeks beginning Jan. 2. due to slow sales.

GM will indefinitely lay off the second shift at its St. Catherines, Ontario, engine plant on Jan. 15, affecting about 350 workers.

U.S. CAR	Week Ended Dec. 9, 1989	Week Ended Dec. 10, 1988	Week Ended Dec. 2, 1989	Nov. Total	Jan. 1 to Dec. 9, 1989	Jan. 1 to Dec. 10, 1988
Horizon	0	1,620	0	3,807	31,606	76,359
Sundance	1,900	2,884	2,043	8,041	96,929	100,695
Reliant	0	2,537	2	0	0	86,141
Acclaim	2,200	978	2,663	11,821	122,056	5,154
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	285	0	0	0	19,632
Total Plymouth	4,100	8,304	4,706	23,669	250,593	299,246
LeBaron K	0	0	0	0	0	7,912
LeBaron J	2,700	3,499	2,409	1,861	90,888	85,202
LeBaron GTS	0	309	0	0	2,946	9,006
N. Yorker C-Class	600	2,860	915	3,910	73,134	101,297
Fifth Avenue	700	943	686	3,728	25,472	31,663
Imperial	500	0	549	2,245	4,568	0
Total Chrysler	4,500	7,611	4,559	11,744	197,008	235,080
Omni	0	1,540	0	3,848	33,545	74,997
Daytona	1,800	2,357	1,891	1,527	70,616	75,666
Shadow	2,600	2,925	2,567	10,376	98,611	96,040
Aries	0	2,163	0	0	0	88,083
Dodge 600	0	0	0	0	0	8,549
Dynasty	2,800	3,540	2,650	12,189	126,586	107,854
Lancer	0	225	0	0	1,528	8,921
Spirit	2,500	1,329	2,251	9,268	105,419	5,524
Diplomat	0	309	0	0	0	18,424
Total Dodge	9,700	14,388	9,359	37,208	436,307	486,058
CHRYSLER MOTORS	18,300	30,303	18,624	72,621	883,906	1,020,384
Escort	3,095	9,610	2,934	31,042	329,784	395,786
Mustang	0	4,556	3,291	6,339	176,796	191,345
Tempo	3,030	3,885	2,389	11,396	140,745	175,219
Taurus	7,456	8,935	7,824	31,987	345,196	377,594
Thunderbird	0	2,939	0	8,880	129,937	105,961
Total Ford Div.	13,581	29,925	16,438	99,644	1,122,458	1,245,905
Topaz	1,350	1,615	1,322	4,645	63,979	67,520
Cougar	0	1,966	0	7,450	110,923	82,233
Sable	1,835	3,042	2,198	9,548	112,979	129,345
Total Mercury	3,185	6,623	3,520	21,643	287,881	279,098
Continental	1,103	1,567	1,706	6,079	62,146	51,963
Mark VII	539	783	566	2,016	20,352	27,052
Town Car	3,258	2,350	3,412	12,164	120,433	118,068
Total Lincoln	4,900	4,700	5,684	20,259	202,933	197,083
Total L-M Div.	8,085	11,323	9,204	41,902	490,814	476,181
FORD MOTOR CO.	21,666	41,248	25,642	131,546	1,613,272	1,722,086
Skyhawk	0	1,198	0	0	6,913	27,259
Skylark/Somerset	1,920	1,612	2,004	7,837	64,592	51,875
Century	2,033	3,442	2,011	8,595	118,941	135,595
Riviera	518	617	2,402	2,334	21,544	12,103
Electra	2,138	2,478	2,114	6,132	76,104	86,625
LeSabre (fwd)	4,120	2,886	3,945	13,923	148,647	128,684
LeSabre (rwd)	270	177	193	924	7,609	9,454
Reatta	202	264	199	615	6,153	9,251
Total Buick	11,201	12,674	12,948	40,380	450,503	460,846
Cimarron	0	0	0	0	0	3,693
Eldorado	517	724	545	2,572	28,257	33,761
Seville	833	536	673	2,888	22,620	22,284
Brougham (rwd)	1,320	1,081	1,245	3,643	52,426	34,421
DeVille (fwd)	3,775	4,722	3,873	14,899	174,972	155,281
Allante	75	75	75	300	3,037	2,089
Total Cadillac	6,520	7,138	6,411	24,302	281,314	251,529
Cavalier	6,262	7,407	7,042	30,235	343,092	339,893
Camaro	2,253	2,548	1,967	7,828	96,451	94,979
Celebrity	0	4,313	0	0	70,720	180,945
Corsica/Beretta	8,960	9,117	7,308	31,200	350,620	415,018
Caprice	2,730	3,565	2,706	8,936	157,592	196,626
Corvette	560	450	560	2,183	24,090	21,883
Total Chevrolet	20,765	27,400	19,583	80,380	1,042,565	1,249,344
Calais	1,680	3,241	1,550	6,627	84,438	113,038
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	2,218	1,669	2,233	8,425	83,470	35,069
Cutlass Supreme	4,036	3,563	0	6,424	107,588	133,648
Toronado	380	316	317	1,199	9,388	14,610
88 (fwd)	2,478	3,340	2,630	12,329	136,081	150,153
88 (rwd)	143	234	141	593	7,424	10,556
98	1,425	2,012	1,486	5,901	68,784	71,380
Total Oldsmobile	12,362	14,375	8,357	41,498	497,173	533,684
Sunbird	3,858	3,478	3,028	14,675	144,290	106,671
Grand Am	4,800	6,058	4,935	9,598	217,262	232,915
Firebird	876	1,609	1,103	4,924	54,719	63,444
Grand Prix	0	0	0	6,303	117,261	132,543
Pontiac 6000	1,880	2,414	1,541	6,120	75,886	89,989
Bonneville	1,664	2,983	1,866	6,223	87,778	116,359
Safari/Parisienne	0	105	0	0	2,691	7,122
Fiero	0	0	0	0	0	13,297
Total Pontiac	13,080	16,647	12,275	47,843	699,887	762,340
GENERAL MOTORS	63,928	78,234	59,574	234,383	2,971,442	3,257,743
DIAMOND-STAR	4,221	0	3,495	12,617	87,215	0
HONDA	7,695	7,551	7,580	29,451	347,650	350,755
Civic	1,975	2,515	1,856	8,601	125,722	105,140
Accord	5,720	5,036	5,924	20,850	221,928	245,615
MAZDA†	4,485	5,779	4,492	17,861	196,358	153,977
NISSAN	2,380	2,283	2,374	9,354	111,155	105,704
NUMMI	3,800	2,099	2,877	14,094	185,493	122,368
Corolla	1,700	1,804	1,351	6,554	76,617	51,224
Geo Prizm/Nova	2,100	295	1,526	7,540	108,876	71,141
SUBARU-ISUZU*	540	0	540	2,173	5,237	0
TOYOTA	4,180	0	4,212	16,538	142,762	0
VOLKSWAGEN	0	0	0	0	0	35,997
Golf/GTI	0	0	0	0	0	30,444
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	131,195	167,477	129,410	540,638	6,544,492	6,769,014
Total Cars, Canada	24,870	17,866	24,171	105,940	962,754	991,628
U.S., Canada Cars	156,065	185,343	153,581	646,578	7,507,246	7,760,642
U.S., Canada Cars and Trucks	257,665	303,402	257,059	647,361	12,340,478	12,608,087

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe.

CANADIAN CAR	Week Ended Dec. 9, 1989	Week Ended Dec. 10, 1988	Week Ended Dec. 2, 1989	Nov. Total	Jan. 1 to Dec. 9, 1989	Jan. 1 to Dec. 10, 1988
Premier	0	1,279	0	2,040	30,848	57,814
CHRYSLER MOTORS	0	1,279	0	2,040	30,848	57,814
Tempo	3,360	3,349	2,815	12,387	124,932	163,701
Topaz	1,440	1,784	1,215	5,274	55,755	86,281
Crown Victoria	1,932	2,930	2,469	11,193	112,713	124,022
Grand Marquis	3,588	2,931	2,775	11,977	123,548	125,658
FORD MOTOR CO.	10,320	10,994	9,274	40,831	416,948	479,662
Celebrity	510	196	1,128	4,975	25,541	19,733
Cutlass Ciera	3,050	3,711	2,375	9,860	116,516	212,170
Lumina	7,600	0	7,048	28,084	179,966	0
Pontiac 6000	0	0	0	0	0	29,690
Regal	790	0	1,073	5,149	71,984	139,613
GENERAL MOTORS	11,950	3,907	11,624	48,068	394,007	401,206
HONDA	1,320	1,506	1,932	9,556	81,391	46,745
HYUNDAI*	300	0	300	1,320	13,880	0
TOYOTA	800	0	861	3,369	17,942	0
VOLVO	180	180	180	756	7,738	6,201
Total Cars, Canada	24,870	17,866	24,171	105,940	962,754	991,628

U.S. TRUCK	Week Ended Dec. 9, 1989	Week Ended Dec. 10, 1988	Week Ended Dec. 2, 1989	Nov. Total	Jan. 1 to Dec. 9, 1989	Jan. 1 to Dec. 10, 1988
Caravan	2,400	2,999	2,566	9,365	102,703	89,043
Dakota	2,100	2,881	2,258	9,193	89,982	104,221
Caravan C/V	100	203	123	420	6,253	11,573
Ram pickups	1,700	2,872	1,842	7,538	87,224	82,726
Total Dodge	6,300	8,955	6,789	26,516	286,162	287,563
Cherokee	4,300	4,527	0	13,480	198,555	177,991
Comanche	350	920	0	1,162	24,730	41,897
Grand Wagoneer	300	350	0	520	9,272	13,509
Wagoneer	50	240	0	501	7,310	10,336
Total Jeep	5,000	6,037	0	15,663	239,867	243,733
Voyager	2,300	2,210	2,459	8,655	96,080	82,410
Town & Country	25	0	35	127	3,178	0
Total C-P Div.	2,325	2,210	2,494	8,782	99,258	82,410
CHRYSLER MOTORS	13,625	16,902	9,283	50,961	625,287	610,160
Aerostar	4,040	4,955	4,160	16,786	209,745	197,938
Bronco	1,453	1,775	1,334	4,850	67,513	55,642
Bronco II	2,417	2,839	2,821	11,194	113,410	116,338
Econoline	4,117	5,586	3,942	11,969	203,455	232,105
Mediums/Heavies	1,285	1,397	1,318	3,864	54,493	62,035
Light trucks	11,591	11,691	11,389	39,935	496,187	473,044
Ranger	6,875	7,644	6,401	24,012	296,946	310,631
Total Ford Div.	31,778	35,887	31,365	112,610	1,439,749	1,447,733
FORD MOTOR CO.	31,778	35,887	31,365	112,610	1,439,749	1,447,733
Astro	3,064	3,296	2,885	11,798	152,966	167,773
Blazer	538	639	532	6,737	24,818	25,162
Lumina APV*	1,750	0	1,197	5,719	17,362	0
Mediums/Heavies	352	842	461	1,281	8,068	19,084
P-Model	796	990	0	2,010	28,010	38,654
Pickups	8,628	10,378	9,003	29,714	381,174	354,307
S-10	5,537	6,671	6,549	17,969	229,468	291,102
S-10 Blazer	3,439	3,882	3,255	5,618	164,719	164,080
Sportsvan/Van	1,759	0	1,898	7,132	90,439	86,204
Suburban	1,477	1,944	1,507	3,017	67,536	67,134
Total Chevrolet	27,340	28,642	27,197	90,995	1,154,444	1,213,500
Jimmy	164	178	158	690	7,920	7,366
Mediums/Heavies	598	617	459	1,159	13,127	33,600
P-Model	84	70	0	261	3,746	4,838
Pickups	3,183	3,136	2,978	10,662	117,306	108,974
S-15	1,220	1,396	217	4,718	55,613	67,012
S-15 Jimmy	871	1,073	1,086	4,110	48,265	46,099
Safari	996	856	980	4,595	42,688	43,139
Suburban	630	507	552	3,276	30,596	30,081
Vandura/Rally Vans	703	0	662	2,831	28,701	30,617
Total GMC	8,449	7,833	7,092	32,302	347,962	371,728
Olds Silhouette*	380	0	310	1,387	3,503	0
Pontiac Trans Sport*	680	0	540	2,466	6,501	0
GENERAL MOTORS	36,829	36,475	35,139	127,150	1,507,337	1,585,228
NAVISTAR	1,500	2,034	1,511	5,126	74,099	82,212
NISSAN	3,060	2,677	3,060	12,164	117,307	90,905
SUBARU-ISUZU*	540	0	540	2,171	5,235	0
AM GENERAL*	450	450	450	1,980	21,690	21,780
MISCELLANEOUS*	3,000	2,300	3,000	13,200	138,600	111,320
Total Trucks, U.S.	90,782	96,725	84,368	325,362	3,929,304	3,948,606

CANADIAN TRUCK	Week Ended Dec. 9, 1989	Week Ended Dec. 10, 1988	Week Ended Dec. 2, 1989	Nov. Total	Jan. 1 to Dec. 9, 1989	Jan. 1 to Dec. 10, 1988
Caravan	3,378	3,403	3,440	14,007	140,972	137,003
Caravan C/V	192	212	118	416	9,422	11,489
Ram Wagon	500	659	505	1,803	25,121	25,654
Ram Van	1,630	1,769	1,629	5,443	67,405	70,277
Total Dodge	5,700	6,043	5,692	21,669	242,920	244,423
Voyager	2,574	2,589	2,614	10,465	119,376	121,427
Total Plymouth	2,574	2,589	2,614	10,465	119,376	121,427
Wrangler	1,500	1,280	0	2,990	68,003	50,087
T. al Jeep	1,500	1,280	0	2,990	68,003	50,087
CHRYSLER MOTORS	9,774	9,912	8,306	35,124	430,299	415,937
FORD MTR. (lt. trks.)	3,648	3,518	3,138	13,394	154,517	156,036
Light trucks	3,683	3,953	3,819	15,611	156,308	150,564
Vans	1,471	1,529	1,663	6,989	59,077	58,650
Total Chevrolet	5,154	5,582	5,482	22,600	215,385	209,214
Light trucks	1,563	1,491	1,671	5,884	68,253	72,996
Vans	479	459	311	1,623	25,115	28,482
Total GMC	2,042	1,950	1,982	7,507	93,368	101,478
GENERAL MOTORS	7,196	7,532	7,464	30,107	308,753	310,692
NAVISTAR	200	272	202	783	10,359	10,744
Total Trks., Canada	20,818	21,334	19,110	79,408	903,928	883,409
U.S., Canada Trks.	111,600	118,059	103,478	404,770	4,833,232	4,842,445

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mitsubishi-Benz, etc.

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Automotive News

December 18, 1989

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Buick City: From bottom to No. 1

Japan's ideas help GM to do it right

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

FLINT, Mich. — It was just after the start of the 1987 model year when General Motors and Buick brass gathered to ponder the Buick LeSabre, produced at the revamped Buick City complex.

GM engineers, Buick marketing executives and plant officials knew they had trouble in Buick City, and the debate grew heated.

In this renovated showcase plant, the LeSabre came off the line with a bad paint job. Fit and finish were poor. Worse, the windows wouldn't stay up. Dealers had received a pile of complaints about windows falling off the track time and again.

So bad were things that GM and Buick officials decided at the meeting that they couldn't ship the cars.

AUTOMOTIVE NEWS/JOE WILSSENS

Quality at the plant has gone from unspeakable to laudable.

That unhappy gathering marked the turning point for Buick City. Within three years, the LeSabre became the top-ranked domestic car, and Buick City was ranked among the world's two best plants for quality.

Those windows "became a real rallying point," says George Guernsey, Buick's product satisfaction manager, who was at that meeting. "It was a perfect problem to demonstrate how ridiculous this

see BUICK CITY, page 24

Saab and GM both benefit from 50-50 deal

By Michelle Krebs and Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — General Motors shocked the automotive world with the announcement Friday of its joint venture that takes over the car operations of Saab-Scania AB.

The deal offers immediate benefits for both GM, which needs more manufacturing capacity in Europe, and Saab's car operation, which needs more money.

Just six weeks after losing out to Ford Motor Co.'s $2.5 billion bid for Jaguar plc, GM picked up engine technology and use of one of the world's best new assembly plants for just $600 million.

GM President Robert Stempel told Automotive News that production of GM's European cars could be moved into Saab plants as early as next year.

GM gains access to Saab's state-of-the-art four-cylinder engine for its European-built cars. The deal also gives GM entree to the upper car segment that it also requires in Europe.

GM says the 50-50 joint venture with Saab-Scania will have no effect on Saab's U.S. operations.

Saab-Scania benefits from a much-needed cash infusion. GM will pay Saab-Scania $600 million for 50 percent of the joint-venture company. A Saab statement issued Friday said Saab-Scania and GM will each add $100 million in capital to the new joint-venture company, Saab Automobile AB.

> "It's a good deal for Saab and a fair deal for GM."
>
> **Ronald Glantz**
> Montgomery Securities

The venture also provides Saab with access to GM's vast resources, technology, components and suppliers.

Ronald Glantz, auto analyst for Montgomery Securities in San Francisco, said, "It's a good deal for Saab and a fair deal for GM. . . . Saab can return to profitability as a result of the deal. And GM will pay a small price for Saab's good name and distribution system.

"It's likely that some GM components will replace Saab's purchase of components outside. I also

see GM-SAAB, page 47

Cars blamed for bringing U.S. to edge of recession

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Retail incentive excesses and easy credit by the auto industry have borrowed sales from the future and could lead to a recession in the United States in 1990, Federal Reserve Board governor Martha Seger says.

Seger predicts that the U.S. economy has a 75 percent chance of entering a recession.

Domestic auto industry sales for cars and trucks are likely to drop 10 percent from 1989 levels, Seger said, painting a dismal picture for the first year of the new decade.

Car and truck sales in 1989 are likely to hit 14.8 million units. A 10 percent drop would put 1990 sales near 13.3 million units, the lowest total since 12.3 million in 1983.

Economists of the Big 3 predict 1990 will start in difficulty but grow in the second half. They say a recession is unlikely unless the Fed refuses to loosen interest rates. In fact, some Big 3 economists believe sales could hit 15.0 million next year. Ford's economist said the downside is just 14.5 million. (See accompanying story, Page 46.)

"I think we're very vulnerable and very much at risk. I have a growth forecast for next year that

RANDY SANTOS

Martha Seger says there is a 75 percent chance of recession in 1990.

is just barely anything, just enough so you can write it in black ink," Seger said.

"Write off a few bucks and you'd be in red ink, showing a decline."

Seger, a former Michigan banking commissioner, said that only several weeks ago she predicted a 50 percent chance of recession. But the slump in real estate and "terrible" auto sales numbers in October and November convinced her "the odds have passed the 50/50 mark."

"I keep looking for things that are strong, sectors that are strong, and it's difficult to find them. I keep reading the numbers for consumer purchases and they're not too strong either," she said.

Seger said the economy will be the most vulnerable in the first six months of the year, and the gross national product may even decline because of the tightening measures

see FORECAST, page 46

Chrysler offers first rebate on minivans

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Motors last week offered a $1,000 consumer incentive on its previously rebate-free minivans and inaugurated a "guaranteed rebate" program for several model lines.

The innovative rebate guarantee assures consumers that Chrysler will pay the difference to buyers if rebates increase on selected 1990 models through Sept. 30, 1990. The program covers eligible vehicles delivered through Jan. 31.

The moves are a bid to boost showroom traffic and protect minivan production schedules in the first quarter of 1990.

The industry will keep a watchful eye on the Chrysler program. General Motors last week said it closely monitors competitive programs.

"If we have to make adjustments to be competitive, we will," said Terrance Sullivan, GM manager for sales and financial reporting.

This is the first time Chrysler has offered rebates on its minivans since the vehicles, which still account for more than half of all minivan sales, were introduced in the 1984 model year.

The minivan rebate will expire Jan. 31, and the company said it does not expect to repeat the incentive this model year.

see REBATES, page 48

The LS400, above, is selling three times better than the ES250.

Lexus lowers sales target

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Toyota Motor Corp. will reduce its sales target for Lexus in the United States next year by 20 percent. The company now hopes to sell 60,000 units instead of 75,000.

A Toyota spokesman cited the "incredibly competitive" U.S. market as one reason for the lowered expectation.

In addition, the company expected to sell more of the ES250. But instead of the anticipated 50-50 split, the flagship LS400 has taken 75 percent of more than 8,500 sales so far.

Both models went on sale in the United States in September. Advertising for the ES250 has recently been increased.

Nissan Motor Co. refuses to disclose sales targets for its luxury Infiniti line, but production has been listed at 2,500 a month.

Toyota said the lower sales target for Lexus was a marketing decision. It had no connection with the recent recall of 8,000 LS400 units for cruise control and brake light repairs.

NEWSPAPER

INSIDE:

Prices of 594 cars and minivans:
Complete Manufacturers Suggested Retail Price guide for imports and domestics, cars and minivans, with major options. Inside this week. Pages 29-32.

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Car supply jumps to high 83 days

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Extended Big 3 plant closings and a full program of incentives failed to shrink bulging domestic and import car stocks at the beginning of December.

U.S. and import carmakers and dealers began the month with an inflated 83-day supply of new cars, up from 74 days on Nov. 1.

The domestic-car supply was the highest ever for Dec. 1, and the import supply was the highest for that date since Automotive News began tracking import inventories in 1982.

The eight domestic carmakers and their dealers began the month with an 88-day supply, up from 77 on Nov. 1.

Importers started the month with a swollen 74-day supply, up from last month's 68 days.

Inventory numbers were well above the Dec. 1 average of 73 days for the last five years.

Sales were slow throughout October and November after heavily discounted model-year cleanup sales in August and September. The daily sales rate is a prime factor in the days-supply calculation.

"It could be worrisome if the market continues to run at a 6-million rate," said Jack Kirnan, auto analyst at Kidder Peabody in New York.

But Kirnan said he thinks that gradually improving sales rates and cautious production schedules for the Big 3 will bring days-supply numbers into line during the first quarter.

November's U.S.-built and imported car sales dropped 13.65 percent from November 1988, increasing the days' supply, which is based on production, inventories and the current sales rate.

General Motors started the month with 872,693 unsold cars, 60,050 more than on Nov. 1. Its days' supply climbed from 88 to 100 days. Cadillac was the only GM division to reduce stocks in November; it had a 71-day supply.

On Dec. 1, combined stocks of import and U.S.-built cars totaled 2,280,061. That was up 146,675 units, or 6.88 percent, from Nov. 1, when there was a 74-day supply.

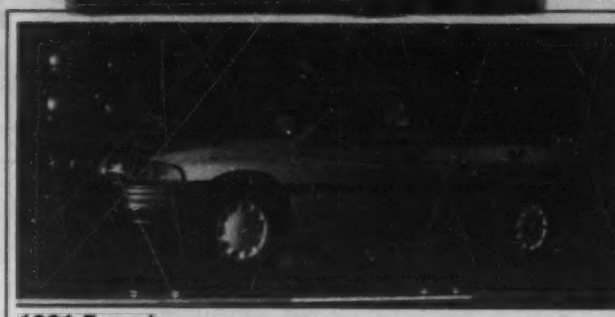
Last year, dealers and manufacturers started December with about 41,000 fewer cars in stock, equal to a 71-day supply.

Dealers surveyed by Automotive News said they were hunkering down for a rough first quarter by restricting orders and keeping inventories under 60 days.

"We're only ordering to replace some key types of vehicles," said Tony Cueva, general manager of Fairfax (Va.) Chrysler-Plymouth. "Watching the mix should help us keep expenses down. . . . We'd like to keep our inventory under 60 days."

Reducing inventories to 60 days is a goal for Peter Griffin, owner of Buick, Ford and Lexus stores in Greenwich, Conn. "We're being

see INVENTORIES, page 48



1991 Escort

Ford Motor Co. took the wraps off its redesigned 1991 Escort last week at the automaker's annual Christmas party in Detroit. The car was co-engineered with Mazda and is based on the Japanese automaker's 323 model. Two-door and wagon Escorts are planned when the car goes on sale this spring.

Domestic sales plunge 32% in early December

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Early-December sales of U.S.-built cars and light trucks sank 32.19 percent below last year's weak Dec. 1-10 total.

Car sales for the Dec. 1-10 period were the lowest in 30 years.

And it was the seventh consecutive 10-day period of sales losses since the start of the fourth quarter and the 1990 model year.

The hope for an early December recovery never materialized for seven of the eight U.S. automakers. Toyota was the only one to report a car sales increase. The others had declines of 17 to 54 percent.

In early December, the eight makers delivered 180,708 cars and light trucks compared to 266,492 last year. This year's period had one less selling day than last year's, so the daily rate was down 23.71 percent.

Nissan, which reported major sales gains in the first six periods of the quarter, took the biggest hit in early December. Deliveries of its U.S.-built Sentras and light trucks were off 55.58 percent from last year.

The Big 3 shared similar losses. GM's combined car and light-truck sales fell 32.36 percent; Chrysler Motors' combined sales plummeted 33.41 percent; and Ford Motor Co. sold 32.84 percent fewer vehicles in early December.

The U.S. carmakers sold 107,259 cars in early December, a plunge of 35.93 percent. It was the lowest total for a 10-day period since early January's 106,980.

Each of the Big 3 sold fewer cars this year. Chrysler Motors suffered the biggest decline; its car sales nosedived 40.55 percent.

Ford retailed 37.93 percent fewer cars, and GM's car sales slumped 36.36 percent below the year-ago period. Lincoln was the only Big 3 make to report an increase during the period.

Except for Toyota, transplant car sales took a significant turn for the worse in the first 10 days of December. Nissan's sales of U.S.-built Sentras plummeted 53.61 percent. Even Honda delivered 40.29 percent fewer cars in the period. Mazda sold 17.67 percent fewer MX-6s this year than it did in 1988.

On the other hand, Toyota tripled its sales of U.S.-built Corollas and Camrys. At this time last year, Toyota was still in the startup phase of Camry output at its plant in Georgetown, Ky.

Newcomer Mitsubishi delivered 648 Eclipses in the first 10 days of December.

In early December, the four U.S. light-truck makers sold 25.85 percent fewer vehicles than they did a year ago. Ford's light-truck sales were off 16.10 percent; GM's fell 24.35 percent; Chrysler's dropped 25.67 percent; and Nissan's dropped 57.08 percent.

DOMESTIC SALES

CARS

	Dec. 1-10, 1989	Dec 1-10, 1988
Eagle	561	933
Chrysler	2,669	5,764
Dodge	6,558	11,608
Plymouth	4,513	5,751
Chrysler Motors	14,301	24,056
Ford	20,663	34,934
Lincoln	4,221	4,181
Mercury	6,300	11,122
Ford Motor Co.	31,184	50,237
Buick	7,948	11,782
Cadillac	3,739	5,953
Chevrolet	22,015	33,290
Oldsmobile	7,493	14,084
Pontiac	9,761	15,043
General Motors	51,006	80,152
Honda	5,588	9,358
Mazda	480	583
Mitsubishi	648	—
Nissan	912	1,966
Toyota	3,140	1,086
U.S. Car Total	**107,259**	**167,438**

TRUCKS

Chrysler	44	—
Dodge	9,177	11,073
Jeep	3,965	6,566
Plymouth	3,297	4,536
Chrysler Motors	16,483	22,175
Ford Motor Co.	25,520	34,197
Chevrolet	23,836	32,324
GMC	5,816	7,786
Oldsmobile	240	—
Pontiac	450	—
General Motors	30,342	40,110
Nissan	1,104	2,572
U.S. Truck Total	**73,449**	**99,054**
U.S. Car-Truck Total	**180,708**	**266,492**

Correction

A Dec. 11 item should have said the Mazda MPV ranked ahead of all other minivans and multi-purpose vehicles after its first year on the market in the most recent J.D. Power and Associates Compact Truck Initial Quality Survey, rather than being ranked against compact sport utilities.

Chevy repairs Storm seat after finger injuries

By Timothy J. Dunne and Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTERS

Chevrolet quietly recalled its newly introduced Geo Storm model last month after a faulty seat-back adjuster smashed or cut the fingers of two dealership workers and one owner.

Worker injuries occurred as vehicles were being prepared for delivery.

The Storm, a rebadged 1990 Isuzu Impulse, holds much of Geo's hope for becoming a significant seller. Chevy officials hurried to correct the problem of Geo's flagship sports coupe.

"There was a problem with the right seat-back adjuster," said Ralph Kramer, Chevrolet director of public relations. "When you fold the seat down, a couple of metal pieces come together and you can pinch your finger when the seat is put back upright."

Two General Motors engineers claimed the dealership workers suffered severed fingers, but Chevrolet General Manager Jim Perkins said fingers were "smashed," not severed.

Between 600 and 800 vehicles were on the street in November before being recalled, mostly in California where the car was first offered.

Owners were contacted by phone, then sent a letter and warning label to attach to the seatback. Once at the dealership, the cars were outfitted with a protective plastic sleeve to cover the exposed metal parts of the seat-back adjuster.

Chevrolet froze sales of the Storm for 10 days at the beginning of November until the cars received their protective shield. Chevrolet sent the plastic guards to dealers on Nov. 2.

"It was kind of an unprecedented thing for us," said Kramer. "We got on the phone and let people know right away — sort of nipped it in the bud."

The Storm recall came at a precarious time for General Motors. Fourth-quarter market share has dropped to less than 32 percent. The company reported a 28 percent sales decline in early December

see FINGERS, page 48

Japan's suppliers, booming output blamed for rush of vehicle recalls

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — A spate of recent recalls has aroused government concern about shoddy production, but the blame seems to lie with component suppliers.

The Japan Automobile Manufacturers Association said the Ministry of Transport's warning to automakers after the Toyota Lexus recall and other recalls was a reminder to inspect components carefully before assembly.

An association spokesman said there have been few problem cases, but he said the ministry may be concerned about lax production at a time strong market demand.

High demand has meant higher sales and higher profits for most suppliers. But some are simply "too busy," according to an analyst who is researching the supplier networks. They have been faced with an onslaught of totally new models which, in many cases, involve high costs for development.

The suppliers also are facing a labor shortage, which has led to heavy overtime to meet production deadlines. Stanley Electric, a major supplier of lighting units for Honda, reported its first operating loss, 1.04 billion yen ($7.4 million) for the first half of the fiscal ye ended Sept. 30.

Much of the problem was attr buted to heavy productio pressure, particularly for the ne Accord, which was introduced s multaneously with four versions Japan and the United States September. Stanley reportedly d veloped 18 parts for the Accor and costs exceeded estimates.

"The rush to production can't ignored" as a possible cause for r cent recalls, according to analy Steve Usher of Kleinwort Benso But he said the Lexus recall, well as Daihatsu's problems wi the new Applause and the larg Charade, reflect mistakes as co panies move into new and larg segments of the market.

Haruo Shimada, professor of e onomics at Keio University, did n comment on the reason for the r calls as such. But he said the hig pace of production to meet i creasing demand during the pa year has put a lot of pressure manufacturers and particularly suppliers.

They are facing increased d mands as well as heavy overtim he said. As a result, many supplie are spread thin. "People are tired Shimada added.

10,587 Mazda MPVs have been recalled.

Mazda to fix '89 MPV seat belts

One week after Toyota announced its Lexus LS400 recall, Mazda Motor of America has issued a recall order for one of its popular models.

Mazda said it will recall 10,587 1989 model MPV vans to replace some seat belt brackets. The order covers only the rear-most seat in seven-passenger models.

According to a Maz spokeswoman, NHTSA told the company the brackets had been damaged in a during testing. NHTSA concluded that the brackets could crack and possibly fail in an accident.

The test results prompted t voluntary recall. No injuries deaths have resulted, the spoke woman said.

In August, NHTSA opened preliminary investigation into po sible seat belt-related defects in 1984 to 1989 Mazda models. T agency had received 11 complain of seatbelt malfunctions in 10 acc dents that allegedly caused 15 i juries. That investigation is conti uing.

— Arthur Fi

Japan hopes billions solve trade imbalance

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Japanese automakers are rushing ahead with import plans to help solve the industry's overseas trade imbalance.

It would mean more than doubling Japan's imported-car market by 1992 if all plans are put into effect. Many will come from Japanese transplants in the United States.

The process started in July, when the Ministry of International Trade and Industry held meetings with individual companies to discuss ways of easing trade frictions.

The companies were not asked to increase imports, according to Takao Suzuki, the head of MITI's auto division. But "if they wanted to increase imports, they were encouraged" to do so, he said.

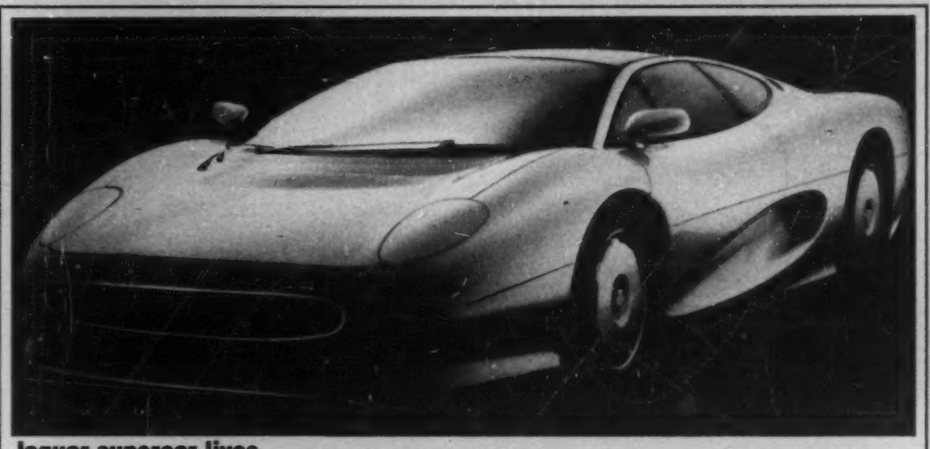
Five companies — Toyota Motor Corp., Nissan Motor Co., Honda Motor Co., Mazda Motor Corp. and Isuzu Motors — have so far announced how much they want to expand imports. The others "are thinking about it," Suzuki said.

The hurry-up on imports is part of an overall MITI effort to double imports by the end of 1992 with the help of the country's largest exporters.

The campaign has aroused some grumbling in other industries such as electronics, which is not as well placed as automakers with overseas facilities.

But with eight of the nine auto companies already set up in North America, automakers can simply dip into U.S. production to come up with what have been called "re-

see IMPORTS, page 47



Jaguar supercar lives

The 200 mph Jaguar XJ220 supercar will go into limited production in early 1992. The car, which will carry a $464,000 price tag, will not be exported to the United States, said JaguarSport Managing Director Tom Walkinshaw. JaguarSport will manufacture the car at a new factory near Banbury, England, with a production limit of 350 cars, 220 minimum. The car has changed considerably from the four-wheel drive V-12 concept shown in 1988. It is 770 pounds lighter and 10 inches shorter. It will have rear-drive and a 500-HP twin turbo V-6. Jaguar Chairman Sir John Egan denied the car's resurrection had anything to do with the recent Ford purchase of Jaguar, though only two months ago he indicated the project was all but dead.

An MN12-derived Mustang is being called "just a toy".

Next Mustang may use awd Tempo base

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

RANCHO MIRAGE, Calif. — The next-generation Ford Mustang may be built on an all-wheel-drive derivative of the 1993 Tempo/Topaz platform or an improved version of the present rear-wheel-drive Mustang platform.

But the future of the much-loved Mustang nameplate — which has caused a controversy in Ford's product planning department in recent years — is still unclear. Product planners and executives say Mustang's destiny may come into clearer focus when Congress decides fuel economy and emissions standards.

Kenneth R. Dabrowski, program manager for small-car and specialty-vehicle programs, said Ford is considering basing the next Mustang on the same platform as its next Tempo/Topaz. The 1993 Tempo/Topaz will use the CDW27 platform, the so called "World Car" platform, that will be shared with Ford of Europe's Sierra successor.

"The trouble is, the CDW27 is a front-wheel-drive platform," said Dabrowski during the media preview of the Ford Escort and Mercury Tracer.

"You'd have to put all-wheel-drive on it to take the large engine. That's certainly one of the alternatives."

Ford is also looking at keeping the current rear-wheel-drive platform and improving it, according to Dabrowski.

"It's old but it's good," he said. "You don't necessarily have to change something that's pretty good. You just keep on refining it until it's better."

The MN12 platform, which holds the Thunderbird and Cougar, is too large for the next Mustang, according to Dabrowski. An MN12-derived Mustang has been spotted around Ford World Headquarters in Dearborn, Mich. Max L. Jurosek, vice president of car product development, said it has been testing well, but he described the vehicle as "just a toy" that Ford is studying.

Tough corporate average fuel economy laws could prevent Ford from offering the popular V-8 engine in the Mustang. About half of all Mustangs are sold with Ford's 5-liter V-8 engine. It is standard in the Mustang GT.

"Without the GT, you wouldn't have a Mustang," said Dabrowski.

Whether Ford will have a Mustang in the 1990s is a question Da-

see MUSTANG, page 47

Ford plans to cut $1 billion from production costs

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

RANCHO MIRAGE, Calif. — Ford Motor Co. plans to cut $1 billion dollars from the design and manufacturing costs of its passenger cars over the next three to four years. The effort is aimed at ending a series of product cost overruns that have reduced the company's profit on individual car lines.

Max L. Jurosek, Ford vice president of car product development, said the cost reduction effort will be achieved by reducing the costs of individual parts on existing car lines and keeping tighter cost controls on the development of new-car programs.

"We had to spend a lot of money to redevelop our products; when you do that quickly, people do things without giving proper weighting to the most efficient way to do it," said Jurosek.

"Our chore is to find the most efficient way and still have those product improvements."

Another chore will be completing the cost reduction program without sacrificing quality or competitiveness. No major product programs will be slashed as part of the cost reduction drive, according to Ford officials.

Ford began the cost reduction program in mid-1988 and has achieved 50 percent of the $1 billion goal. Jurosek said the program started shortly before Ford management found that the 1989 Thunderbird/Cougar (MN12) program was over budget by $500 per car. The cost reduction measures are already being applied to the new Escort/Tracer, which are presently over their cost-per-car targets but below investment targets. Both GM and Chrysler have been working on their own cost cutting plans in recent years. Chrysler announced in July that it wanted to trim $1 billion out of its overall costs by the end of 1990. GM announced a cost reduction plan in February 1987 to cut $10 billion out of its overall costs by 1990. It raised its target to $13 billion in 1988.

Much of the cost reduction effort at Ford has focused on its relationship with suppliers. Jurosek said Ford is having six- to eight-hour "sit down" sessions with its suppliers to find ways to redesign, re-

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14 automotive experts join faculty for World Congress

DETROIT — Fourteen automotive experts in fields ranging from manufacturing to consumer trends to dealer service will address the Jan. 8-9 afternoon sessions of the Automotive News World Congress.

The 14th Automotive News World Congress, staged in conjunction with the North American International Auto Show, will be held Sunday through Wednesday, Jan. 7-10, at the Westin Hotel here and is expected to draw industry leaders from around the world.

Scheduled to speak Jan. 8 are:

● **Nelson B. Gonzalez,** manager of the Buick-Oldsmobile-Cadillac Group's Buick City assembly plant in Flint, Mich., since January 1989.

The Buick City plant makes the LeSabre, which was hailed last summer in J.D. Power and Associates' Initial Quality survey as the best-built car in North America and second best among all cars sold in the United States.

Gonzalez joined General Motors in 1957 at GM do Brasil and moved to Buick's headquarters in Flint in 1961.

From 1976 to 1985 he managed the axle, spring, forge and transmission plants in Flint, and in 1985 he became manager of the Buick manufacturing facility in Willow Springs, Ill.

● **Susan Shackson,** director of public policy development and government relations at Ford Motor Co. since 1987.

Shackson's job is anticipating and identifying government public policies that will affect Ford operations and decision making. Advising top brass at Ford, she develops strategies and objectives to meet the demands of those issues.

Before joining Ford in 1973, Shackson was special assistant to the assistant secretary of domestic and international business for the Department of Commerce. She coordinated and participated in international trade negotiations and missions.

● **Laurel Cutler,** vice president of consumer affairs for Chrysler Motors since 1988.

Cutler reports to Chrysler Motors Chairman Bennett Bidwell on consumer trends and perceptions of the company. She analyzes customer satisfaction data and outlines the framework for strengthening the corporate image.

● **Takeshi Tanuma,** president and chief executive officer of Nissan Research and Development since 1988.

Tanuma joined Nissan in 1958. Prior to his present post, he was general manager of the corporate planning office of Nissan Motor Co. in Tokyo. He planned technology development strategies for domestic and overseas markets.

In the late 1960s, Tanuma was part of a Nissan team that developed technology to meet U.S. and Japanese emissions standards. He received the Japan Society of Mechanical Engineers Medal in 1979 for his "NAPS-Z" emissions control system.

● **John H. Hammond,** managing partner of J.D. Power and Associates automotive consulting firm in Agoura Hills, Calif.

Hammond provides market analysis and industry forecasting for the car and light-duty truck markets. He advises corporate strategists and financial and production planners and has appeared before congressional committees to assess the U.S. automobile industry and federal proposals that might affect it.

Hammond is a former vice president of Data Resources Inc., has served as a staff member of the Bureau of Economic Analysis with focus on the auto industry and was a financial investment analyst with the Securities Industry As-

see CONGRESS, page 45

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AUCTION DATES

Chrysler Motors

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Dec. 20 — A.D.E. of Birmingham, Moody, Ala., and Butler Auto Auction, Gibsonia, Pa.

Dec. 21 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Big Sky Auto Auction, Billings, Mont.; Omaha Auto Auction, Omaha, Neb.; Riverside Auto Auction, Riverside, Calif.; and Ark-La-Tex Auto Auction, Shreveport, La.

Ford Motor Co.

Dec. 19 — A.D.E. of Birmington, Moody, Ala.; Ohio Auto Auction, Grove City, Ohio; Bay Cities Auto Auction, Hayward, Calif.; and South Seattle Auto Auction, Kent, Wash.

Dec. 20 — Aptco Auto Auction, Taylor, Mich.; Fort Worth Auto Auction, Fort Worth, Texas; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Auto Auction, Tampa, Fla.

Dec. 21 — Denver Auto Auction, Aurora, Colo.; Nashville Auto Auction, Nashville, Tenn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Dec. 27 — Baltimore-Washington Auto Exchange, Baltimore

Dec. 28 — Greensboro Auto Auction, Greensboro, N.C.

General Motors

Dec. 19 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and Fresno Auto Dealers Auction, Fresno, Calif.

Dec. 20 — Atlanta Auto Auction, Atlanta; Puget Auto Auction, Auburn, Wash.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; and Omaha Auto Auction, Omaha, Neb.

Dec. 21 — Arena Auto Auctio Chicago; Columbus Fair Au Auction, Columbus; and St. Lou Auto Auction, Bridgeton, Mo.

Jan. 2 — Southern Auto Auctio East Windsor, Conn.; Dallas Au Auction, Grand Prairie, Texas; a Florida Auto Auction of Orland Ocoee, Fla.

Jan. 3 — Atlanta Auto Auctio Atlanta; Puget Auto Auction, A burn, Wash.; Clanton's Auto Au tion, Darlington, S.C.; Southe California Auto Auction, Fontar Calif.; and Omaha Auto Auctio Omaha, Neb.

Jan. 4 — Southwest Auto Au tion, Chandler, Ariz.; Mid A Auto Auction, North Little Roc Ark.; Arena Auto Auction, Ch cago; Columbus Fair Auto Auctio Columbus; Manheim Auto Au tion, Manheim, Pa.; and St. Lou Auto Auction, Bridgeton, Mo.

Jan. 9 — A.D.E. of Birmingha Moody, Ala.; Harrisonburg Au Auction, Harrisonburg, Va.; N tional Auto Dealer Exchange, Bo dentown, N.J.; and Florida Au Auction of Orlando, Ocoee, Fla.

Jan. 10 — Indianapolis Au Auction, Indianapolis; Metro Au Auction of Kansas City, Lee Summit, Mo.; Minneapolis Nort star Auto Auction, Shakope Minn.; Golden Gate Auto Auctio Fremont, Calif.; and Statesvil Auto Auction, Statesville, N.C.

Jan. 11 — Amarillo Auto Au tion, Amarillo, Texas; Denver Au Auction, Aurora, Colo.; Aptco Au Auction, Taylor, Mich.; Butl Auto Auction, Gibsonia, Pa.; Big Auto Auction, Houston; and Nas ville Auto Auction, Nashvill Tenn.

Jan. 16 — Southern Auto Au tion, East Windsor, Conn.; Dall Auto Auction, Grand Prairi Texas; Fresno Auto Dealers Au tion, Fresno, Calif.; and Flori Auto Auction of Orlando, Ocoe Fla.

Jan. 17 — Albuquerque Au Auction, Albuquerque, N.M.; A lanta Auto Auction, Atlanta; Bal more-Washington Auto Exchang Baltimore; Clanton's Auto Auctio Darlington, S.C.; Mississippi Au Auction, Hattiesburg, Miss.; a Omaha Auto Auction, Omah Neb.

Jan. 18 — Arena Auto Auctio Chicago; Columbus Fair Au Auction, Columbus, Ohio; S Louis Auto Auction, St. Louis; a Utah Auto Auction, West Boun ful, Utah

Jan. 23 — A.D.E. of Birmin ham, Moody, Ala.; National Au Dealer Exchange, Bordentow N.J.; and Florida Auto Auction Orlando, Ocoee, Fla.

Toyota

Dec. 19 — Newburgh Auto Au tion, Newburgh, N.Y., and Sou Seattle Auto Auction, Kent, Wash

Dec. 21 — St. Louis Auto Au tion, Bridgeton, Mo.

Model-year breakdown

Used car value, auction average

Year	1st half Oct.	1st half Nov.	1st half Dec.
1989	$9,788	$9,635	$9,675
1988	7,143	7,050	6,996
1987	5,677	5,678	5,624
1986	4,879	4,731	4,[illegible]
1985	3,984	3,930	3,905
1984	3,025	3,077	3,100
1983	2,373	2,360	2,300
1982	1,838	1,904	1,790
Overall average	$5,122	$5,231	$5,498

Source: NCDA Official Used Car Guide

MUSTANG

FROM PAGE 3

browski is often asked. He recently addressed graduating seniors in the master's in business administration program at Villanova University. When Dabrowski fielded comments from the class after the talk, several of the students said, "Don't change our Mustang!"

Dabrowski said Ford has no intentions at this point of handing the development of its next-generation Mustang to an overseas manufacturer, like all its other small-car programs.

"We are very fond of the Mustang, and we have at this point in time no intention of establishing an association on the Mustang program as we know it," he added.

Ford tried to pass the Mustang program to Mazda earlier in the decade, but enthusiasts wrote Ford executives and pleaded with them to keep the Mustang an American car. The Mazda-based car eventually became the Probe.

Despite its almost cult-like following, Mustang sales have suffered along with sales of other small cars. Ford has had to close the Dearborn assembly plant, where Mustangs are built, several times this year because of a lack of orders. Ford sold 155,943 Mustangs from Jan. 1 to Dec. 10, 1989, compared to 160,679 in the year-ago period. The peak year for Mustang sales was 1966, with 549,436.

Dabrowski, who also is in charge of coordinating the development of the U.S. version of the CDW27, said that program is not over budget. Press reports last month indicated that the program was $1 billion over budget.

He confirmed that Ford wants to put the next-generation Tempo/Topaz in its St. Louis assembly plant first and in Ford's Kansas City, Mo., assembly plant later. The Aerostar, presently built in St. Louis, would be built in Ford's Oakville, Ontario, plant under that scenario. Oakville presently builds the Tempo/Topaz.

REBATES

FROM PAGE 1

The programs are a response "to an urgent request from our dealers to bring showroom traffic in," said Chrysler Motors Chairman Bennett Bidwell.

"Our dealers need traffic, and rebates on minivans will bring traffic," he said. "We're not looking to turn the market upside down by this program."

Bidwell said showroom traffic throughout the industry was down 30 to 40 percent from 1988 in the first 10 days of December.

He said Chrysler discussed with its dealers "a flat price rollback." Volkswagen of America reduced prices an average of 8.2 percent for 1990 models.

"We have been watching VW very carefully," Bidwell said. "But their dealers say it didn't work. People still want rebates."

Chrysler also looked at a program launched last month by Oldsmobile, which abolished customer rebates and directed almost all incentive cash to dealers.

But Bidwell said Oldsmobile dealers said floor traffic did not increase.

Bidwell said the $1,000 rebates on minivans allow the company to retain overtime during the first quarter of 1990 at the two plants that build the vehicle: Windsor, Ontario, and St. Louis No. 2.

The rebate covers all passenger versions of the Dodge, Plymouth and Chrysler minivans.

The days' supply for those vehicles ranges from 81 days for the Dodge Caravan/Grand Caravan to 129 days for the new Chrysler Town & Country. Chrysler expects to reduce minivan stocks by Jan. 31. The company will then build up minivan stocks to 25,000-30,000 units in anticipation of four-week model changeovers for the reskinned 1991 models next summer.

Bidwell said the company will take the unprecedented step of launching the restyled vans with both plants on two shifts.

The guaranteed rebate applies only to selected 1990 models (see accompanying table). Special low-interest financing is available as an alternative to the guaranteed rebates. If the cash incentive increases, people who select the financing will be paid the difference.

'90 Chrysler models with guaranteed rebate

- **$1,000:** Chrysler LeBaron coupe and convertible, New Yorker Fifth Avenue, Imperial and Town & Country; Dodge Daytona, Daytona ES, Caravan, Grand Caravan and Dakota Club Cab; Plymouth Laser, Voyager and Grand Voyager, and Eagle Talon and Premier LX, and Jeep Cherokee and Wagoneer Limited.
- **$1,500:** Dodge Daytona ES Turbo, Daytona Shelby, Dakota (except 'S' and Club Cab) and Ram 2wd and 4wd Club Cab pickup trucks, and Eagle Premier ES.
- **$2,000:** Dodge Ram 2wd and 4wd pickup trucks (except Club Cab and diesels) and Eagle Premier Ltd.

FINGERS

FROM PAGE 2

compared with the same period last year, and announced that it will idle most of its assembly plants from Dec. 23 through mid-January to reduce inventory.

The Geo channel, in place more than a year, is Chevrolet's attempt at attracting import-intending buyers to its all-American showrooms. But recognition of the brand has been low, and Chevrolet dealers who sell Geo cars have not reached corporate sales goals.

Of Chevy's roughly 5,000 dealers, about 4,000 sell the Geo lineup, consisting of Japanese-built, Geo-badged vehicles.

In the Geo family are the entry-level Metro, sport-utility Tracker, the GM-Toyota joint venture Prizm made in the New United Motor Manufacturing plant in Fremont, Calif., and the sporty Storm made in Japan.

The Storm, which retails for $10,390, is supplied to GM by Isuzu.

"There was an increased sensitivity to (the recall) because they didn't want to screw up the launch," said a General Motors insider. "GM legal must have been turning over in their grave. But I'm proud of the way Chevrolet stepped up to the problem and got it resolved."

Chevrolet offered dealers interest credit on the 10-day flooring costs of the locked-up cars. Giving interest credit on "stop sale" vehi-

INVENTORIES

FROM PAGE 2

very selective on what we're ordering," he said. "Buick is 60 days — about the best we've had it in two years."

He added, "Lexus has been incredible for us. It's saving our neck."

Domestic-car stocks totaled 1,658,503 on Dec.1. The U.S. automakers — Big 3 and transplant — had about 109,000 more unsold cars than they had on Nov. 1.

Import-car stocks grew 6.50 percent to 621,558 on Dec. 1, for the 74-day supply.

Last year's Dec. 1 import inventories were higher than this year's in number of units, but 1988's faster selling pace made that a 66-day supply.

Days' supplies exceeded four months for some imports: Audi, Alfa Romeo, Suzuki and the captive imports of Chrysler Motors and Ford Motor Co.

Combined domestic and import car stocks for Ford Motor Co. climbed 7.81 percent to 509,800 or 92 days, up from 75 days in November.

The only Ford car line to reduce stocks in November was Lincoln, which had a lean 45-day supply on Dec. 1.

Chrysler Motors had 260,479 unsold domestic and import cars in stock for a 92-day supply, up from 79 days on Nov. 1. Models with more than four months' worth of cars were Laser, LeBaron, New Yorker and Daytona.

Honda and Nissan were the only Japanese companies with transplant operations to shave their combined U.S.-built and import car stocks during November. Honda began the month with 66,159 unsold cars, equal to a 30-day supply. Last month, it had 31 days' worth.

Nissan reduced combined car stocks by 4.89 percent to 142,109, equal to an 88-day supply, down from 99 days last month.

Toyota's car stocks were 10.43 percent higher on Dec. 1, for a 48-day supply, up from last month's 45 days.

Combined car stocks for Mazda rose 15.86 percent in November to 57,301, equal to a 71-day supply, up from 68 days on Nov. 1.

The total import car and truck stockpile on Dec. 1 grew to 765,626, a 73-day supply, up from last month's 68-day supply.

Import truck stocks rose to 144,068 for a 68-day supply. But better sales reduced the days' supply by one day from Nov. 1.

IMPORT DAYS' SUPPLIES

	Dec. 1, 1989	Nov. 1, 1989	Dec. 1, 1988
Chevrolet	122	114	195
Chrysler Motors	119	106	131
Acura	61	52	49
Daihatsu	45	65	87
Honda	29	30	18
Isuzu	95	113	174
Lexus	27	30	—
Mazda	64	64	64
Mitsubishi	149	123	85
Nissan	86	99	72
Subaru	108	91	88
Suzuki	359	170	337
Toyota	62	49	20
JAPAN	74	69	55
Audi	143	94	153
BMW	73	69	73
Mercedes-Benz	35	27	45
Mercury	8	22	170
Porsche	87	90	95
VW	116	91	139
GERMANY	81	68	98
Alfa Romeo	177	114	144
Ford	122	103	136
Hyundai	56	41	75
Jaguar	31	34	34
Peugeot	90	90	90
Pontiac	100	108	82
Eagle/Chrysler	116	139	210
Saab	76	61	80
Sterling	73	73	105
Volvo	53	57	51
Yugo	119	120	133
Other Countries	69	62	56
Total Import Cars*	74	68	68
Daihatsu	18	—	—
Geo Tracker	185	192	—
Isuzu	83	81	111
Mazda	64	54	68
Mitsubishi	77	95	87
Nissan*	39	60	56
Range Rover	37	27	34
Suzuki	228	104	297
Toyota	56	49	30
Dodge	108	100	140
Total Imp. Trucks	68	69	74
Total Imp. Vehicles	73	68	67

*Includes domestic trucks

DOMESTIC DAYS' SUPPLIES

	Dec. 1, 1989	Nov. 1, 1989	Dec. 1, 1988
Talon	81	75	—
Premier	210	132	129
Total Eagle	138	105	129
Horizon	104	69	105
Laser	148	128	—
Sundance	58	59	61
Reliant	70	56	47
Acclaim	75	66	32
Caravelle	—	—	100
Gran Fury	—	—	45
Total Plymouth	80	69	62
LeBaron K	—	—	81
LeBaron J	154	99	73
LeBaron GTS	250	130	146
Fifth Avenue (rwd)	104	105	152
Fifth Avenue (fwd)	107	102	—
Imperial	92	—	—
New Yorker C	125	97	70
New Yorker E	—	—	143
Total Chrysler	130	100	82
Omni	116	59	107
Shadow	48	50	65
Daytona	152	121	92
Aries	68	53	44
Lancer	205	142	211
Spirit	82	73	79
Diplomat	—	—	75
Dynasty	59	49	49
Dodge 600	—	—	94
Total Dodge	76	66	67
CHRYSLER MTRS.	89	75	72
Escort	146	105	93
Mustang	92	100	85
Tempo	91	51	64
Taurus	64	51	66
Thunderbird	98	71	136
Probe	132	112	65
Crown Victoria	106	75	75
Total Ford Div.	101	75	77
Tracer/Lynx	73	74	156
Topaz	112	86	69
Sable	92	72	81
Cougar	109	97	138
Grand Marquis	83	63	50
Total Mercury	95	78	84
Continental	61	56	35
Town Car	33	47	82
Mark VII	83	81	102
Total Lincoln	45	56	58
Total L-M Div.	75	71	75
FORD MOTOR CO.	92	74	77
Skyhawk	74	65	144
Somerset/Skylark	101	90	114
Century	94	97	78
Regal	160	193	110
LeSabre	70	74	77
Reatta	83	68	158
Electra	101	105	92
Riviera	85	101	68
Total Buick	95	97	92
Cimarron	—	—	46
Allante	102	103	194
Seville	61	80	52
DeVille	76	74	43
Brougham	50	71	60
Eldorado	86	94	77
Total Cadillac	70	76	51
Geo Prizm/Nova	132	117	172
Cavalier	91	66	70
Camaro	146	124	78
Celebrity	109	88	67
Corsica/Beretta	138	117	114
Lumina/Monte Carlo	94	67	91
Caprice	76	83	76
Corvette	85	109	104
Total Chevrolet	108	88	86
Fireinza	—	—	110
Calais	87	89	85
Cutlass Ciera	83	68	59
Cutlass Supreme	156	140	92
88	104	98	78
98	90	88	61
Toronado	63	89	110
Total Oldsmobile	103	96	76
Fiero	—	—	129
Sunbird	93	41	52
Firebird	155	136	115
Grand Am	86	72	62
Pontiac 6000	99	57	68
Grand Prix	120	141	111
Bonneville H	96	85	97
Safari/Parisienne	55	48	105
Total Pontiac	101	79	80
GENERAL MTRS.	99	88	81
HONDA	30	32	15
MAZDA	114	99	58
MITSUBISHI	67	55	—
NISSAN	96	102	86
TOYOTA*	23	35	13
DOM. TOTAL	88	77	73
Subcompact	62	60	52
Compact	78	62	59
Intermediate	99	86	82
Standard	78	78	70
Specialty	86	95	124

IMPORTS

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verse imports."

Toyota announced a 300 billion yen ($2.1 billion) import plan that covers a variety of components and is supposed to increase the company's annual import rate 250 percent.

Included is a proposal to import right-hand drive vehicles from Kentucky from 1992, with an eventual target of 40,000 units a year.

Honda presented plans to increase imports 250 percent over its 1988 figures by 1992. Besides parts, motorcycles and helicopters, Honda will increase the import of Ohio-made vehicles to 50,000 units a year from the current rate of approximately 5,000.

Mazda proposes an even more ambitious plan that calls for raising imports, largely Ford-badged units from Flat Rock, Mich., to 60,000 in 1992.

Mazda's total package, which includes a variety of automotive parts and materials, comes to 200 billion yen ($1.4 billion), an increase of four times the company's 1988 level.

Isuzu is the latest to announce its plan for 1992.

It will multiply 1988 figures nearly four times for a total of 75 billion yen ($534 million).

The plan covers air bag systems and other components as well as Volvo, Opel, GM and the Subaru-Isuzu plant in Lafayette, Ind.

Nissan will use overseas facilities to double the level of imports.

But Nissan's primary emphasis in what it calls its "international cooperation program" is on reducing exports rather than increasing imports.

No set figure on imported vehicles has been announced.

Simply adding up the known reverse import plans for the four companies comes to a total of 170,000 a year.

That would match the total 1989 figures for all imported-car sales in Japan — an indication the import market in Japan will at least double in the next three years.

Judging from the domestic sales plans of most companies, they are expecting aggressive growth through 1992, possibly topping the six million mark for passenger cars.

Hyundai wage freeze for executives, managers

SEOUL, South Korea — Hyundai Group executives are being urged to accept a wage freeze next year as an example to workers.

Chung Ju-young, honorary chairman and founder of Hyundai, suggested that salaries for every-

Truck output dips; 2 Ford plants down

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Last week's targeted domestic auto production leaped above the prior week's build, but truck output slipped as Ford Motor Co., idled two plants, cutting the schedule by about 8,300 units.

With only one car plant closed last week because of bloated inventory, automakers scheduled 146,660 units, 13.14 percent above the previous week but 12.97 percent below the year-ago week.

So far this year, 6,689,585 cars have been assembled, 3.57 percent below last year's build at this point.

Last week's estimated production was split as follows: General Motors, 46.16 percent; Ford Motor Co., 22.25 percent; Chrysler Motors, 13.26 percent; Honda of America Manufacturing, 5.22 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.06 percent; Toyota Motor Manufacturing U.S.A., 2.85 percent; New United Motor Manufacturing Inc., 2.66 percent; Diamond-Star Motors, 2.55 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.62 percent; and Subaru-Isuzu Automotive, 0.37 percent.

Truck output was estimated at 81,971 units last week, 9.98 percent below the prior week and 12.29 percent below the year-ago week.

Year-to-date, 4,011,548 trucks have been assembled, 0.82 percent below last year's build at this time.

GM idled its Reatta plant in Lansing, Mich., today because of high inventory. The plant will be closed until after the holidays.

Ford halted production at its Lorain, Ohio, truck plant last week because of softening sales. Also, its Twin Cities truck plant in St. Paul, Minn., was shut down because of a component shortage. Both plants were expected to resume operations today.

Chrysler's Jefferson Avenue plant in Detroit was closed last week because of slow sales. The plant is scheduled to resume production today.

Ford's Wixom, Mich.; and Kansas City, Mo.; car plants and its and Norfolk, Va., truck plant were slated for overtime last Saturday.

All assembly plants will close Friday for the holidays.

Canadian cars at 3-year high

Canadian automakers last week scheduled the highest weekly output in more than three years.

Targeted production of 27,353 was the highest weekly projection since the 27,559 built the week ended Nov. 8, 1986.

Last week's estimated car build was 10.55 percent more than the prior week and 48.82 percent more than the year-ago week.

Truck assembly of 20,818 increased 1.01 percent over the previous week but dipped 1.70 percent from the year-ago week.

Chrysler Motors will idle its Pillette Road plant in Windsor, Ontario, for two week's beginning Jan. 2. About 2,200 hourly workers will be affected by the shutdown.

U.S. CAR	Week Ended Dec. 16, 1989	Week Ended Dec. 17, 1988	Week Ended Dec. 9, 1989	Dec. to Date	Jan. 1 to Dec. 16, 1989	Jan. 1 to Dec. 17, 1988
Horizon	0	1,586	0	0	31,698	77,979
Sundance	1,909	2,303	1,922	4,231	98,851	102,979
Reliant	0	2,442	0	0	0	90,778
Acclaim	2,200	1,911	2,432	5,166	124,468	6,232
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	215	0	0	0	19,917
Total Plymouth	4,100	7,537	4,385	9,397	254,948	307,150
LeBaron K	0	0	0	0	0	7,912
LeBaron J	2,700	2,963	2,747	5,929	93,635	88,101
LeBaron GTS	0	217	0	0	2,946	9,315
N. Yorker C-Class	700	2,832	673	1,556	73,907	104,257
Fifth Avenue	700	1,032	673	1,510	26,145	32,606
Imperial	550	0	525	1,195	5,153	0
Total Chrysler	4,050	7,044	4,628	10,190	201,786	242,191
Omni	0	1,854	0	0	33,545	76,537
Daytona	1,800	1,917	1,815	3,983	72,431	77,623
Shadow	2,600	2,540	2,679	5,791	101,289	100,665
Aries	0	2,258	0	0	0	90,246
Dodge 600	0	0	0	0	0	8,549
Dynasty	3,800	3,503	2,799	7,129	130,387	110,894
Lancer	0	215	0	0	1,528	9,146
Spirit	2,500	1,233	2,430	5,300	107,849	6,953
Diplomat	0	313	0	0	0	18,733
Total Dodge	10,700	13,633	9,722	22,254	447,029	499,346
CHRYSLER MOTORS	19,450	28,214	18,705	41,880	903,763	1,048,687
Escort	3,082	9,204	3,077	6,746	332,848	405,085
Mustang	3,580	4,528	0	4,247	180,385	195,830
Tempo	2,962	3,934	3,203	6,643	143,880	179,166
Taurus	8,331	8,790	7,461	17,357	353,532	306,467
Thunderbird	3,740	3,220	0	3,740	133,677	109,197
Total Ford Div.	21,704	29,676	13,741	38,733	1,144,322	1,275,745
Topaz	1,438	1,589	1,177	2,879	85,244	69,078
Cougar	1,786	2,997	0	1,786	112,709	85,398
Sable	2,025	3,061	1,832	4,297	115,001	132,416
Total Mercury	5,249	7,647	3,009	8,962	282,954	286,892
Continental	1,264	1,808	1,102	2,707	83,411	53,768
Mark VII	627	902	543	1,253	20,963	27,956
Town Car	3,793	2,710	3,255	7,730	124,223	120,777
Total Lincoln	5,684	5,418	4,900	11,721	208,617	202,501
Total L-M Div.	10,933	13,065	7,909	20,683	501,571	489,393
FORD MOTOR CO.	32,637	42,741	21,650	59,415	1,645,893	1,765,138
Skyhawk	0	1,168	0	0	6,913	28,457
Skylark/Somerset	1,928	1,846	1,868	4,206	66,460	53,517
Century	1,953	3,347	2,153	4,508	121,014	136,917
Riviera	517	741	554	1,551	22,087	12,720
Electra	2,138	2,486	2,132	4,693	78,236	89,103
LeSabre (fwd)	4,120	3,050	4,105	9,014	152,752	131,570
LeSabre (rwd)	280	179	280	579	7,879	9,631
Reatta	197	272	280	517	6,428	9,517
Total Buick	11,125	12,089	11,352	25,067	461,779	473,432
Cimarron	0	0	0	0	0	3,693
Eldorado	449	903	548	1,107	28,738	34,485
Seville	833	887	843	1,811	23,483	22,820
Brougham (rwd)	1,318	1,073	1,238	2,805	53,664	35,502
DeVille (fwd)	3,775	4,565	3,487	8,037	178,459	159,763
Allante	75	75	75	165	3,112	2,164
Total Cadillac	6,450	7,313	6,192	13,924	287,436	258,427
Cavalier	6,262	7,453	6,223	13,989	349,391	347,300
Camaro	2,443	2,382	2,275	5,111	98,916	97,207
Celebrity	0	4,329	0	0	70,720	185,168
Corsica/Beretta	8,960	9,240	8,902	19,324	359,522	424,575
Caprice	2,698	3,497	2,885	5,924	169,245	200,141
Corvette	568	450	588	1,232	24,650	22,333
Total Chevrolet	20,923	27,361	20,721	45,581	1,063,444	1,276,724
Calais	1,680	3,157	1,575	3,585	86,013	116,249
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	2,148	1,858	1,978	4,573	85,378	36,788
Cutlass Supreme	4,020	3,626	4,025	8,045	111,585	137,431
Toronado	449	375	382	904	9,849	14,926
88 (fwd)	2,478	3,104	2,459	5,463	138,540	153,493
88 (rwd)	148	282	104	280	7,533	10,850
98	1,425	2,288	1,315	3,037	70,088	73,632
Total Oldsmobile	12,348	14,450	11,848	25,887	509,007	548,599
Sunbird	3,858	3,245	3,798	8,262	146,088	110,149
Grand Am	4,800	5,120	4,562	10,349	221,824	237,713
Firebird	938	1,554	881	2,040	55,840	64,886
Grand Prix	3,880	3,374	0	3,898	121,151	136,046
Pontiac 6000	1,685	2,373	1,654	3,647	77,345	92,293
Bonneville	1,884	2,719	1,859	3,857	89,437	119,342
Safari/Parisienne	0	114	0	0	2,881	7,232
Fiero	0	0	0	0	0	13,297
Total Pontiac	16,835	18,499	12,554	31,844	716,198	780,958
GENERAL MOTORS	87,681	80,492	82,667	142,263	3,037,862	3,338,140
DIAMOND-STAR	3,747	0	3,922	8,368	90,663	0
HONDA	7,660	7,576	7,714	16,890	355,329	358,306
Civic	1,999	2,455	1,898	4,228	127,644	107,595
Accord	5,661	5,121	5,816	12,662	227,685	250 711
MAZDA†	4,485	4,846	4,436	9,821	200,796	158,895
NISSAN	2,380	2,270	2,410	5,265	113,565	107,967
NUMMI	3,900	2,380	3,398	7,873	188,991	124,467
Corolla	1,800	2,014	1,901	3,671	78,318	53,028
Geo Prizm/Nova	2,100	366	1,797	4,202	110,673	71,436
SUBARU-ISUZU*	540	0	540	1,188	5,777	0
TOYOTA	4,180 —	0	4,184	9,206	146,946	0
VOLKSWAGEN	0	0	0	0	0	35,997
Golf/GTI	0	0	0	0	0	30,444
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	146,660	168,519	129,628	302,170	6,689,585	6,937,597
Total Cars, Canada	27,353	18,380	24,742	56,929	989,979	1,009,850
U.S., Canada Cars	174,013	186,899	154,370	359,099	7,679,564	7,947,447
U.S., Canada Cars and Trucks	276,802	301,533	266,035	594,249	12,615,650	12,906,378

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe

CANADIAN CAR	Week Ended Dec. 16, 1989	Week Ended Dec. 17, 1988	Week Ended Dec. 9, 1989	Dec. to Date	Jan. 1 to Dec. 16, 1989	Jan. 1 to Dec. 17, 1988
Monaco	549	0	0	549	549	0
Premier	658	1,278	0	658	31,506	59,093
CHRYSLER MOTORS	1,207	1,278	0	1,207	32,055	59,093
Tempo	3,380	3,314	3,027	6,959	127,959	167,050
Topaz	1,440	1,763	1,288	2,971	57,043	68,055
Crown Victoria	2,692	2,681	1,799	4,985	115,272	126,952
Grand Marquis	3,068	2,850	3,257	6,880	126,285	128,589
FORD MOTOR CO.	10,580	10,808	9,371	21,786	426,559	490,656
Celebrity	510	218	501	1,237	26,042	19,947
Cutlass Ciera	3,050	4,135	2,973	6,496	119,488	216,219
Lumina	7,800	0	7,504	16,604	187,560	0
Pontiac 6000	0	0	0	0	0	29,690
Regal	1,046	0	867	2,128	73,107	139,613
GENERAL MOTORS	12,206	4,353	11,935	26,466	406,198	405,469
HONDA	2,100	1,761	2,095	4,581	84,286	46,251
HYUNDAI*	300	0	300	660	14,180	0
TOYOTA	800	0	861	1,833	18,803	0
VOLVO	180	180	180	396	7,918	8,361
Total Cars, Canada	27,353	18,380	24,742	56,929	989,979	1,009,850

U.S. TRUCK	Week Ended Dec. 16, 1989	Week Ended Dec. 17, 1988	Week Ended Dec. 9, 1989	Dec. to Date	Jan. 1 to Dec. 16, 1989	Jan. 1 to Dec. 17, 1988
Caravan	2,000	2,283	2,472	4,985	104,775	91,342
Dakota	2,100	2,501	2,227	4,779	92,209	106,702
Caravan C/V	50	170	94	188	6,297	11,676
Ram pickups	1,700	2,501	1,813	3,881	89,037	85,198
Total Dodge	5,850	7,455	6,606	13,814	292,318	294,918
Cherokee	4,300	3,887	4,251	8,551	202,806	182,518
Comanche	350	732	330	680	25,060	42,817
Grand Wagoneer	300	350	325	625	9,567	13,859
Wagoneer	50	201	95	145	7,405	10,576
Total Jeep	5,000	5,180	5,001	10,001	244,868	249,770
Voyager	1,900	1,867	2,316	4,708	97,996	84,320
Town & Country	25	0	40	72	3,218	0
Total C-P Div.	1,925	1,867	2,356	4,780	101,214	84,320
CHRYSLER MOTORS	12,775	14,502	13,963	28,595	638,400	625,468
Aerostar	4,000	5,817	4,040	8,872	213,745	203,760
Bronco	1,443	2,110	1,427	3,137	68,930	57,736
Bronco II	2,472	3,353	2,434	5,470	115,899	119,695
Econoline	0	5,047	4,094	4,682	203,432	237,145
Mediums/Heavies	1,290	1,371	1,304	2,858	55,802	63,416
Light trucks	11,247	12,985	11,552	25,077	507,395	486,013
Ranger	3,620	8,003	6,873	11,773	300,564	318,592
Total Ford Div.	24,072	38,686	31,724	62,069	1,463,767	1,486,357
FORD MOTOR CO.	24,072	38,686	31,724	62,069	1,463,767	1,486,357
Astro	2,900	3,586	2,731	6,206	155,533	171,157
Blazer	536	607	548	1,192	25,366	25,809
Lumina APV*	1,754	0	1,750	3,743	19,116	0
Mediums/Heavies	461	0	515	1,068	8,692	20,027
P-Model	795	964	732	1,527	28,741	39,633
Pickups	8,294	9,065	8,546	18,641	389,386	363,325
S-10	5,546	6,165	5,306	12,162	234,783	296,600
S-10 Blazer	3,447	4,071	3,507	7,605	168,234	168,156
Sportsvan/Van	1,900	0	1,984	4,246	92,564	86,204
Suburban	1,477	1,717	1,502	3,280	69,036	69,322
Total Chevrolet	27,112	26,175	27,121	59,672	1,181,337	1,240,233
Jimmy	164	221	155	351	8,075	7,536
Mediums/Heavies	759	0	394	1,245	13,682	35,186
P-Model	85	43	105	190	3,852	4,919
Pickups	3,130	2,814	3,222	6,948	120,475	111,550
S-15	1,223	968	1,477	2,743	57,093	67,965
S-15 Jimmy	873	1,112	896	1,986	49,163	47,098
Safari	1,000	824	1,292	2,468	43,984	43,907
Suburban	630	768	620	1,360	31,216	30,344
Vandura/Rally Vans	560	0	478	1,170	29,036	30,617
Total GMC	8,424	6,750	8,639	18,481	356,576	379,122
Olds Silhouette*	382	0	380	824	3,885	0
Pontiac Trans Sport*	681	0	660	1,429	7,162	0
GENERAL MOTORS	36,579	32,925	36,800	80,407	1,543,887	1,619,355
NAVISTAR	1,495	1,873	1,507	3,304	75,601	84,231
NISSAN	3,060	2,721	3,071	6,747	120,378	93,282
SUBARU-ISUZU*	540	0	540	1,188	5,775	0
AM GENERAL*	450	450	450	990	22,140	22,230
MISCELLANEOUS*	3,000	2,300	3,000	6,600	141,600	113,620
Total Trucks, U.S.	81,971	93,457	91,055	189,900	4,011,548	4,044,537

CANADIAN TRUCK	Week Ended Dec. 16, 1989	Week Ended Dec. 17, 1988	Week Ended Dec. 9, 1989	Dec. to Date	Jan. 1 to Dec. 16, 1989	Jan. 1 to Dec. 17, 1988
Caravan	3,372	3,484	3,911	7,971	144,877	140,406
Caravan C/V	192	204	198	414	9,620	11,701
Ram Wagon	500	680	485	1,086	25,606	26,313
Ram Van	1,630	1,749	1,558	3,514	68,963	72,046
Total Dodge	5,694	6,077	6,152	12,984	249,066	250,466
Voyager	2,580	2,587	2,117	5,220	121,499	124,016
Total Plymouth	2,580	2,587	2,117	5,220	121,499	124,016
Wrangler	1,500	1,305	1,530	3,030	69,533	51,367
Total Jeep	1,500	1,305	1,530	3,030	69,533	51,367
CHRYSLER MOTORS	9,774	9,969	9,799	21,234	440,098	425,849
FORD MTR. (lt. trks.)	3,648	3,358	3,295	7,571	157,812	159,654
Light trucks	3,683	4,140	3,902	8,349	160,210	154,663
Vans	1,470	1,530	1,512	3,315	80,588	80,279
Total Chevrolet	5,153	5,670	5,414	11,663	220,798	214,942
Light trucks	1,563	1,368	1,462	3,359	69,715	73,992
Vans	480	538	437	979	25,553	28,941
Total GMC	2,043	1,906	1,899	4,338	95,268	102,933
GENERAL MOTORS	7,196	7,576	7,313	16,002	316,066	317,875
NAVISTAR	200	274	203	443	10,562	11,016
Total Trks., Canada	20,818	21,177	20,610	45,250	924,538	914,394
U.S., Canada Trks.	102,789	114,634	111,665	235,150	4,936,086	4,958,931

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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December 25, 1989

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42 Big 3 plants slate Jan. layoffs

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The Big 3 will close 42 of their 62 assembly plants for a week or more in January, giving approximately 140,000 workers in the United States and Canada an unexpected winter vacation.

The U.S. automakers are cutting back production to control inventories. At the same time, Japanese transplants plan to reopen all of their plants Jan. 2 after the Christmas shutdown.

The one- to three-week January shutdowns represent lost production of as many as 400,000 domestic cars.

This represents the biggest layoff in the hourly work force since the deep recession year of 1982. That year's car production of 4.9 million was the lowest since 1958.

"I don't think you've had anything of this current size since going back six or seven years," said auto analyst David Healy of the New York City-based investment firm Drexel, Burnham Lambert.

General Motors is laying off 88,000 workers and idling 23 of its 34 assembly plants in the United States and Canada.

The production cutbacks are not as bad as in the last full recession year. In 1982, GM had 150,000 hourly workers on layoff, said Richard F. O'Brien, vice president of personnel administration and development staff. O'Brien said GM has not hired any unskilled hourly workers since 1986.

Ford Motor Co., which has hired about 1,000 production workers this year and was clipping along at a 25 percent overtime rate at this time last year, is temporarily closing 11 of its 16 assembly plants, idling 25,400 workers. Chrysler Motors is closing 8 of 12 assembly plants, giving 25,700 workers additional time off.

The layoffs range from one to three weeks, representing about 1.1 million worker days.

The seven Japanese automakers producing vehicles in the U.S. plan no downtime next month. Like the domestics, they shut down for a week for the Christmas holidays.

Like the wholly owned Japanese plants, the Japanese-American joint ventures — Diamond-Star Motors Corp. (Chrysler Motors and

see LAYOFFS, page 29

1989 Newsmakers of the Year

Inside Section:
The Year in Review
Follows Page 18

George Bush: His presidency changed the federal stance on auto issues — emissions, safety, CAFE, trade policy. He has backed up his claim that he would be the environmental president.

Sir John Egan: Took Jaguar from the pits back to respectability and made the shareholders rich; failed to remain independent and succumbed to Ford's hostile takeover.

Lee Iacocca: Cut Chrysler's budget, groused about unfair traders, announced the Detroit Jefferson Avenue plant will close, appeared callous about layoffs and lost car share.

Michael Moore: Took some unpleasant raw reality and made *Roger and Me*, a fabulously successful and hilarious look at it; has world's largest industrial corporation squirming.

J.C. "Jim" Perkins: After four years with Toyota, he left his post as chief of Lexus and returned to General Motors to apply his Japanese marketing lessons at once-dominant Chevrolet.

Donald Peterson: Announced his surprise retirement from Ford after huge successes — improved car share, intros of exciting top sellers and the purchase of Britain's Jaguar.

Roger Smith: While the GM chairman unwittingly starred in the hit movie *Roger & Me*, market share kept dipping even as the General launched more new products than at any time in its history.

Ron Tonkin: NADA's president aggressively represented dealers and made headlines all year — Rough Riders, possible dealer finance company, call for 30-day or 15-day inventory.

Kenichi Yamamoto: Mazda chairman redefined a corporate image that was nebulous at best, turned Mazda into a niche marketer and produced the marvelous Miata and MPV.

Yutaka Kume and Eiji Toyoda: Brought about Infiniti and Lexus lines, respectively; those new luxury cars from Nissan and Toyota have changed the upper end of the auto market.

AUTOMOTIVE NEWS/JOE WILLSON

Ray Green: "I want everything for dealers that Ron wants, but ... I'm more apt to negotiate."

'HI, RAY'

New leader at NADA brings a quiet style

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

When Ray Green strides into his Springfield, Ill., Toyota dealership, his son Todd rises from behind a plain metal desk, extends a hand and says cheerfully, "Hi, Ray."

Both of his sons call him Ray, instead of Dad, an idiosyncrasy he says doesn't bother him, but does annoy his wife.

Green, 62, is the 1990 president of the National Automobile Dealers Association. His term will begin during the NADA convention in Las Vegas in February.

Soft-spoken and somewhat aloof, he is keenly aware that current president Ron Tonkin will be a tough act to follow.

"I want everything for dealers that Ron wants," said Green. "But you can climb into the ring and box, or you can negotiate. I'm more apt to negotiate with manufacturers and distributors than get into the ring with them."

He also knows that comparisons with Tonkin are inevitable, largely because Tonkin's confrontational style has been popular with dealers.

But by nature, Green will take a lower profile, preferring to work behind the scenes

see GREEN, page 29

...py Holidays!
...ek and next, Automotive News is dated on a holiday, and our staff
...joy a few days off. Offices are closed Dec. 25 and 26 and Jan. 1 and 2.
...h all our readers a joyous holiday and a prosperous new year.

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Stealth and 3000GT aimed at different targets

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — From mechanically identical platforms, Dodge and Mitsubishi Motor Sales of America will be selling widely divergent sports cars for 1991.

The divisions will need to target different audiences if they are to reach the combined total of 30,000 to 35,000 units annually projected by Mitsubishi Motors Corp., which builds the cars. Neither Mitsubishi nor Dodge has ever offered a high-performance $30,000 car before, but they will bracket that mark next fall.

Dodge will take the low road toward its goal of more than 20,000 units in a highly competitive sports car market. It will have three versions of the Stealth, including a 300-horsepower, twin-turbo, all-wheel-drive RT model that will compete directly against Chevrolet Corvette. But most will be base model versions with a single-overhead cam, 145 hp V-6 and front-wheel drive that will be priced "well below $20,000."

"We want to get down close to Toyota Celica territory, where there is bigger volume," said Dwight L. Johnson, Dodge R-body product planner.

The balance of the Stealth line will consist of a 24-valve, 205-hp V-6 version and only 4,000 to 5,000 of the RT, which will be priced just under $30,000, said E.H. Brust, Chrysler's chief product planner.

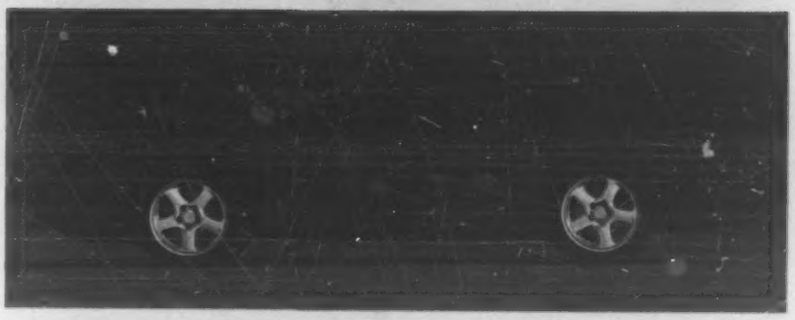
Mitsubishi will also have three versions of its 3000GT. But equipment and technological features are higher at each level for the 3000GT than the Stealth. Prices will be several thousand dollars higher, too, ranging from roughly $22,000 to $32,000.

While Dodge expects most Stealth sales from the low-priced version, Mitsubishi believes it will sell 70 percent of its volume in the top-end VR-4 model. That model will have four-wheel steering, all-wheel drive and twin-turbos. Lower-priced models are each expected to account for 15 percent of 3000GT sales.

Annual volume is projected at 10,000-12,000, said Dick Recchia, executive vice president and chief operating officer of Mitsubishi Motor Sales of America.

Dodge and Mitsubishi's different approaches not only give each other marketing breathing room, they also reflect differences in the product lineup of the two.

The 3000GT must be positioned above the higher-volume Mitsubishi Eclipse, which has a turbo, all-wheel-drive model priced about $18,000, said Ron Kusumi, product planning manager for Mitsubishi's U.S. sales arm.



Dodge will offer three versions of the Stealth, including a 300-horsepower, twin-turbo, all-wheel-drive RT model that will compete directly against the Corvette.

Car offers 300 hp, at $100 per horse

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

KITSUREGAWA, Japan — Mitsubishi will challenge more established high-end, mass market sports cars by packing its 1991 Dodge Stealth/Mitsubishi 3000GT with performance technology while under-pricing much of the competition.

The technological showcase will be the top version for Mitsubishi Motor Sales of America, the 3000GT VR-4.

It's likely to be priced at just over $30,000 when introduced next September.

Intended to compete with the Porsche 944 Turbo ($41,900), Nissan 300ZX Turbo ($33,000) and Toyota Supra Turbo ($25,200), the 3000GT VR-4 will have a 300-horsepower, 3-liter, double-overhead cam V-6 engine with twin turbochargers, twin intercoolers and 24 valves. Peak horsepower is reached at 5,500 rpm, with torque rated at 307 pounds-feet at 2,500 rpm.

Linked with a five-speed manual transmission built by West Germany's Getrag and full-time all-wheel drive with viscous clutch limited-slip center and rear differentials, the 3000GT VR-4 has a top speed of 162 mph and a 0-60 mph acceleration time of 5.4 seconds. The VR-4 comes with low-profile 45-series tires on 17-inch aluminum-alloy wheels.

The power-assisted brakes use ventilated 16-inch discs with four-piston aluminum calipers in front and ventilated 15-inch discs in the rear.

The VR-4 will come standard with Mitsubishi's first four-wheel steering system offered in the U.S. market, plus an electronically controlled adjustable suspension that gives the driver a choice of sport or touring modes.

The driver can also select normal

see STEALTH, page 30

NADA sees million-unit dip in 1990 car-truck sales

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Economists at the National Automobile Dealers Association predict that sales of new cars and light-duty trucks will fall about a million units to 13.7 million in 1990.

NADA predicts weak economic growth in 1990, but no recession.

"There is a retrenchment on the part of the consumer, plus the normal cyclical downturn," said Tom Webb, NADA chief economist.

NADA expects total 1989 sales to be 14.7 million units or less. Webb estimated full-year declines of 5 percent for domestic cars, 7 percent for imports and 3 percent for light trucks.

In a press release, NADA said the monthly car payment is outpacing the rise in families' income because of higher prices and a recent reduction in the average length of a new-car loan. The last time that happened was the recession of 1980-82, Webb said.

"Monthly payments to finance new vehicles will continue to outstrip the rate of increase in family income in 1990," he said.

Webb pegged 1990 sales at 9.3 million cars and 4.4 million trucks. He expects economic growth next year of 1.9 percent with inflation at 4.5 percent.

He looks for a drop in the prime interest rate from the current 10.5 percent to 9.5-9.9 percent.

Webb also predicts a marginal weakening of the dollar against foreign currencies and a soft consumer attitude in the first quarter.

NADA said that despite the 20 percent drop in sales of subcompacts in 1989, that segment will stabilize as domestic manufacturers step up efforts to improve fuel economy ratings.

Compacts will continue to gain market share through new models and increased domestic competition. In the intermediate and full-sized segments, NADA said sales will hinge largely on General Motors' ability to reverse its loss of market share.

Lexus and Infiniti are expected to garner 7.5 percent of the luxury market. NADA predicts that those new lines will take more market share from domestic automakers than from Europeans.

And because replacement demand has dampened in the light-duty truck market, full-sized pickup sales will decline as commercial demand lessens, NADA said. Sales of sport-utility vehicles and passenger vans are expected to hold up well.

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Poling Sarni

Poling to outline issues of '90s at World Congress

DETROIT — Harold "Red" Poling, the chairman-designate of Ford Motor Co., will speak on "The Challenges of the '90s: New Realities, New Responsibilities, New Responses" when he leads off the 1990 Automotive News World Congress on Sunday evening, Jan. 7.

The 14th Automotive News World Congress will be held Sunday through Wednesday, Jan. 7-10, at the Westin Hotel in Detroit and will draw industry leaders from around the world.

Register for World Congress, page E23

The second Sunday night keynote speaker will be Vincent Sarni, chairman and chief executive officer of PPG Industries. His topic is "Supplier Survival: An Agenda for the Nineties."

Poling, currently Ford's vice chairman, will succeed retiring Ford Chairman Donald Petersen next March. Poling has been one of the chief architects of the company's turnaround during the 1980s.

He became executive vice president of Ford's North American automotive operations in 1980 after serving as president and then chairman of Ford of Europe in the late 1970s. He was Ford Motor president from 1985 to 1987. s vice chairman, Poling oversees all of the company's main business groups — automotive, financial services and diversified products.

For further information, write Wendy Barhydt, World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, MI 48108-2150 or telephone 313-936-1049.

1990 WORLD CONGRESS SPEAKERS

SUNDAY, JAN. 7
7:45 p.m.
Harold "Red" Poling, vice chairman, Ford Motor Co.
8:30 p.m.
Vincent A. Sarni, board chairman and CEO, PPG Industries

MONDAY, JAN. 8
9 a.m.
William Bruce, general manager, Infiniti
9:45 a.m.
Owen Bieber, president, UAW
10:30 a.m.
James O'Neal, president, Arnold Palmer Automotive Group
11:15 a.m.
Brian Bowler, president and CEO, Porsche Cars North America
2 p.m.
Nelson Gonzales, Buick City plant manager
Susan Shackson, director, public policy development office, Ford Motor Co. governmental relations staff
2:50 p.m.
Laurel Cutler, vice president, consumer affairs, Chrysler Motors
Takeshi Tanuma, president and CEO, Nissan Research & Development
3:45 p.m.
John Hammond, managing partner, J.D. Power and Associates
Elmer Kastelic, service manager, Motorcars Honda, Cleveland Heights, Ohio *and* **Jim Seiler**, service manager, Bloomington Acura, Bloomington, Minn.
7:30 p.m.
Jerry Curry, administrator, NHTSA
8:15 p.m.
Bennett Bidwell, chairman, Chrysler Motors

TUESDAY, JAN. 9
8:30 a.m.
Jerry Benefield, president, Nissan Motor Manufacturing Corp. U.S.A.
9:15 a.m.
J. Michael Losh, general manager, Oldsmobile
2 p.m.
Shigenori Fukuda, general manager, Design Division, Mazda Motor Corp. *and* **Mark Jordan**, assistant chief designer, Mazda Research & Development
Leonard Sherman, vice president, Booz-Allen & Hamilton
2:50 p.m.
Dr. Roberta J. Nichols, director, alternative fuels research, Ford Motor Co.
Jack Reilly, senior vice president and general manager, American Isuzu Motors
3:45 p.m.
Janet Thompson, vice president, advertising, Mazda Motor of America
Charles Miller, executive vice president, TRW Occupant Restraint Systems

TUESDAY EVENING GALA
7:30 p.m.
Ron Tonkin, president, National Automobile Dealers Association
8:15 p.m.
Charles Jordan, vice president, GM design staff

WEDNESDAY, JAN. 10
9 a.m.
Donald Hudler, vice president, sales, service and marketing, Saturn Corp.
9:45 a.m.
Roy Roberts, vice president and general manager, truck operations, Navistar International Transportation Corp.
10:30 a.m.
John Damoose, vice president of brand marketing, Chrysler Motors
11:15 a.m.
Maryann Keller, vice president, Furman Selz Mager Dietz & Birney

U.S. auto trade deficit up 3% for September

WASHINGTON — The U.S. trade deficit for passenger cars and light trucks increased 3.3 percent in September over the year-ago total, reversing a 4.0 percent improvement in August.

The latest figures from the U.S. Commerce Department peg the automotive trade deficit in September at $3.285 billion compared with a deficit of $3.179 billion in September 1988. The value of automotive exports and imports declined for the month.

For the 12-month period through September, the deficit was $45.5 billion, 4.6 percent higher than in the previous 12 months.

The number of passenger cars imported during September declined 15.9 percent from a year ago, falling to 293,270 units with an estimated value of $3.25 billion. Imports of light trucks increased 11.2 percent for the month to 63,307 units with an estimated value of $627.7 million.

The number of passenger cars exported during September fell 60.5 percent from a year ago, to 30,769 units with an estimated value of $392.4 million. The number of light trucks exported in September increased 7.7 percent to 16,568. Light-truck exports were valued at $205.1 million.

U.S. exports of passenger cars suffered substantial setbacks in some markets. The value of exports to Japan declined 82.3 percent for the month. Passenger-car exports to Canada were down 53.3 percent.

The value of light-truck exports to Canada increased 33.8 percent during September.

U.S. automotive exports dipped 26.0 percent, from an annualized total of 948,046 vehicles as of September 1988, to 701,305 vehicles for the 12 months ended September 1989.

Imports of cars and light trucks also slipped on an annualized basis. The number of vehicles imported for the year ended September 1988 was 5.35 million. That number fell to 5.10 million units for the year ended September 1989.

Imports of passenger cars from Japan were up 9.3 percent in September; truck imports declined 13 percent.

Imports of cars from Canada were down 7.1 percent, while Canada's truck shipments increased 36.5 percent for the month.

U.S imports of West German cars fell 47.8 percent in September to 12,106 vehicles.

The number of passenger cars shipped from South Korea fell 80.3 percent in September to 9,423 units. South Korea shipped 47,759 passenger cars to the United States during September 1988.

Imports of Swedish cars fell 32.6 percent to 5,829 in September.

Mexico shipped 5,763 cars, a 56.0 percent decline from last year.

Yugoslavia did not export any vehicles to the United States in September.

Car shipments from the United Kingdom were up 24.8 percent for the month to 1,994.

Italian cars registered a 356.5 percent increase for the month, growing to 525 from 115. On an annualized basis, Italian imports are 31.9 percent ahead of last year.

France exported 119 cars to the United States in September, compared with 1,028 a year ago. French imports are 55.5 percent behind last year's annualized tally.

Brazil's car shipments to the United States were down 48.7 percent, to 3,139, in September.

Mark gets plastic hood

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co., showing an increased confidence in plastic body components, will use a plastic hood on its next-generation Lincoln Mark, according to industry sources.

The car — likely to be called Mark VIII — will debut in the fall of 1992 and may be the first Ford car to have a plastic hood. Ford uses a plastic hood on its Aerostar minivan.

Ford had planned to put a plastic hood on the Taurus SHO in the 1988 model year but delayed that project.,

Ford also planned to offer a composite bed on its future pickup trucks as part of its PN38 program, which was dismantled last summer.

The company uses plastic for the tailgate of both the Aerostar and the Bronco II sport-utility vehicle and recently built a Taurus concept vehicle using glass-fiber reinforced plastic for the car's main structural elements. The concept Taurus has steel doors, hood, trunk and front fenders.

The Big 3 have been looking at plastic composite materials metal parts for several years. Plastic is 25 to 30 percent lighter than steel.

General Motors currently uses a plastic hood on its Z-24 Cavalier and four plastic-bodied vehicles — the Chevrolet Corvette, Chevrolet Lumina, Pontiac Trans Sport and Oldsmobile Silhouette.

Chrysler has a fiberglass composite liftgate on its Jeep Cherokee and Wagoneer Limited wagon and is testing plastic body panel manufacturing processes at its New Mack Process Development Center in Detroit.

Industry sources said the Mark VII replacement will be built in Ford's Wixom, Mich., plant beginning in August 1992 with annual production of 30,000. It will be based on the same rear-wheel-drive platform as the Ford Thunderbird and Mercury Cougar.

The new hood will be supplied by GenCorp's Ionia, Mich., plant. GenCorp also supplies the plastic hood on the Cavalier Z24.

Ford has said that it favors using plastic body and structural parts for production runs

U.S. AUTOMOTIVE TRADE BY QUANTITY

Passenger cars

Country	Trade	Sept. 1988	Sept. 1989	Oct. 1987-Sept. 1988	Oct. 1988-Sep
Japan	Export	4,562	471	16,443	1
	Import	146,261	159,891	2,148,616	2,14
Canada	Export	66,180	24,779	621,573	37
	Import	100,507	93,360	1,177,168	1,12
West Germany	Import	23,208	12,106	283,285	23
South Korea	Import	47,759	9,423	460,043	31
Sweden	Import	7,843	5,289	107,994	10
Mexico	Import	13,086	5,763	148,016	15
Yugoslavia	Import	36	0	38,025	
United Kingdom	Import	1,598	1,994	34,846	2
Italy	Import	115	525	6,666	
France	Import	1,028	119	16,656	
Brazil	Import	6,121	3,139	73,975	4
Others	Export	7,156	5,519	116,116	14
	Import	1,235	1,661	18,800	2
Car total	Export	77,898	30,769	754,132	53
	Import	348,797	293,270	4,514,090	4,21
TRADE BALANCE		(270,899)	(262,501)	(3,759,958)	(3,67
Light trucks (up to 10,000 lbs. GVW)					
Canada	Export	13,982	15,832	166,333	14
	Import	26,798	36,576	268,120	40
Japan	Import	28,927	25,185	567,353	42
Mexico	Import	2	1,462	39	
Others	Export	1,397	736	27,581	2
	Import	1,181	104	2,745	
Truck total	Export	15,379	16,568	193,914	16
	Import	56,908	63,307	838,257	87
Trade balance		(41,529)	(46,739)	(644,343)	(71
Car and truck total	Export	93,277	47,337	948,046	70
	Import	405,705	356,577	5,352,347	5,09
TRADE BALANCE		(312,428)	(309,240)	(4,404,301)	(4,39

Compiled by Automotive News from official statistics of the U.S. Commerce Department, as reported by the U.S. International Trade Commission. Be rounding, figures may not add to the totals shown.

U.S. AUTOMOTIVE TRADE BY VALUE

(x $1,000)
Passenger cars

Country	Trade	Sept. 1988	Sept. 1989	Oct. 1987-Sept. 1988	Oct. 1988-Se
Japan	Export	$ 52,236	$ 9,233	$ 205,160	$ 2
	Import	1,348,476	1,583,404	19,691,643	20,7
Canada	Export	675,773	315,886	6,342,149	4,4
	Import	1,136,407	1,027,774	13,081,498	12,6
West Germany	Import	541,917	314,568	6,886,977	5,6
South Korea	Import	264,067	64,181	2,457,120	1,8
Sweden	Import	126,239	89,461	1,673,203	1,7
Mexico	Import	111,584	51,300	1,268,066	1,3
Yugoslavia	Import	108	0	100,883	
United Kingdom	Import	53,930	65,470	986,324	9
Italy	Import	4,489	12,316	156,293	2
France	Import	11,854	1,315	178,174	
Brazil	Import	36,196	19,512	411,595	2
Others	Export	89,054	67,293	1,493,296	1,8
	Import	18,302	25,661	295,733	3
Car total	Export	817,063	392,412	8,040,605	6,4
	Import	3,653,569	3,254,963	47,187,508	45,9
Trade balance		(2,836,506)	(2,862,551)	(39,146,903)	(39,4
Light trucks (up to 10,000 lbs. GVW)					
Canada	Export	$ 145,540	$ 194,726	$ 1,669,362	$ 1,6
	Import	306,986	446,997	2,980,584	4,9
Japan	Import	177,800	142,101	3,240,014	2,9
Mexico	Import	1,301	18,142	7,515	
Others	Export	14,569	10,389	344,338	2
	Import	16,284	20,500	159,467	
Truck total	Export	160,110	205,115	2,013,699	1,9
	Import	502,372	627,740	6,387,580	8,0
Trade balance		(342,262)	(422,625)	(4,373,881)	(6,1
Car and truck total	Export	977,173	597,527	10,054,304	8,3
	Import	4,155,941	3,882,703	53,575,088	53,9
VEHICLE TRADE BALANCE		(3,178,768)	(3,285,176)	(43,520,784)	(45,5
TOTAL U.S. Merchandise trade (customs value)	Export	27,578,100	31,136,100	307,787,700	356,8
	Import	36,750,400	39,078,600	433,305,200	467,8
TRADE BALANCE		(9,172,300)	(7,942,500)	(125,517,500)	(111,0

British makers share space at Detroit show

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — British automakers will combine forces for the first time to mount a combined exhibit at the North American International Auto Show in Detroit next month.

The exhibit will have vehicles made by Jaguar, Lotus, Rolls-Royce and the Rover Group (Sterling, Range Rover).

Their U.S. subsidiaries are members of the British Automobile Manufacturers Association, based in Greenwich, Conn.

The 10,800-square-foot stand will have 22 cars on display, with each marque clearly identified within the group. But all will come under a "Fine Motorcars from Great Britain" banner.

An association spokesman said that by combining forces, the group can have a greater impact at the show than individual exhibits.

The companies are of vastly different sizes relative to one another, however, so in setting up the common exhibit they had to negotiate such issues as the relative size and placement of each marque's area. The budget was divided evenly, members said. Floor space alone for the exhibit will cost about $30,000

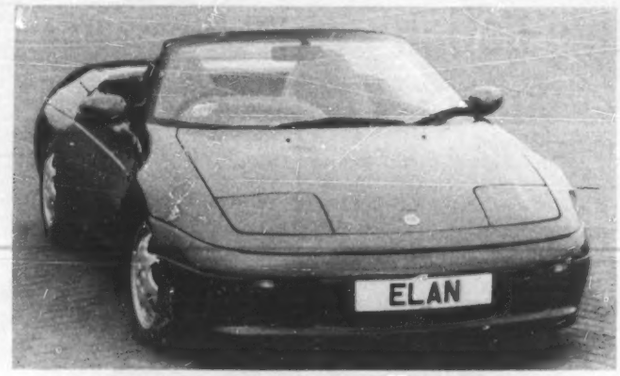
The companies will have separate exhibits at the Greater Los Angeles Auto Show, which runs concurrently with the Detroit show, Jan. 6-14. No decisions have been made regarding a common exhibit for future shows, but the possibility is being discussed, the spokesman said.

One association member, Aston Martin Lagonda of North America, will have a separate display in Detroit.

Aston Martin's V-8 Virage will make its U.S. debut in Detroit.

Also, in addition to its appearance in the association's display, Lotus Cars USA will show its new Elan convertible within the General Motors display in Detroit, said Ron Foster, president of Lotus Cars USA.

Group Lotus in England is a GM subsidiary.



Lotus' new Elan will be on display at Detroit's auto show next month.

Smyrna selects TKS paint system

SMYRNA, Tenn. — Nissan Motor Manufacturing Corp. U.S.A. has chosen TKS Industrial Co. USA as the primary paint equipment supplier for its $490 million plant expansion here.

TKS of Dublin, Ohio, is the U.S. subsidiary of Japan's Taikisha Ltd. TKS will install $45 million in equipment by November 1991.

Fluor Daniel Inc. is the general contractor for the project's body, frame and stamping plant construction. Fluor Daniel, a Greenville, S.C., engineering firm, is scheduled to complete construction in September 1991.

The Smyrna project will double Nissan's U.S. production capacity from 220,000 to 440,000 vehicles a year by 1992. In addition to light pickup trucks and the Sentra, the plant will produce an unnamed Stanza replacement at that time.

— Lindsay Chappell

IMPORT CAR SALES BY MODEL

	Nov. 1989	Nov. 1988	11 Mos. 1989	11 Mos. 1988
ACURA	10,632	10,075	132,204	118,408
Integra	5,677	3,928	72,008	53,664
Legend	4,955	6,147	60,196	64,744
ALFA ROMEO	102	232	2,746	4,117
Milano	28	126	1,030	2,076
Spider	74	106	1,716	2,041
AUDI	1,409	1,355	19,393	21,637
4000	0	9	103	565
5000	9	77	350	7,184
80	262	286	4,092	5,383
90	233	356	4,166	5,709
V8 Quattro	141	0	767	0
Coupe Quattro	78	0	346	0
100/200	542	452	7,687	2,063
100/200 Quattro	144	175	1,882	733
BMW	5,140	6,642	60,418	66,190
3-Series	2,062	2,800	29,255	33,291
5-Series	1,951	2,288	18,519	16,364
635 CSi	100	132	1,423	1,744
7-Series	976	1,176	9,691	12,189
M3	47	112	915	1,565
M5	3	75	268	479
M6	1	59	347	558
CHEVROLET/GEO	8,956	6,107	107,767	107,423
Geo Storm/Spectrum	5,187	2,733	58,874	63,092
Geo Metro/Sprint	3,769	3,374	48,893	44,331
CHRYSLER MOTORS	6,949	9,481	97,310	119,524
Colt	4,288	5,261	55,514	74,966
Conquest	165	518	4,912	9,381
Medallion	44	1,214	3,863	13,945
Summit	1,020	1,099	18,328	3,078
Vista	848	1,389	12,357	18,154
TC	584	0	2,336	0
DAIHATSU	1,522	1,054	13,903	10,637
FORD Festiva	4,120	5,164	65,225	63,429
HONDA	21,269	20,221	231,234	232,114
Civic/CRX	4,610	5,173	57,403	90,029
Accord	14,455	10,916	132,351	94,973
Prelude	2,204	4,132	41,480	47,112
HYUNDAI	12,008	17,732	172,713	242,930
Excel	9,040	17,732	145,109	242,930
Sonata	2,968	0	27,604	0
ISUZU	552	1,599	15,719	22,998
I-Mark	499	1,360	11,304	16,015
Impulse	53	239	4,415	6,983
JAGUAR	1,699	1,925	17,088	18,687
XJ6	1,241	1,599	13,126	14,315
XJS	458	326	3,962	4,372
LEXUS	3,787	0	11,757	0
ES 250	1,049	0	3,165	0
LS 400	2,738	0	8,592	0
MASERATI	20	25	260	716
MAZDA	16,964	16,123	205,024	207,051
323	2,484	5,848	58,923	84,212
Protege	2,422	0	7,107	0
626	3,313	4,573	49,491	61,871
MX-6	24	273	2,189	7,800
Miata	3,087	0	19,757	0
929	1,420	1,784	18,203	24,257
RX-7	941	1,643	15,508	25,798
MPV	3,273	2,002	33,846	3,113
MERCEDES BENZ	6,297	6,504	68,601	77,080
190	1,200	1,049	13,203	15,579
300E 2.6/260E	477	371	4,769	5,943
300	2,008	1,686	20,610	19,635
300 SE	384	683	5,830	4,597
300SDL Turbo	0	0	2	90
300SEL	279	280	3,506	4,497
420SEL	725	686	6,779	7,822
560SEL	646	599	4,814	5,193
SL Coupe	334	851	6,886	11,016
560SEC	186	172	1,477	1,486
Tourist	58	127	725	1,222
MERKUR	1,221	779	8,467	14,479
XR4Ti	103	498	3,956	5,412
Scorpio	1,118	281	4,511	9,067
MITSUBISHI	6,339	4,492	71,355	64,492
Starion	2	96	684	2,862
Cordia	0	160	382	5,509
Tredia	0	5	12	475
Mirage	3,298	734	23,446	11,275
Galant	2,478	1,372	28,836	12,509
Sigma	85	227	1,989	6,368
Precis	348	1,578	14,668	19,416
Van/Wagon	128	320	1,788	6,078
NISSAN	31,690	33,744	383,754	329,562
Sentra	8,987	11,318	113,929	126,578
Pulsar	2,221	3,023	23,456	43,106
Stanza	3,011	3,820	40,483	44,328
Axxess	1,361	0	8,547	0
Maxima	8,422	9,030	102,176	65,679
240SX/200SX	4,336	5,531	64,888	27,283
300ZX	2,002	1,022	24,878	18,362
Hawaii	1,350	0	5,397	4,226
PEUGEOT	433	544	5,621	6,212
PONTIAC LeMans	1,119	5,442	43,724	57,536
PORSCHE	797	1,015	8,817	14,506
924S	24	85	136	2,193
944	95	228	1,238	3,385
944S	116	35	558	457
944 Turbo	66	127	731	1,666
911 Coupe/Carrera 4/2	303	184	2,449	2,810
911 Turbo	30	108	1,036	1,026
911 Cabriolet/Speedster	74	134	1,882	1,690
928S	89	114	787	1,281
SAAB	1,505	3,088	30,132	35,790
900	155	508	5,895	6,140
900S	276	667	7,591	9,378
900 Turbo	422	740	8,105	8,678
9000S	168	314	2,548	3,345
9000 CD	229	196	2,864	238
9000 Turbo	245	660	2,866	7,300
Tourist	10	3	263	711
STERLING	492	425	5,546	8,518
SUBARU	8,544	11,583	128,466	143,197
Hatchback	95	330	2,576	5,001
3-Door	67	589	7,398	8,469
4-Door Sedan	155	2,658	27,130	30,631
Legacy	4,905	0	28,425	0
Loyale	1,381	0	11,097	0
XT/XT6	180	860	11,780	13,268
Station Wagon	158	4,519	19,810	61,032
Justy	1,603	2,627	20,250	24,796
SUZUKI	397	228	5,703	244
TOYOTA	37,125	53,897	455,171	559,522
Corolla	7,791	14,618	107,900	143,615
Tercel	7,236	10,667	89,669	92,788
Celica	7,424	5,362	55,232	61,396
Supra	772	1,597	13,754	18,165
Camry	6,348	17,318	119,188	194,008
Cressida	658	1,833	23,215	11,995
Land Cruiser	368	293	4,747	5,577
Van	370	400	4,332	4,925
4Runner SR 5	5,979	1,427	32,090	19,387
MR2	179	382	5,044	7,666
VOLKSWAGEN	9,127	9,109	125,139	133,746
Cabriolet	358	423	9,488	12,222
Corrado	308	0	1,134	0
Jetta	4,192	3,092	51,387	47,528
Golf/GTI	1,367	1,600	21,149	9,317
Vanagon	336	390	4,784	4,992
Quantum	9	191	929	2,829
Scirocco	2	249	864	3,490
Fox	2,555	3,164	35,404	53,368
VOLVO	8,218	8,134	96,722	92,893
240 Series	3,200	3,532	38,814	39,411
740 Series	4,210	3,913	43,986	40,013
760 Series	737	584	11,176	11,203
780	33	80	2,030	1,630
Tourist	38	25	716	636
YUGO	755	2,002	9,948	30,014
IMPORT TOTAL	209,188	238,721	2,599,927	2,803,660

Volkswagen has reported sales of U.S.-built Golf and GTI models as imports after June 30, 1988

Compiled by Karen Datkowski

Import sales tumble 12.4% in November

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Imported auto sales slipped in November, falling 12.4 percent from November 1988 totals to 209,188.

The November results brought year-to-date import sales to nearly 2.6 million, or 7.3 percent below 11-month totals from last year.

Japanese imports fell about 10.2 percent for the month to 152,010. For the year, Japanese imports have declined only 3.2 percent to about 1.86 million units. But the Japanese continue to increase production in the United States and are relying less on imported products.

Import sales for Toyota Motor Sales U.S.A., for example, fell 31.1 percent to 37,125. Although Toyota's import sales are down 18.7 percent to 455,171 so far this year, the company's overall U.S. sales have risen. The difference has been increased U.S. production.

Toyota's Lexus division, which was launched in late summer, sold 3,787 cars in November.

Nissan Motor Corp. in U.S.A. was down 6.1 percent to 31,690 for November. But for the year, Nissan's import sales are running ahead of last year's pace by 16.4 percent.

European imports fell 2.8 percent for the month to 39,931 units, or a decline of about 11.6 percent through 11 months to 459,766.

Volvo Cars of North America, Audi of America, Volkswagen United States and Sterling Motor Cars all scratched out month-to-month increases. Volvo had a record November with 8,218 sales. Among European makes, only Volvo has shown a year-to-year increase. With 92,893 sales, the company is up 4.1 percent compared with the same period last year.

SIZE CLASS SHARES Domestic and Import November 1989

	Total Sales	Pct. of Total
SUBCOMPACT	173,450	25.40
COMPACT	173,508	25.41
INTERMEDIATE	221,288	32.41
STANDARD	91,128	13.35
SPECIALITY	23,427	3.43
TOTAL	682,801	100.00

RECREATION ON WHEELS

Van converters say upturn in shipments is near

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

LOUISVILLE, Ky. — There's a light at the end of the RV tunnel, and many van converters see it breaking through in the next 45 to 60 days.

Although wholesale van conversion shipments have slowed, converters such as Glaval Inc. of Elkart, Ind.; Starcraft Corp. of Topeka, Ind.; and Bivouac Industries of Vandalia, Mich., said retail sales of their vans have actually been much stronger than wholesale figures suggest.

Wholesale demand for most converters has been down sharply since last summer — much more so than figures from the Recreation Vehicle Industry Association suggest.

RVIA's numbers have been somewhat misleading this year because of the new converter members that have joined the association. Previously, their shipments went unreported.

As Don Cuzzocrea, chairman of Starcraft and a member of RVIA's executive committee, pointed out, "We just approved another five new members as van converters. We keep adding new members, and they make the RVIA (shipment) numbers look strong."

Recreational Vehicle Wholesale Deliveries

	Oct. 1989	Oct. 1988	% change	10 mos. 1989	10 mos. 1988	% change
Travel trailers	4,400	4,800	– 8.3	48,200	52,600	– 8.4
Park Trailers	900	600	+50.0	6,500	6,000	+ 8.3
Travel trailers—fifth wheel	2,800	3,000	– 6.7	25,400	27,300	– 7.0
Folding camping trailers	2,200	2,800	–21.4	27,800	35,500	–21.7
Truck campers	700	800	–12.5	8,900	9,800	– 9.2
Towable RV total	11,000	12,000	– 8.3	116,800	131,200	–11.0
Conventional (type A)	3,000	4,100	–26.8	30,700	35,700	–14.0
Van Campers (type B)	300	500	–40.0	4,300	4,400	– 2.3
Chopped vans (all)	1,500	2,300	–34.8	18,800	22,800	–17.5
Motor home total	4,800	6,900	–30.4	53,800	62,900	–14.5
Van conversions	15,700	15,800	–0.6	170,500	169,100	+ 0.8
TOTAL ALL RVs	31,500	34,700	–9.2	341,100	363,200	– 6.1

Source: Recreation Vehicle Industry Association

RVIA reported industry shipments of 15,700 van conversions in October, down slightly from 15,800 in like 1988.

For 10 months, it reported van conversion shipments of 170,500, up slightly form 169,100 a year earlier.

Wholesale shipments for most converters have fallen off much more sharply than these numbers suggest.

Converters say that is largely due to dealers' efforts to reduce inventories.

"Dealers have reduced their inventories of van conversions by 40 to 45 percent since last June/July when they were at a peak," noted Ron Chevalier, Starcraft vice president of sales and marketing.

"At the same time, retail sales were up. They can't continue reducing inventory and selling as much or more product than they did a year ago without having to buy some.

> "We keep adding new members, and they make the RVIA numbers look strong."
>
> **Don Cuzzocrea**
> Starcraft chairman

"We'll be there (with strong wholesale demand) in the next 45 days. This is not a problem like in the 1970s when no vans were being sold. Vans are being retailed, but it's just a combination of conservatism among dealers in reducing their inventories and the normal winter cycle" of reduced demand that is affecting wholesale shipments currently.

Starcraft is the top-volume pool converter at GMC Truck Division and ranks third in volume at Chevrolet and fourth at Ford.

William Becker, Glaval's vice president of marketing, advertising and consumer relations, similarly sees the end of January as a "breaking point for what has been sluggish demand at the wholesale level.

"Retail has outperformed wholesale, and dealers have resisted stocking conversion vans compared to previous years," Becker added.

"By the end of January demand will be great enough to where dealers get back to a more aggressive ordering pattern."

Glaval is the second-highest volume converter at Chevrolet, Ford and GMC.

It recently picked up a pool account with Dodge and is developing prototype units to adapt the Dodge chassis to the five conversion packages it offers.

Dave Green, Bivouac marketing manager, said retail demand is still strong, particularly in the South.

Bivouac's wholesale orders are still running "slightly ahead of last year," Green added.

CUTTING COSTS: *Converters attack expenses; plants, marketing affected*

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

LOUISVILLE, Ky. — In the wake of a softer market, some major van converters like Starcraft Corp. of Topeka, Ind., and Coachmen Vans of Elkhart, Ind., are sharpening their manufacturing efficiencies and redirecting some promotional efforts.

Starcraft, for example, is spending $1 million with a consulting firm to improve its operating efficiency.

William Snook, president of Coachmen Vans and Good Times Vans, Grandview, Texas, elected to skip February's National Automobile Dealers Association convention in favor of more private dealer promotions.

"We've been in there (NADA) for three consecutive years," he said. "The location was good. The space was good. But it didn't justify the costs."

He said working with dealers on a local level would provide more return on the company's promotional investment.

Coachmen has trimmed some of its marketing support staff and is looking "deeply into our manufacturing costs," Snook said.

"All the guys (converters) are talking about ordering fewer days' supply of vehicles (chassis), especially because of having to pay interest on the vehicles," under new Ford and Chevrolet consignment pool program changes.

Coachmen is operating with just five days' raw materials for its production operations, but it still maintains a 30 days' supply of chassis.

It uses only 10 work stations instead of 15 to 18 to produce a finished van conversion and is even looking at paint graphics that would yield the same visual effect but require less labor to produce.

> "We have to provide quality and value, but we also have to reduce our costs."
>
> **William Snook**
> Coachmen Vans & Good Time Vans

"Every product decision has a cost basis behind it," Snook said. "We have to provide quality and value, but we also have to reduce our costs."

In an effort to improve its Texas operation, the company recently named John Kelley general manager of Good Times Vans.

Meanwhile, Starcraft, purchased by a group of company officials and investors in a leveraged buyout 2½ years ago, has reduced debt from the buyout to $29 million from a previous $73 million, according to Don Cuzzocrea, company president.

While profitable, Starcraft is still spending $1 million on a management consulting firm, the Institute of Management Resources of Westlake Village, Calif., to further improve its efficiency.

"We're investing $1 million, and we hope to save about $4 million to $5 million" from the investment, Cuzzocrea said.

"We're trying to cut waste and expense where we can, but we always run fairly lean.

"There is a limit to how many different things you can change," he added.

Starcraft will continue to emphasize trade advertising because "none of us in this industry really has enough money to advertise to the end-consumer," Cuzzocrea said.

But he, like Coachmen Vans; Explorer Van Co. of Warsaw, Ind.; and Bivouac Industries of Vandalia, Mich., plans more local promotions, tied in with dealers.

"You'll see a lot of people doing that," Cuzzocrea predicted.

"It dramatically strengthens your relationship with the dealer and his salespeople. It has a tremendous learning potential for both sides," he added.

Starcraft sold 15,500 van conversions in the 1989 model year and plans to sell 16,000 during 1990.

About 20 percent of its sales — $75 million worth of product — went to overseas export markets.

The competitive nature of the U.S. market "doesn't allow you to make that much money," Cuzzocrea said.

"Last year, we made less money per unit, but sold more units and made more money in total," he added.

This year, it came out with a $3,250 wholesale-price conversion, but has shied away from some of the riskier, costlier incentives used by competitors.

The company did add three field sales representatives since the start of the 1990 model year. And its West Coast market continues to be very strong.

The company is now exploring new programs, such as offering optional extended warranties on its vans. And it has developed some conversion projects for pickup trucks.

Overall, Cuzzocrea is confident the firm will increase its market share, particularly in view of the many smaller converters closing their doors.

Down the road, he would like to expand into specialty automotive work, such as that done by American Sunroof Co. of Southgate, Mich., and Cars & Concepts of Brighton, Mich.

"We don't have a (car) project right now, but I think that it's a natural progression of our production and marketing skills," Cuzzocrea said.

National Coach's new Landmark Quest

National Coach Corp., Gardena, Calif., offers a restyled Quest model as part of its Landmark series. The travel van comes with stainless steel interior accents and indirect lighting from a full-length overhead console.

RV BRIEFS

Chevy RV record

LOUISVILLE, Ky. — Chevrolet wholesaled a record 160,000 vehicles to RV and commercial body upfitters and motor home manufacturers through its consignment pool system in the 1989 model year.

Approximately 125,000 of these were full- and compact-sized van chassis, Suburbans and pickups. Some 25,000 were motor homes and cutaways and the other 10,000 were commercial units for body upfitters, according to Thomas A. Pfingst, Chevrolet assistant director of fleet sales.

Pfingst, attending the National Recreation Vehicle Association's Trade Show, believes 1990 will be another good year.

"Baby-boomers who are 35 to 49 years old have been entering the RV market, and we see that trend and the trend toward short or weekend vacations continuing," Pfingst said.

Lawrence buys Daystar

ELKHART, Ind. — John Lawrence, former general manager for Coleman Seating Co. of Elkhart, purchased Daystar Enterprises, a van conversion seating manufacturer, from Helen Krueger and Larry Lippert.

Lawrence has changed the company's name from Daystar to Knight Seating. He is emphasizing mid- to low-priced van conversion seats in his sales.

Sport-utility surge seen

LANHAM, Md. — Sport utilities will overtake minivans in sales over the next 10 years, according to a light-truck market study by the Automotive Parts and Accessories Association's Foundation for Aftermarket Industry Research.

The study bases its conclusion partly on the fact that the age group most likely to buy a sport-utility will expand by 46 percent over the next decade, outstripping those who typically buy minivans.

The study is designed to help aftermarket manufacturers, buyers and marketing executives position their products for this market.

The Foundation for Aftermarket Industry Research drew on the results of an exclusive Automotive Parts and Accessories Foundation survey of new owners of light trucks as well as other industry sources.

NOVEMBER TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1989	TOTAL 1988
CHRYSLER-PLYMOUTH	MO	13,430						13,430	13,998
	YR	168,832						168,832	176,993
DODGE	MO	42,872						42,872	40,364
	YR	505,236						505,236	525,457
JEEP	MO	18,620						18,620	22,428
	YR	232,857						232,857	231,542
TOYOTA	MO	14,636						14,636	17,604
	YR	205,040						205,040	227,647
NISSAN	MO	14,272						14,272	12,302
	YR	143,259						143,259	155,282
MAZDA	MO	5,260						5,260	5,770
	YR	73,895						73,895	86,906
ISUZU	MO	9,648						9,648	8,169
	YR	93,004						93,004	81,649
MITSUBISHI	MO	3,398						3,398	3,353
	YR	34,433						34,433	40,218
SUZUKI	MO	1,123						1,123	1,444
	YR	23,121						23,121	53,454
RANGE ROVER	MO	380						380	169
	YR	4,234						4,234	2,983
FORD	MO	100,190	1,965		514	2,248	902	105,819	118,942
	YR	1,279,135	23,610		9,166	30,733	13,255	1,355,899	1,411,694
FREIGHTLINER	MO						1,420	1,420	1,994
	YR						21,488	21,488	21,908
CHEVROLET	MO	93,144		13	886	522		94,565	108,475
	YR	1,221,401		214	6,404	7,776		1,235,795	1,243,682
GMC	MO	24,602		594	403	937		26,536	31,211
	YR	328,081		4,202	5,092	11,755		349,130	357,535
OLDSMOBILE	MO	886						886	
	YR	1,196						1,196	
PONTIAC	MO	1,104						1,104	
	YR	1,963						1,963	
KENWORTH	MO					24	1,263	1,287	1,452
	YR					361	16,571	16,932	15,524
MACK	MO				138	182	1,209	1,529	2,657
	YR				1,721	2,285	17,767	21,773	24,239
MERCEDES-BENZ	MO				49	93		142	226
	YR				740	1,137		1,877	2,763
NAVISTAR	MO		5	14	491	1,865	1,698	4,073	5,500
	YR		218	147	11,138	29,763	31,505	72,771	78,118
PETERBILT	MO					51	1,335	1,386	1,500
	YR					483	15,179	15,662	15,604
VOLVO/GM HEAVY	MO					113	1,456	1,569	2,010
	YR					937	15,217	16,154	15,903
HINO	MO	20		31	41	69		161	168
	YR	240		425	468	854		1,987	1,967
NISSAN DIESEL	MO	59		62	40	48		209	185
	YR	530		698	388	563		2,179	1,894
ISUZU TRUCK	MO	486	48	14	58	35		641	503
	YR	4,964	573	213	690	624		7,064	5,963
MITSUBISHI FUSO	MO	128		72	15	43		258	264
	YR	1,542		640	303	557		3,042	2,644
SCANIA	MO						8	8	12
	YR						109	109	144
IVECO TRUCKS	MO	122	48	18	17			205	247
	YR	1,273	465	242	163			2,143	2,587
WESTERN STAR	MO						127	127	118
	YR						1,333	1,333	1,334
OTHER DOMESTICS	MO				15		69	84	57
	YR				194	116	733	1,043	822
GRAND TOTAL	MO	344,380	2,066	818	2,667	6,230	9,487	365,648	401,122
	YR	4,324,236	24,866	6,781	36,467	87,944	133,157	4,613,451	4,785,912
1988 YR to DATE		4,480,107	19,595	7,531	49,507	94,790	134,382		

NOTE: 1988 year-to-date includes 10 Subaru Brats; Class 1-3 sales data reported by individual manufacturers. Class 4-8 reported by Motor Vehicle Manufacturers Association.

64,109 '86 Ford products headed for emissions fix

DEARBORN, Mich. — Ford Motor Co. is voluntarily recalling 64,109 1986 cars because of emissions-related concerns.

Being recalled are the 1986 Lincoln Town Car, Continental and Mark VII; Ford Crown Victoria, Thunderbird and Mustang; and Mercury Grand Marquis, Cougar and Capri models equipped with 5-liter or 5-liter high-output engines.

Also involved are certain 1987 Mark VIIs equipped with 5-liter high-output engines.

Ford dealers are being asked to replace the fuel injectors and thermactor air control valve and clean the idle air control bypass valve on all base 5-liter engines involved. They will also be asked to replace the catalytic converter assemblies and clean the idle air control bypass valve on all 5-liter high-output engines involved.

Of the vehicles affected, 64,102 are in the United States, and seven are in export locations.

In a second action, Ford is voluntarily recalling 115 F-250 and F-350 light trucks equipped with 5.8-liter engines and manual transmissions to assure acceptable exhaust emissions levels. The vehicles are 1989 models.

They were equipped with incorrect thermactor silencers and thermactor muffler hoses. Testing conducted by Ford indicated that the vehicles may exceed federal carbon monoxide exhaust emissions standards.

On these vehicles, Ford dealers are being asked to replace the thermactor silencer and thermactor muffler hose.

Of the vehicles affected, 109 are in the United States, and six are in export locations.

32,000 '86 Mercurys, Fords recalled in Calif.

Ford Motor Co. is voluntarily recalling approximately 32,000 1986 California-model Ford Mustang, Thunderbird and LTD and Mercury Capri, Cougar and Marquis cars equipped with 3.8-liter, V-6 engines to assure acceptable exhaust emission levels.

In-use vehicle emissions testing conducted by the California Air Resources Board indicated that hydrocarbon exhaust emissions levels may exceed applicable standards.

To correct that, Ford dealers will install a vacuum retard delay valve to slow engine ignition timing. The recall affects only vehicles made for sale in California.

UAW dissident move grows

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — UAW New Directions, the assertive new political entity within the UAW union, now boasts nearly 600 dues-paying members.

At a Dec. 9 board meeting in Detroit, the organization's first since it was formally commenced at an October conference in St. Louis, national organizing coordinator Jerry Tucker said members now represent 400 of the 1,800 UAW locals nationwide. "That's a significant penetration," he said.

New Directions members basically are auto workers who believe that "the union has matured in the wrong direction — bureaucracy," Tucker said.

The 26 board members, representing several states around the country, met to discuss proposals they believe need to be addressed if the UAW is to be a force during the next decade and especially during next year's bargaining talks with the Big 3 automakers.

Tucker said those issues included modern operating agreements and the union's failure to organize some of the transplant factories. He said that modern operating agreements represent "too much of a business relationship with companies."

He said the UAW has failed to attract the transplant workers because the union's proposals are the same as the companies' proposals.

A 35-hour work week may be one option the union could fight for as a means to attract unorganized workers, Tucker said.

Dues are $30 annually. The organization gets out its message via a newsletter, three of which have been published since August. New Directions plans to publish eight newsletters annually.

GM Ohio plant may lose 700 jobs

PARMA, Ohio — A General Motors components plant here could lose as many as 700 jobs when GM transfers production of driveshafts to a Hydra-matic Division plant in Three Rivers, Mich.

Jack Otter, media relations manager for GM's Saginaw Division, said the change will begin next spring when the Three Rivers plant becomes part of Saginaw Division, a lead division for steering and drivetrains for GM.

The $40 million retooling at Three Rivers should be completed in 1991, Otter said.

Three Rivers currently produces the 200 4—R transmission that will be discontinued at the end of the 1990 model year. Workers thought the plant would be shut down at that time.

"There were grown people crying when it was announced that we would have a future," said Bill Webster, bargaining chairman for UAW Local 2093, which represents the 685 hourly employees at Three Rivers.

The Parma plant, operated by the Chevrolet-Pontiac-Canada Group, has a work force of 4,260, and will continue with its stamping operation and the manufacture of transmission components.

But Roger Montgomery, bargaining chairman for Local 1005 in Parma, said the move still will be devastating to the Cleveland suburb of 90,000. He said some of Parma's hourly workers should have transfer rights to Three Rivers, and he said he expects they will take advantage of that right.

GREEN

FROM PAGE 1

to achieve his goals.

"I will not be as visible as Tonkin," he said. "I'm not as comfortable as he is in the spotlight. I prefer to use the people and staff of NADA who are waiting to be directed."

He characterized Tonkin as a one-man show, whereas he will be more of a team player.

Green recognizes Tonkin's enormous contribution as president. He has, more than any other president, made the general public aware of NADA and brought dealer concerns into the open.

"I don't think he (Tonkin) can get things done by upsetting the manufacturers the way he has," said Green. "But he has prepared the way for me. The issues I will address are the same. But I will take a different approach."

As a result, Green will launch his term by announcing at the NADA convention a model franchise agreement that he and 17 dealers have been working on for four months. It is a model he hopes automakers will adopt.

Although he declined to discuss details, he said it is not unlike Saturn's franchise agreement.

Green is familiar with that agreement because he was one of 15 dealers who provided General Motors with input on it.

He praised the Saturn agreement for its spirit of fairness, but said the model franchise will be tougher on manufacturers on issues like the disposition of dealer grievances.

"The franchise must involve the dealer at every decision-making level," he said. "It should be a team effort between the manufacturer and the dealer."

Green also is jittery about the 1990 economic outlook.

"Our problem is overproduction," he said. "More cars chasing fewer customers. This is not a recession. It is a depression."

He faults the manufacturers alone for the customer's addiction to rebates and incentives to sell cars.

And like Tonkin, he is opposed to fleet subsidies, particularly for the daily rental industry.

Active in the political arena, Green has served on the State of Illinois Committee for Industry and Economic Development. And as chairman of the Automotive Industry Advisory Board for the Secretary of State, he has made the state agency aware of dealer concerns.

He has held a variety of NADA offices since 1975. But his special interest has been the Dealer Election Action Committee. He raised $1.2 million for it in his first year as a member of the committee by initiating a "President's Club."

Only dealers who contribute $5,000 are eligible for membership.

For Green, political action committees are a necessary evil. "I would prefer not to have them, but it is a way for everyone to get involved in the political process," he said. "If you want to have clout, then you must have them."

Green believes there is a revolution under way in the automotive industry. "The prime mover in setting the direction of change between the manufacturer and the dealer should be NADA," he said.

He is deeply committed to his family, and each of his four children, or their spouses, are involved in the family business — car dealerships.

Green wants all of them to have their own dealerships some day. They all are part owners of Green's dealerships now.

"I started buying dealerships in 1975," he said. "The kids wanted into the business, and we couldn't have the whole family in one store."

It's a goal he has almost achieved. He's currently on the prowl for one more dealership for the younger of his two daughters.

Typical of his conservative Midwest background, he keeps tabs on his four Illinois dealerships by visiting them every week despite the hours he must spend on the road.

The drive from his Green on Dirksen Volkswagen-Audi-Yugo-Suzuki-Hyundai dealership in Springfield to Green Chevrolet-Mazda-Jeep in Danville takes more than two hours. He also owns Ray Green Chevrolet in Jacksonville and Green Toyota in Springfield.

Green isn't one to waste time. While driving, he pumps a forearm exerciser to keep in shape.

He also has several cassette tapes neatly arranged and within easy reach on the transmission tunnel hump in the floor.

One is a motivational tape called "Unlock your Personal Power." Another is a message from Tonkin to dealers. And yet another is "The Liberator," readings of 19th century lecturer and writer William Lloyd Garrison.

Green, who started in the automobile business in 1952 as a field representative for General Motors Acceptance Corp., gives the impression of having everything under control — a sense of what he can accomplish and an acceptance of what he cannot.

His four dealerships are all mid-sized. Each sells 600 to 900 new cars annually. They are located in relatively small towns.

A wry grin steals across his lips when he talks about his one big mistake — a health spa that he purchased three years ago.

Not normally given to impulsive buys, Green bought the spa at an auction.

He had exercised there several times a week. When the spa went bankrupt, he went to the auction to pick up a couple of his favorite exercise machines.

But when he saw that the building and the property were being underbid, he raised his hand.

When the price reached $240,000, Green found himself the owner of Fitness World Health Club — lock, stock and barbell.

"It was a mistake," he muses. "I bought it on impulse."

After three years, Fitness World is now profitable.

Green operates Green Holding Co., preferring to be a consultant to his sons and son-in-law who manage the dealerships on a day-to-day basis. His offices there are small and austere.

He has owned nine dealerships during the last 16 years. He obtained his first new-car franchise in 1958.

Green also has three used-car dealerships called Payday Motors that specialize in high-risk customers.

But he admits that his customers may be less of a risk than those of similar operations.

Many of the services a dealer would normally seek on the outside, Green does himself.

For example, he established his own advertising agency to reduce costs. It now services other area car dealerships.

He once owned an in-house extended warranty company, but dissolved it after hearing that another dealer was unable to sell his store because of the potential liabilities of its outstanding warranties.

Green is looking forward to the challenge of his NADA presidency. His agenda is full. Manufacturer-dealer relations isn't the only item on it.

He views clean-air legislation as a potential threat to car and truck sales.

Referring to the Yugo fiasco, Green favors laws mandating that any new manufacturer or distributor post bonds or some kind of fund to guarantee parts and labor for vehicles under warranty in the event they go out of business.

And because computer software is so expensive, he would like to see it standardized to reduce dealer costs.

LAYOFFS

FROM PAGE 1

Mitsubishi) and New United Motor Manufacturing Inc. (GM and Toyota) — will not have layoffs.

The blame for production cutbacks falls on the low sales of the fourth quarter, which have left a 90-day supply of unsold cars, from subcompacts to full-sized Cadillacs.

Early December car sales were down 29.7 percent from the same period last year. Truck sales were down 15.6 percent.

Plants producing Chevrolet Blazers and GMC Jimmys face some of the longer down times.

Ford plants that produce fullsize and luxury models and Chrysler plants that produce minivans don't appear to be affected by the cutbacks.

"The last 60 days, things have been awfully stagnant," said Dick Routh, assistant manager in Ford's corporate news department. "If interest rates go down, that certainly will help" car sales.

Canadian auto workers are more blunt in their assessment of interest rates.

In a prepared statement, Robert Nickerson, national secretary-treasurer for the Canadian Auto Workers union, said the temporary and indefinite layoffs in Canada show that the Canadian government can wreck the auto industry with its high interest rate strategy.

"As a union going into Big 3 bargaining in 1990, we know we can't negotiate guaranteed jobs, but we can go after stronger income security language," Nickerson said.

Analyst Healy said, "Current sales are unusually depressed, and I don't see any real recovery until 1991."

UAW officials and the automakers say there must be a recovery before then.

"The second quarter (of 1990) will be crucial," said UAW spokesman Peter Laarman. Spring is generally when car sales are strongest.

Laarman characterized the January layoffs as serious, but said that since most workers have a call-back date, no one is really alarmed.

At some plants, there is no call back. Late last week, GM announced an indefinite layoff of the second shift at Linden, N.J., idling 1,600 workers. About 1,040 GM workers in Canada also face indefinite layoffs.

Laarman said supplemental unemployment benefits funds of the Big 3 automakers are in good shape. SUB funds, combined with unemployment payments, provide laid-off workers with 95 percent of their take-home pay for as long as the fund is solvent.

Laarman said Ford's SUB fund is in the best shape, followed by Chrysler and then GM. He said he did not know how many credits were in each fund, "but we don't see any crisis for the first six months" of 1990.

It's not known if the January layoffs will affect supplier plants.

Some suppliers choose to build up their own inventory during an assembly plant shutdown, while others trim or halt production.

But said Sheldon Wesson, spokesman for the American Iron and Steel Institute in Washington: "As soon as the automotive industry sneezes, steel reaches for a handkerchief."

Six-speed Shamal

Maserati's new Shamal coupe has a new V-8 engine producing 325 horsepower. It is mated to a six-speed manual transmission. The Shamal, which will cost $70,000 to $80,000, has a top speed of 160 mph.

PLANNED JANUARY SHUTDOWNS

Plant name (location)	Shifts	Hourly employees	Product(s)	Down week(s)
FORD				
Atlanta (Ga.)	2	2,150	Taurus, Sable	Jan. 2
Chicago (Ill.)	2	2,500	Taurus, Sable	Jan. 8
Dearborn (Mich.)	2	2,100	Mustang	Jan. 8, 15
Lorain (Ohio)	2	2,900	Thunderbird, Cougar	Jan. 2, 8
Kansas City (Mo.)	2	2,280	Tempo, Topaz	Jan. 2, 8
Lorain (Ohio)	2	2,700	Econoline, Club Wagon	Jan. 8
Louisville (Ky.)	2	3,100	Ranger, Bronco II	Jan. 8
Michigan Truck (Wayne)	2	1,600	F-Series, Bronco	Jan. 2
Norfolk (Va.)	2	1,600	F-Series	Jan. 8
St. Louis (Mo.)	2	2,500	Aerostar	Jan. 8
Twin Cities (Minn.)	2	2,000	F-Series, Ranger	Jan. 2, 8
CHRYSLER				
Newark (Del.)	2	3,400	Acclaim, Spirit, LeBaron A-body	Jan. 2, 8
St. Louis No. 1 (Mo.)	2	3,400	LeBaron coupe, Daytona	Jan. 2, 8
Belvidere (Ill.)	2	3,700	New Yorker, Dynasty, Imperial	Jan. 2, 8
Pillette Road (Windsor)	2	2,200	Full sized vans	Jan. 2, 8
Toledo (Ohio)	2	5,600	Jeep	Jan. 2, 8
Jefferson Avenue (Mich.)	2	1,700	Omni, Horizon	Jan. 8
Sterling Heights (Mich.)	2	3,000	Shadow, Sundance	Jan. 22
Warren (Mich.)	2	2,700	Light truck	Jan. 2
GENERAL MOTORS				
Scarborough (Ontario)	1	2,500	Full sized vans	Jan. 2, 8, 15
Oshawa (Ontario)	2	8,000	Lumina, Regal	Jan. 2, 8, 15
Ste. Therese (Quebec)	2	3,400	Ciera, Celebrity	Jan. 2, 8, 15
Janesville (Wis.)	2	4,800	Cavalier	Jan. 2
Lordstown (Ohio)	2	6,500	Cavalier, Sunbird	Jan. 2
Fairfax (Kan.)	2	4,200	Grand Prix	Jan. 2, 8
Doraville (Ga.)	2	4,500	Cutlass Supreme	Jan. 2, 8
Linden (N.J.)	2	3,500	Corsica, Beretta	Jan. 2
Wilmington (Del.)	2	4,000	Corsica, Beretta	Jan. 2
Lansing A & B	2	7,800	Calais, Skylark, Grand Am	Jan. 2
Arlington (Texas)	2	3,800	Caprice, 88 (rwd), Brougham	Jan. 2, 8
Wentzville (Mo.)	2	5,900	Bonneville, 88, Electra	Jan. 2
Hamtramck (Mich.)	2	3,200	E-body, Seville, Allante	Jan. 2, 8
Lake Orion (Mich.)	2	6,100	DeVille, Olds 98	Jan. 2, 8
Buick City (Flint)	2	4,700	LeSabre, 88	Jan. 2, 8
Flint (Mich.)	2	3,350	Blazer, Jimmy, Suburban	Jan. 2, 8, 15
Shreveport (La.)	2	2,300	S-10, S-15 pickups, S-Blazer, S-Jimmy	Jan. 2, 8, 15
Baltimore (Md.)	2	3,300	Astro, Safari	Jan. 2, 8
Detroit (Mich.)	1	450	P-model chassis	Jan. 2, 8
Fort Wayne (Ind.)	2	2,600	C/K pickups	Jan. 2, 8
Pontiac East	2	2,900	C/K pickups	Jan. 2, 8
Pontiac West	2	2,000	S-Blazer, S-Jimmy	Jan. 2, 8, 15

Dealership is community center

Christmas concert and candles can displace new Toyotas

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — The cars were moved off the showroom floor for the annual Christmas concert at the Toyota Twin Cam dealership on the outskirts of Nagoya. Families from the neighborhood filled the dealership for the music program, and then the lights were dimmed for the candlelight session to conclude the evening.

It was not an unusual event for Twin Cam. Music concerts are such a regular affair that a white piano is a permanent fixture in the showroom.

Nor was it the only event to attract members of the community. Since it was established two years ago, Twin Cam has come to provide many of the services usually associated with shopping malls in the United States.

It is an example of how far dealers feel they have to go to teach Japanese customers a new idea: a showroom approach to selling.

Until recently, cars were sold in Japan on a door-to-door basis. Salesmen worked out of street-front shops and made calls at the homes of potential customers with stacks of catalogues and brochures under their arms.

But as customers learned to demand more than just a new version of the white Corolla they bought four years before, dealers had to find ways to entice buyers with a variety of choices. The result was the introduction of the showroom.

In order to give buyers a reason to come in, some dealers set up small gift shops to sell anything from auto parts to clothing. Some larger dealers tied up with fast food operations, like McDonald's.

But Twin Cam, one of 57 outlets for Aichi Toyota, takes the process one step further. It has become a community hang-out for young and old alike.

Twin Cam is situated off a main highway in a suburban area that is short on many social amenities. The dealership fills the gap. There is a restaurant, gift shop and video store.

There is also a meeting hall behind the showroom that is outfitted with audio and video equipment. On Tuesdays, Twin Cam holds a used-car auction there, providing buyers with a video display of the cars on sale, and the opportunity to bid from their chair using an electronic switch. The company sells 400 cars in every auction that way, one car every 20 seconds. On non-auction days, the hall is available to the community for meetings, or video showings.

Squeezed between the meeting hall and the used-car lot on Twin Cam's 4.86 acres is a drive-in theater. In all of Japan there are only 12 drive-in theaters and Twin Cam has the only one in an automobile dealership. It is big enough for 108 cars a showing.

When Aichi Toyota Executive Director Kiminori Furuta first considered the drive-in idea more than two years ago, he thought he might lose money on it. He estimated a loss of 10 million yen ($72,000) every year. After all, he said, if it were a popular idea there would be more drive-ins in Japan.

But he decided to go ahead with it. He figured he would spend that much on advertising and decided the drive-in might provide an advertising device if nothing else.

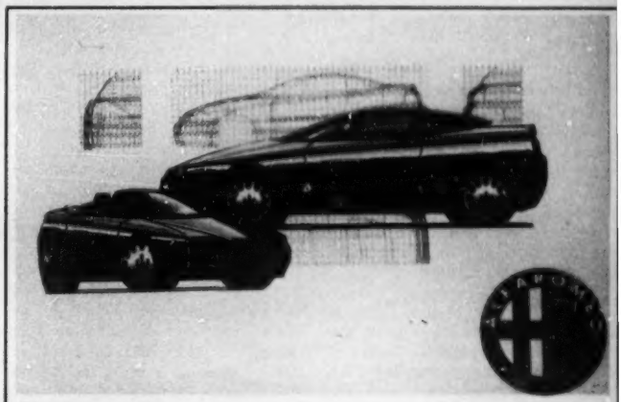
Two years later, Furuta said he is making, not losing, 10 million yen a year on the drive-in. For a popular film like *Top Gun* or *The Last Emperor*, he has to turn cars away.

The Twin Cam showroom is now a tour stop for Toyota visitors. When Hector Dupuis, executive vice president for Toyota Canada, went there with a group of international distributors, he came away determined to take what he thinks is "a fantastic concept" back home.

"Customer satisfaction is on everybody's mind," he said, "so why not make the showroom a pleasant place."

Twin Cam is part of Aichi Toyota, an independent dealership, and one of the most successful in Japan.

Toyota Motor Corp. is planning a similar concept for what will be a Toyota-owned showroom in the busy Ikebukuro district of Tokyo. But whereas Twin Cam filled an obvious need in a community off the main thoroughfare, the Ikebukuro showroom will have to be more original. Toyota officials say they are still working on ideas to provide a service that is not already available in what is a crowded shopping and entertainment district. They hope to introduce the concept next April.



Monster of a car

At Alfa Romeo experimental department they call it "Mostro II" following the nickname Mostro (meaning monster) they gave to the none-too-pretty SZ coupe the first time they saw it. This car's looks have improved thanks to designer Walter Da Silva's work at the Alfa Romeo styling center in Milan, Italy. The two-seat coupe "Mostro II", conceived as a successor to the SZ, is planned for a 1991 Geneva show launch.

STEALTH

FROM PAGE 3

or quiet modes on the adjustable muffler system.

A four-wheel, anti-lock braking system is standard, as is a driver-side air bag.

The top-end Mitsubishi model also has an active air-management system, which functions automatically at highway and higher speeds.

The front air dam is lowered and the rear spoiler is tilted 15 degrees at higher speeds to reduce the amount of air flowing under the car and increase downforce on the rear wheels for better traction.

The technology is adapted from Mitsubishi's HSR-II concept car, which made its debut at the Tokyo Motor Show in October.

The only options on the 3000GT VR-4 are leather seats, a compact disc audio system and — after May 1991 — a sunroof.

The top version of the Dodge Stealth will have most of the same equipment as the VR-4 except the active air-management system. It's expected to list for less than $30,000.

Mitsubishi Motor Sales of America explored the possibility of adding a convertible version a year or two after introduction.

Because of low volume prospects in the Japanese market, development is focusing on a U.S. converter, although no commitment has been made, company officials said.

European sales refuse to drop; record is certain

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Western European new-car sales in November continued to resist the downturn that most industry experts regard as inevitable — and just around the corner.

While the growth of recent years has slowed, sales last month were up 2.1 percent over November 1988, at 1,033,700 units. If December sales match last December's, the full-year total will be 13.5 million cars, passing even the most optimistic of forecasts.

Another record year is already assured. Sales through the first 11 months totaled 12,586,500, 4.5 percent over the 1988 tally for 11 months, according to industry estimates compiled by Automotive News. The full-year total in 1988 was 12,956,500.

Volkswagen AG seems poised to finish as sales leader for the fourth consecutive year. The West German group, including the Audi and Seat brands, held a lead of 51,800 units over Fiat Auto S.p.A. — equal to four-tenths of a point in market share — going into the final month.

VW group sales through November totaled 1,878,100, a 14.9 percent share and an increase of 6 percent over 1988. In November, the VW group posted a 3.7 percent increase to 159,600, outselling second-place Fiat by 12,500.

Fiat, including Alfa Romeo and Lancia, slipped 1.1 percent in November to 147,100, according to preliminary estimates, but was up 3.2 percent for the year at 1,826,300, a 14.5 percent share.

Peugeot S.A. ranked third with a 12.8 percent slice of the market on 11-month sales of 1,613,000, a 4.6 percent increase over 1988. Ford was next at 1,471,900 units, an improvement of 7.2 percent and equal to 11.7 percent of the market.

General Motors made the biggest gain in November among Europe's six volume makers, with sales up 16.6 percent to 119,600. For 11 months in Europe, GM was the only major automaker with sales growth in double figures — a 10.3 percent increase to 1,400,500 and an 11.1 percent share.

Among the specialist brands, BMW began to fade some after a strong first half. With sales down 12.7 percent in Germany during November to 12,600 units, BMW's European sales for the month were off 8.5 percent to 24,900. But on the strength of its nearly two-year-old 5 series, BMW has improved sales overall in 1989 by 7.3 percent to 356,700, a 2.8 percent share.

Japanese makes were at almost exactly the same position as in 1988. Combined sales rose from 1,371,500 in the first 11 months of 1988 to 1,371,900 through November of 1989.

EUROPEAN SALES

Manufacturer	11 Mos. 1989	1989 share*	11 mos. 1988	Volume Change '89 vs '88
VW-Audi-Seat	1,878,100	14.9	1,772,500	+ 6.0
Fiat Group**	1,826,300	14.5	1,700,500	+ 3.2
PSA***	1,613,000	12.8	1,542,700	+ 4.6
Ford	1,471,900	11.7	1,372,700	+ 7.2
General Motors****	1,400,500	11.1	1,269,900	+10.3
Renault	1,300,600	10.3	1,204,100	+ 8.0
Mercedes-Benz	401,900	3.2	414,800	- 3.1
Rover	391,400	3.1	422,500	- 7.4
Nissan	376,700	3.0	361,900	+ 4.1
BMW	356,700	2.8	332,300	+ 7.3
Toyota	323,600	2.6	331,900	- 2.5
Volvo	248,700	2.0	246,300	+ 1.0
Mazda	216,000	1.7	229,500	- 5.9
Mitsubishi	155,900	1.2	149,100	+ 4.5
Honda	127,900	1.0	132,100	- 3.2
Others	497,300	4.0	487,000	+ 2.1
Total	12,586,500	100.0	12,039,800	+ 4.5

*Doesn't add to 100 because of rounding
**Includes Alfa Romeo
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, GM-U.S. Canada

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	11 months 1989	Pct. Change vs. 1988
Germany	2,628,500	+ 1.7
United Kingdom	2,214,200	+ 4.2
Italy	2,171,600	+ 7.4
France	2,116,400	+ 8.0
Spain	1,036,100	+ 6.6
Netherlands	487,300	+ 2.8
Belgium-Luxembourg	454,600	+ 3.6
Switzerland	316,500	+ 5.2
Sweden	281,500	- 9.7
Austria	263,400	+ 9.4
Portugal	174,300	- 7.2
Finland	168,400	+ 2.8
Ireland	74,900	+25.9
Denmark	74,000	-11.7
Greece	73,800	+39.3
Norway	51,000	-21.1
Total	12,586,500	+ 4.5

Troubled plant resumes making air-bag chemical

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

A problem-plagued Canadian producer of a vital chemical for air bags resumed limited production this month, six weeks after a small fire forced the company to halt and re-evaluate its manufacturing process.

But lingering production problems could still affect U.S. automakers, which are now equipping their cars with millions of air bags annually.

CIL Corp., a Canadian explosives maker, reported that its McMasterville, Quebec, facility is again producing sodium azide, the volatile chemical used to trigger auto air-bag inflations. But CIL is producing the chemical in a modified form.

The plant has been closed twice since October as the result of fires. It is the sole source of sodium azide for North American production.

The facility is now producing "wet" sodium azide, an incomplete stage for the product that does not permit final air-bag production. A company spokeswoman said it could be as long as three months before the plant resumes drying the chemical.

She said the fires were caused by the crucial drying process and that an international committee of chemical engineers is still trying to determine the cause.

"We are now stockpiling the wet azide until we can resume drying it," the spokeswoman said.

The news only partially relieves worries for the factory's only two customers — Morton International and TRW Inc., the two dominant air-bag makers. CIL has begun selling some of the wet sodium azide to Morton, which has the necessary processing facilities. TRW does not.

TRW said last month that its supply of sodium azide would last only until the end of December. A company spokesman now says TRW will be able to obtain enough sodium azide to continue air-bag production through January.

The spokesman also said that TRW is seeking a third party to process wet sodium azide from CIL.

CIL vowed in November that it would not resume production until safety concerns were addressed and more was learned about sodium azide's volatile properties.

New highway safety regulations went into effect in September and are expected to increase the demand for air bags to 5 million units a year by 1993. All U.S. cars must now be equipped with passive restraints, and in many cases automakers are using air bags to comply with the rules.

After the second fire at the McMasterville plant, both Morton and TRW said they had made arrangements to source some sodium azide from the two other suppliers, in West Germany and Japan.

Construction of a fourth sodium azide plant was completed recently near Hyderabad, India. It is owned by Barfin Chemicals, an Indian firm, and is producing small amounts of the material.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$750	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$750**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Dodge Daytona	**$1,000-$1,500**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Dodge Trucks	**$1,000 - $2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Eagle	**$1,000-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Plymouth Laser	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
All minivans	**$1,000**	**3.9**	**4.9**	**7.9**	**9.9**	**Jan. 31**

*—Buyer will receive any increase in rebate through Sept. 30, 1990.

Ford Motor Co. (1989 models)						
Ford cars	$750-$1,000	6.9	8.9	9.9	10.9	Feb. 5
Ford trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 5
Mercury	$1,000-$1,500	6.9	8.9	9.9	10.9	Feb. 5
Merkur	$3,000-$4,000					Feb. 5
Ford Motor Co. (1990 models)						
Ford cars	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Ranger, Bronco, Bronco II, Econoline, Aerostar	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Lincoln Continental	**$1,000**					**Feb. 5**
Mercury Topaz, Cougar, Sable	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**

Finance incentives on Aerostar, Taurus, Taurus SHO and Sable are 4.9; 4.9; 4.9; and 10.9.

General Motors (1989 models)						
Chevrolet cars	$300-$1,000	6.9	8.9	9.9	10.9	Feb. 2
Chevrolet trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
GMC	$500-$1,250	6.9	8.9	9.9	10.9	None
Olds Cutlass Supreme, Buick Regal		4.9	4.9	4.9	10.9	Jan. 3
General Motors (1990 models)						
Buick**	**$200-$1,250***	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Oldsmobile**	**None**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Olds Cutlass Supreme, Buick Regal		**4.9**	**4.9**	**4.9**	**10.9**	**Jan. 3**
Chevrolet cars***	**$800-$1,500**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
GMC	**$750-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Jan. 4**
Pontiac	**$500-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**None**
Grand Prix		**4.9**	**4.9**	**4.9**	**10.9**	**None**

*—Based on option package selected
**—Except Oldsmobile Cutlass Supreme and Buick Regal
***—Finance rates on Buick Regal and Chevrolet Lumina are 4.9; 4.9; 4.9; 10.9.

Audi 80 and 100 (1990 models)				5.9	6.9	7.9 Dec. 31
Hyundai Excel (1988-89 models)	$500-$1,000					Jan. 3
Mitsubishi Eclipse (1990)	**$1,000**					**Jan. 31**
Sterling (1989)	$3,500-$5,000					Dec. 31
Subaru Justy ('89)	$500-$1,000*					Jan. 3

*—Rebates go to the customer in some regions and to the dealer in other regions.

Volkswagen (1989 models)	$500-$4,000	2.9	6.9	7.9	9.9	Dec. 31

Ford and GM expand incentives

By Arlena Sawyers and Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTERS

Last week, Ford Motor Co. and General Motors followed Chrysler Motors' lead by increasing consumer and/or dealer incentives on many products.

Ford boosted incentives on 28 vehicles and placed first-time incentives on 1989 and 1990 Aerostar minivans, 1990 Ford LTD Crown Victoria and 1990 Mercury Grand Marquis. The Aerostar rebate is $1,000, and the incentive on the LTD Crown Victoria and Grand Marquis is $750.

To qualify for Ford's rebate, buyers must take delivery from dealer stock by Feb. 15.

Meanwhile, Oldsmobile, Chevrolet and Buick enhanced their programs.

The week before, Chrysler placed first-time customer rebates of $1,000 on its minivans and instituted a "guaranteed rebate" program for several lines. The guarantee assures buyers that Chrysler will pay them the difference if the rebates on those 1990 models is increased through Sept. 30, 1990.

Also for the first time, Chrysler is offering a dealer rebate on minivans. Dealers who order minivans by Dec. 31 receive a $250 rebate.

During the first week of Chrysler's new rebates, floor traffic and sales did not skyrocket, dealers said.

Both Chrysler and Ford dealers are guardedly optimistic about the restructured programs.

Chrysler dealers said they expect the heaviest response to the minivan rebate after Jan. 1 and are ordering more vans than anticipated because of the retail/dealer incentives.

Reggie Dean, vice president and general manager at Heritage Chrysler-Plymouth-Dodge in Bainbridge, Ga., said he is "undecided" whether sales will materialize result of Chrysler's enhanced gram.

Chrysler's dealer rebate is signed to boost orders and Chrysler maintain first-qua minivan production schedule the Windsor, Ontario; and Louis No. 2 assembly plants.

Ford's revamped incentive gram covers the following and 1990 vehicles: Festiva L, 000; Festiva L Plus/LX, $1,000 cort, $1,000; Probe GL/LX, 000; Probe GT, $1,000; Mus 2.3-liter, $1,000; Tempo, $1, Taurus and Taurus SHO, $1, Thunderbird, $1,000; Bronc $1,250; Bronco, $1,000; Ra $1,000; E-150 Van, $750; Wagon, $500; Topaz, $1,000; S $1,000; Cougar, $1,000; Tracer, $1,500; 1990 Contine $1,000; 1989 XR4Ti, $4,000; Scorpio, $4,000; and 1989 Sc $3,000.

A special finance option added to the 1989 and 1990 A tar at 4.8 percent for 24, 36 an months and 10.9 percent fo months. The finance optio 1989 and 1990 Ford Econolin 150 van and all 1989 and Club Wagons is 6.9 percent fo months; 8.9 percent for 36 mo 9.9 percent for 48 months and percent for 60 months.

Ford also adjusted its deale centives. The $200 to $500 d incentive on 1989 and 1990 A star and the $200 to $400 deale centive on 1989 and 1990 Fe have been discontinued. De cash on the Taurus SHO has reduced from $1,000 to $500.

Oldsmobile doubled dealer centives to $1,000 on the 1990 lass Calais; 1989 and 1990 Cu Ciera; and 1989 88 Royale. program expires Jan. 3.

Chevrolet announced custo incentives on the following: Metro, $600; 1990 Storm, $ 1990 Cavalier, Corsica, Beretta Camaro, $1,000; 1990 Lum coupe and sedan, $1,000; 1990 price, $1,000 or $1,500 with dealer participation; and 1989 1990 Astro, $1,000.

Beginning Dec. 26 customers get $750 rebates on 1990 CK a matic pickups and $600 on RV pickups.

Chevrolet customer cash in tives are in lieu of a special fin package. Finance rates on all v cles except Lumina range from percent to 10.9 percent depen on the length of the contract. nance rates on Luminas are percent for 24-, 36- and 48-mo contracts and 10.9 on 60-mo contracts. Dealers are eligibl receive $1,000 on 1989 and Tracker and $2,000 to $4,000 pending on quotas) on 1989 vette. The program ends Feb. 2.

Buick announced several in tives that expire Feb. 2. It is fering $500 to $1,250 on Buick Skylark, Century, Regal LeSabre, depending on model option package.

It is offering $600 on 1989 1990 Skylark, Century and R to first-time buyers who fin their vehicles through Gen Motors Acceptance Corp. This centive must be applied toward downpayment and will be directly to the dealer by Bu Buick's alternative financing gram remains unchanged. B increased its dealer incentive 1989 Regals to $1,500 from 000.

Mitsubishi Motor Sales of A ica is offering a $1,000 rebat 1990 Eclipse buyers until Jan.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models)		
TC by Maserati	$6,000	None
Chrysler (1990 models)		
All minivans	**$250**	**Dec. 31**
Ford Motor Co. (1989 models)		
Escort, Tempo, Taurus Thunderbird	$200-$500, quota	Jan. 9
Taurus SHO	$500	Jan. 9
Ford Ranger	$250-$750, quota	Jan. 9
Bronco II	$250	Jan. 9
F Series	$200-$500	Jan. 9
Ford Motor Co. (1990 models)		
Escort, Tempo, Taurus, Thunderbird	**$200-$500, quota**	**Jan. 9**
Taurus SHO	**$500**	**Jan. 30**
Ford Ranger, Bronco II	**$250**	**Jan. 9**
F Series	**$200-$500, quota**	**Jan. 9**
General Motors (1989 models)		
Buick Regal	$1,500	Feb. 2
Chevrolet Corvette	$2,000-$4,000, quota	Feb. 2
Oldsmobile	$500-$2,500	Jan. 3
Pontiac	$500-$1,250	None
General Motors (1989-90 models)		
Buick (1990 only)	**$1,000-$2,000 on Reatta, Riviera, Park Avenue Ultra**	**Feb. 2**
All Buick	**$200-$500, quota**	**Jan. 4**
Chevrolet Cars	**$200-$500, quota**	**Jan. 4**
Chevrolet Trucks*	**$200-$500, quota**	**Jan. 4**
Tracker	**$1,000**	**Feb. 2**
GMC*	**$200-$500, quota**	**Jan. 4**
Oldsmobile (1990 only)	**$500-$1,000, quota**	**Jan. 3**
Pontiac	**$200-$500, quota**	**Jan. 4**

*—Excluding S-10 pickup and Blazer and S-15 pickup and Jimmy

Hyundai (1989-90 models)	$300-$1,500	Jan. 3
Isuzu (1989 models)	$1,500, quota	Dec. 31
Nissan (1989 models)		
Axxess, trucks	$200-$2,000	Jan. 5
Peugeot (1989 models)	$1,000	Dec. 31
Subaru XT (1989 model)	$1,000-$3,000*	Jan. 3
Justy ECVT (1989 model)	$200	Jan. 3
Legacy (1990 models)	**$1,000**	**Jan. 14**

*—Rebates go to the customer in some regions and to the dealer in other regions.

Toyota Tercel, Celica (1989 models)	$300-$500	Jan. 3
Corolla, Camry (1989 models)	$500-$800, quota	Jan. 3
Corolla, Camry (1990 models)	**$100-$400, quota**	**Jan. 3**
Trucks (1989 models)	$100-$1,000, quota	Jan. 3
Trucks* (1990 models)	**$100-$800, quota**	**Jan. 3**

*—Except 4Runner

PRODUCTION

'89 output: 10.9 million, off 300,000

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. car and truckmakers estimate their 1989 calendar year build at 10,914,124 units, 2.81 percent below the 1988 running total of 11,230,006.

Car production slipped 3.95 percent to an estimated 6,821,556 compared with the running total of 7,102,157 assembled in 1988.

Truck output is scheduled to fall a bit short of last year at 4,092,568, 0.85 percent below the 1988 running tally of 4,127,849.

Last week, automakers scheduled 136,220 units, 4.35 percent below the prior week and 15.46 percent below the year-ago week.

Scheduled production last week was split as follows: General Motors, 48.31 percent; Ford Motor Co., 23.64 percent; Chrysler Motors, 8.52 percent; Honda of America Manufacturing, 5.60 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.29 percent; Toyota Motor Manufacturing U.S.A., 3.06 percent; New United Motor Manufacturing Inc., 2.86 percent; Diamond-Star Motors, 2.81 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.51 percent; and Subaru-Isuzu Automotive, 0.40 percent.

Last week's scheduled truck production of 80,559 dipped 2.27 percent from the prior week and slipped 0.44 percent from the year-ago week.

GM plans to temporarily idle 23 assembly plants in the United States and Canada in January due to poor sales and high inventory, laying off approximately 89,800 hourly workers. Downtime will range from one to three weeks with all plants scheduled to resume output by Jan. 22.

Ford announced it will close 11 plants, idling about 25,430 workers during January, and Chrysler will shut eight plants affecting about 25,700 workers.

Chrysler's Jefferson Avenue plant in Detroit resumed output last week as inventories were adjusted.

All assembly plants closed last Friday for the holidays.

Canada's total down only 4,224

Calendar-year car and truck production in Canada is scheduled to fall only 4,224 units short of 1988. The estimated 1989 build of 1,957,296 vehicles is 0.22 percent below last year's running total of 1,961,520.

Car assembly is targeted at 1,016,274, 1.10 percent below the 1988 running estimate of 1,027,528.

Truck production for 1989 should end up at about 941,022 or 0.75 percent more than the 1988 running total of 933,992.

Scheduled car output of 27,505 last week rose 5.21 percent over the prior week and jumped 70.34 percent over the year-ago week.

Last week's estimated truck production of 17,928 dipped 7.46 percent from the previous week and declined 7.56 percent from the year-ago week.

U.S. CAR	Week Ended Dec. 23, 1989	Week Ended Dec. 24, 1988	Week Ended Dec. 16, 1989	Dec. Est.	Jan. 1 to Dec. 23, 1989	Jan. 1 to Dec. 24, 1988
Horizon	1,300	803	0	1,300	32,908	79,545
Sundance	1,800	2,747	1,834	5,965	100,585	105,282
Reliant	0	1,833	0	0	0	93,220
Acclaim	0	998	2,156	5,122	124,445	7,243
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	177	0	0	0	20,032
Total Plymouth	3,100	6,558	3,990	12,386	257,938	314,587
LeBaron K	0	0	0	0	0	7,312
LeBaron J	0	2,566	2,738	5,967	93,673	91,064
LeBaron GTS	0	235	0	0	2,946	9,532
N. Yorker C-Class	700	2,419	572	2,128	74,479	106,589
Fifth Avenue	700	576	721	2,231	26,866	33,238
Imperial	500	0	533	1,678	5,636	0
Total Chrysler	1,900	5,796	4,564	12,004	203,600	248,335
Omni	1,000	787	0	1,000	34,545	78,191
Daytona	0	2,208	1,789	3,982	72,420	79,540
Shadow	2,800	2,122	2,632	8,623	104,121	103,205
Aries	0	1,771	0	0	0	92,504
Dodge 600	0	0	0	0	0	8,549
Dynasty	2,800	2,869	3,048	9,177	132,435	114,297
Lancer	0	192	0	0	1,528	9,361
Spirit	0	1,204	2,670	5,550	108,019	8,186
Diplomat	0	152	0	0	0	18,946
Total Dodge	6,600	11,305	10,139	28,333	453,068	512,779
CHRYSLER MOTORS	11,600	23,659	18,693	52,723	914,506	1,075,701
Escort	3,094	9,651	3,000	9,758	335,860	414,595
Mustang	3,705	4,207	3,500	7,863	184,001	200,307
Tempo	2,339	3,952	2,847	9,467	146,704	183,063
Taurus	8,537	8,888	8,326	25,889	362,064	395,268
Thunderbird	3,911	2,734	3,601	7,512	137,449	111,908
Total Ford Div.	22,186	29,432	21,274	60,489	1,166,078	1,305,141
Topaz	1,461	1,489	1,521	4,423	66,788	70,628
Cougar	1,683	2,773	1,719	3,402	114,325	88,125
Sable	1,967	2,944	2,030	6,269	116,973	135,421
Total Mercury	5,111	7,206	5,270	14,094	298,086	294,174
Continental	1,090	1,514	1,260	3,793	64,497	55,305
Mark VII	542	748	634	1,832	21,532	28,719
Town Car	3,268	2,274	3,790	10,995	127,488	123,063
Total Lincoln	4,900	4,536	5,684	16,621	213,517	207,107
Total L-M Div.	10,011	11,742	10,954	30,715	511,603	501,281
FORD MOTOR CO.	32,197	41,174	32,228	91,203	1,677,681	1,806,422
Skyhawk	0	965	0	0	6,913	29,410
Skylark/Somerset	1,920	1,588	1,933	6,136	68,393	55,104
Century	1,710	3,383	1,928	6,193	122,699	142,339
Riviera	517	537	519	2,070	22,616	13,437
Electra	2,170	2,496	1,872	6,597	80,140	91,570
LeSabre (fwd)	4,120	2,901	3,985	12,999	156,737	134,620
LeSabre (rwd)	235	184	273	807	8,107	9,810
Reatta	0	276	197	517	6,428	9,793
Total Buick	10,672	12,430	10,707	35,321	472,033	486,083
Cimarron	0	0	0	0	0	3,693
Eldorado	405	751	451	1,514	29,145	35,361
Seville	833	569	832	2,643	24,295	23,496
Brougham (rwd)	1,348	1,049	1,241	4,076	54,935	36,570
DeVille (fwd)	3,775	4,520	3,583	11,620	182,042	164,328
Allante	75	75	75	240	3,187	2,239
Total Cadillac	6,436	6,964	6,182	20,092	293,604	265,687
Cavalier	6,490	6,214	6,114	20,311	355,733	353,436
Camaro	2,118	2,460	2,369	7,155	100,960	99,769
Celebrity	0	4,315	0	0	70,720	189,612
Corsica/Beretta	8,960	9,358	9,032	28,356	368,554	434,200
Caprice	2,070	3,494	2,633	7,929	162,250	203,678
Corvette	560	450	560	1,792	25,210	22,783
Total Chevrolet	20,198	26,291	20,708	65,544	1,083,427	1,303,478
Calais	1,680	3,212	1,693	5,258	87,706	119,465
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	2,520	1,663	2,193	7,138	87,943	38,456
Cutlass Supreme	2,525	3,604	4,037	10,587	114,137	141,032
Toronado	493	319	446	1,394	10,339	15,289
88 (fwd)	2,500	3,359	2,289	7,774	140,851	156,597
88 (rwd)	143	181	141	416	7,669	11,037
98	1,425	2,246	1,394	4,431	71,493	75,899
Total Oldsmobile	11,286	14,584	12,193	36,998	520,138	563,005
Sunbird	4,335	2,761	3,769	12,508	152,334	112,864
Grand Am	4,800	4,800	4,973	15,322	226,797	242,653
Firebird	938	1,574	948	2,988	56,608	66,542
Grand Prix	3,898	3,914	3,884	7,782	125,043	139,957
Pontiac 6000	1,555	2,378	1,664	5,181	78,879	94,706
Bonneville	1,690	2,971	1,461	5,144	90,924	122,061
Safari/Parisienne	0	107	0	0	2,691	7,336
Fiero	0	0	0	0	0	13,297
Total Pontiac	17,216	18,505	16,699	48,924	733,276	799,416
GENERAL MOTORS	65,808	78,774	66,489	206,879	3,102,478	3,417,669
DIAMOND-STAR	3,827	382	2,652	11,100	93,3[illegible]	0
HONDA	7,630	7,608	7,076	23,936	362,375	365,832
Civic	1,860	2,418	1,883	5,972	129,388	110,050
Accord	5,770	5,190	5,193	17,964	232,987	255,782
MAZDA†	4,485	4,730	4,498	14,319	205,294	163,714
NISSAN	2,058	2,031	2,322	7,265	115,565	109,975
NUMMI	3,900	2,780	3,725	11,598	192,716	126,847
Corolla	1,800	1,981	1,770	5,441	80,088	55,042
Geo Prizm/Nova	2,100	799	1,955	6,157	112,628	71,802
SUBARU-ISUZU*	540	0	540	1,728	6,317	0
TOYOTA	4,175	0	4,188	13,389	151,129	0
VOLKSWAGEN	0	0	0	0	0	35,997
Golf/GTI	0	0	0	0	0	30,444
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	136,220	161,138	142,411	434,141	6,821,556	7,102,157
Total Cars, Canada	27,505	16,147	26,143	83,224	1,016,274	1,027,528
U.S., Canada Cars	163,725	177,285	168,554	517,365	7,837,830	8,129,685
U.S., Canada Cars and Trucks	262,212	277,591	270,360	850,019	12,871,420	13,191,526

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe

CANADIAN CAR	Week Ended Dec. 23, 1989	Week Ended Dec. 24, 1988	Week Ended Dec. 16, 1989	Dec. Est.	Jan. 1 to Dec. 23, 1989	Jan. 1 to Dec. 24, 1988
Monaco	960	0	226	1,186	1,186	0
Premier	255	0	1,049	1,304	32,152	60,371
CHRYSLER MOTORS	1,215	0	1,275	2,490	33,338	60,371
Tempo	3,360	3,327	2,674	9,624	130,633	170,364
Topaz	1,440	1,782	1,139	4,110	58,182	69,828
Crown Victoria	2,692	2,886	2,577	7,562	117,849	129,833
Grand Marquis	3,068	2,878	3,038	9,918	129,323	131,439
FORD MOTOR CO.	10,560	10,873	9,428	31,214	435,987	501,464
Celebrity	522	180	490	1,739	26,544	20,130
Cutlass Ciera	3,038	3,426	3,013	9,499	122,490	219,687
Lumina	7,640	0	7,346	23,990	194,946	0
Pontiac 6000	0	0	0	0	0	29,690
Regal	1,160	0	1,107	3,349	74,328	139,613
GENERAL MOTORS	12,360	3,606	11,956	38,576	418,308	409,120
HONDA	2,000	1,505	2,100	6,581	86,266	50,012
HYUNDAI*	300	0	300	960	14,480	0
TOYOTA	890	0	904	2,827	19,797	0
VOLVO	180	163	180	576	8,098	6,561
Total Cars, Canada	27,505	16,147	26,143	83,224	1,016,274	1,027,528

U.S. TRUCK	Week Ended Dec. 23, 1989	Week Ended Dec. 24, 1988	Week Ended Dec. 16, 1989	Dec. Est.	Jan. 1 to Dec. 23, 1989	Jan. 1 to Dec. 24, 1988
Caravan	2,200	2,206	2,474	7,659	107,449	93,625
Dakota	2,400	2,394	2,192	7,271	94,701	109,203
Caravan C/V	80	173	89	288	6,416	11,846
Ram pickups	1,900	2,398	1,754	5,835	90,991	87,699
Total Dodge	6,580	7,171	6,509	21,053	299,557	302,373
Cherokee	4,500	3,760	4,278	13,029	207,284	186,415
Comanche	200	707	306	836	25,216	43,549
Grand Wagoneer	0	350	321	646	9,618	14,209
Wagoneer	100	205	80	275	7,535	10,777
Total Jeep	4,800	5,022	4,985	14,786	249,653	254,950
Voyager	1,800	1,894	2,360	6,968	100,256	86,187
Town & Country	30	0	28	105	3,251	0
Total C-P Div.	1,830	1,894	2,388	7,073	103,507	86,187
CHRYSLER MOTORS	13,210	14,087	13,882	42,912	652,717	639,964
Aerostar	4,000	5,074	3,885	12,757	217,630	208,770
Bronco	1,219	1,663	1,408	4,321	70,114	59,427
Bronco II	2,712	2,887	2,482	8,192	118,621	122,638
Econoline	4,144	5,220	0	9,026	207,576	242,413
Mediums/Heavies	1,282	1,293	1,295	4,145	57,089	64,742
Light trucks	11,356	11,243	11,192	36,378	518,696	497,188
Ranger	6,633	7,213	3,625	18,411	307,202	325,763
Total Ford Div.	31,346	34,593	23,887	93,230	1,494,928	1,520,941
FORD MOTOR CO.	31,346	34,593	23,887	93,230	1,494,928	1,520,941
Astro	2,796	3,518	2,717	8,821	158,146	174,606
Blazer	0	525	531	1,185	25,359	26,297
Lumina APV*	1,758	0	1,754	5,501	20,874	0
Mediums/Heavies	231	0	410	1,248	8,872	19,570
P-Model	796	0	666	2,194	29,408	39,649
Pickups	7,375	8,677	8,548	26,270	397,015	375,047
S-10	4,078	1,958	5,426	16,120	238,741	298,737
S-10 Blazer	1,946	3,466	3,116	9,220	169,849	171,656
Sportsvan/Van	1,850	0	1,907	6,103	94,421	86,204
Suburban	0	1,551	1,528	3,331	69,089	70,626
Total Chevrolet	20,830	19,695	26,603	79,993	1,201,658	1,262,392
Jimmy	0	139	177	364	8,088	7,716
Mediums/Heavies	379	0	443	1,308	13,745	33,623
P-Model	84	0	209	398	4,060	4,890
Pickups	2,753	2,871	2,987	9,558	123,085	115,455
S-15	758	391	1,335	3,613	57,963	68,142
S-15 Jimmy	454	1,158	1,187	2,754	49,931	48,301
Safari	964	863	1,048	3,500	44,996	44,700
Suburban	0	492	598	1,328	31,184	31,070
Vandura/Rally Vans	608	0	553	1,771	29,637	30,617
Total GMC	6,000	5,914	8,537	24,594	362,689	384,514
Olds Silhouette*	384	0	382	1,208	4,269	0
Pontiac Trans Sport*	663	0	661	2,092	7,825	0
GENERAL MOTORS	27,877	25,609	36,183	107,888	1,571,368	1,646,906
NAVISTAR	1,490	1,437	1,517	4,816	77,113	85,745
NISSAN	2,646	2,436	2,973	9,306	122,937	95,693
SUBARU-ISUZU*	540	0	540	1,728	6,315	0
AM GENERAL*	450	450	450	1,440	22,590	22,680
MISCELLANEOUS*	3,000	2,300	3,000	9,600	144,600	115,920
Total Trucks, U.S.	80,559	80,912	82,432	270,920	4,092,568	4,127,849

CANADIAN TRUCK	Week Ended Dec. 23, 1989	Week Ended Dec. 24, 1988	Week Ended Dec. 16, 1989	Dec. Est.	Jan. 1 to Dec. 23, 1989	Jan. 1 to Dec. 24, 1988
Caravan	2,805	2,893	3,083	10,487	147,393	143,292
Caravan C/V	164	167	171	557	9,763	11,867
Ram Wagon	500	625	515	1,601	26,121	26,973
Ram Van	1,630	1,824	1,623	5,137	70,586	73,795
Total Dodge	5,099	5,509	5,392	17,781	253,863	255,927
Voyager	2,151	2,092	1,848	6,639	122,918	126,195
Total Plymouth	2,151	2,092	1,848	6,639	122,918	126,195
Wrangler	0	1,326	1,532	3,062	69,565	52,672
Total Jeep	0	1,326	1,532	3,062	69,565	52,672
CHRYSLER MOTORS	7,250	8,927	8,772	27,482	446,346	434,794
FORD MTR. (lt. trks.)	3,648	3,591	3,100	10,671	160,912	163,012
Light trucks	3,427	3,604	3,791	11,884	163,745	158,550
Vans	1,423	1,595	1,053	4,321	61,594	61,708
Total Chevrolet	4,850	5,199	4,844	16,204	225,339	220,258
Light trucks	1,453	1,055	1,556	4,805	71,161	75,253
Vans	527	345	900	1,926	26,500	29,385
Total GMC	1,980	1,400	2,456	6,731	97,661	104,638
GENERAL MOTORS	6,830	6,599	7,300	22,936	323,000	324,896
NAVISTAR	2[illegible]	277	202	645	10,764	11,290
Total Trks., Canada	17,928	19,394	19,374	61,734	941,022	933,992
U.S., Canada Trks.	98,487	100,306	101,806	332,654	5,033,590	5,061,841

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News

January 1, 1990

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10 YEARS OF TUMULT

Lessons of the '80s could help carmakers pass test of the '90s

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Lee Iacocca's name is on the lips of housewives everywhere. From now on, your Jaguar is really a Ford, but Ford is a savings and loan. Suzuki sells Pontiacs in Yokahama, while Chevrolet sells Suzukis in Pittsburgh. And the governor of Ohio is waiting for Honda to relocate its corporate headquarters to Columbus.

Decade in photos, Pages 4-7

To say the 1980s were a long, strange trip for the U.S. auto business is putting it blandly. Like no other decade before, the 1980s overturned most everything in their path, from corporate structures to international market shares, from factory work rules to showroom architecture. It was a decade of records and miserable losses, of bleak outlooks and brilliant turnarounds.

It was as if something strange emanated from the back of those new micro-computers that appeared on secretaries' desks around 1981: a strange urge to cut costs, reduce employment, buy robots, move factories, retrain employees, diversify and, generally speaking, reduce back seat legroom.

The tumult started in 1980 with Chrysler Corp. paying its bills with a $1.2 billion loan guaranteed by Congress to save the teetering carmaker.

Northern Ireland became the producer of a hot new gullwing sports car. Then its creator — former Pontiac phenom John Z. DeLorean — was accused and later acquitted of trafficking in cocaine.

By decade's end, consumers were driving faster, getting tickets for not wearing seat belts, telephoning each other as they drove and clamoring for products that 10 years earlier were largely considered delivery trucks and military transports.

Chrysler wasn't alone in its miseries. As the 1980s opened, domestic car sales were in the dumps — down to 6.6 million units from 9.3 million just two years earlier. Plagued by dragging sales, bad labor relations and a threadbare quality image in 1980, Ford was hemorrhaging red ink at a rate of almost $5 million a day. General Motors suffered its first full-year loss since the Great Depression. And if 1980 was abysmal, 1981 was worse, and 1982 was even uglier.

It was the decade of the Japanese. They expanded their share of the $700-billion-a-year U.S. automotive market and spurred the domestic makers into one of the greatest shifts in the nation's automotive history.

The end result was just barely palatable to Detroit. Between 1979 and 1989, the Japanese collectively increased their car market share from 16 percent to about 25 percent, and the decade was dominated by Detroit's response.

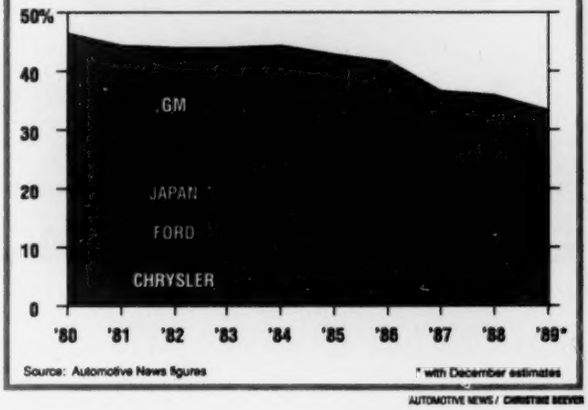
Sales by foreign carmakers in 1979 included a robust trade in Volkswagens from Germany and Pennsylvania of 2,450,000. By 1989, VW had stopped production in the United States.

Renault imports had ended. There were no more Fiats, no more MGs, no more Opels or Lancias coming to America, and still import sales topped 2.6 million.

GM's market share had been sheared by a fourth from its 46.4 percent command in 1979, while Ford and Chrysler wound up with small gains for the decade.

Market share changes

Chart shows percentage share of the U.S. car market in 1980s.



Source: Automotive News figures

* with December estimates

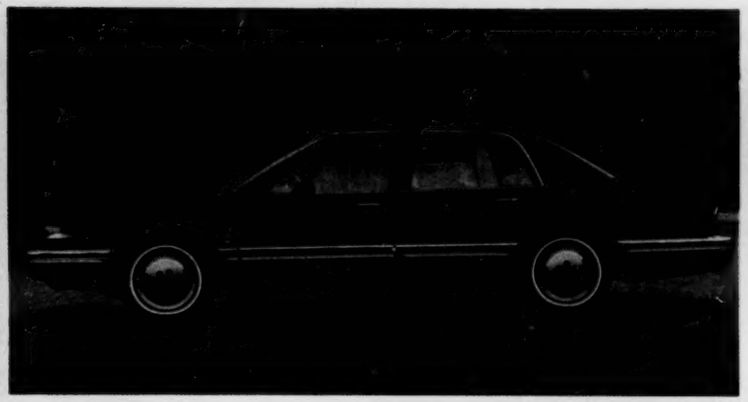
AUTOMOTIVE NEWS / CHRISTINE BEEVER

At the close of the 1970s, American auto workers numbered almost 1 million. North American factories produced 11.5 million cars and trucks a year. In three years, almost one-third of the nation's automotive workers had been laid off. By the end of the 1980s, more than a dozen U.S. car plants had been closed. The Big 3 had opened, closed, redesigned and reconfigured factories to the point that there were fewer plants producing cars more efficiently.

But at the same time, the Asian carmakers had invested $5.5 billion to open 13 gleaming, state-of-the-art factories in North America. In 1981, the group had no U.S. vehicle capacity. During 1989, the group collectively produced more than 1 million units.

In addition, Japanese parts sup-

see DECADE, page 8



Buick and Pontiac will use the 1990 auto show circuit to unveil new production and concept cars. From Buick is the redesigned Park Avenue Ultra, left, scheduled for both the Detroit and Los Angeles shows. Meanwhile, Pontiac will show off its Sunbird-based concept vehicle dubbed Sunfire to draw crowds in Detroit.

Detroit, L.A. ready for blockbuster auto shows

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

If an auto show's success is measured by new-vehicle introductions, increasing manufacturer participation and elaborate exhibits, then Detroit's second North American International Auto Show will be a hit.

More on show offerings, Pages 3, 15

But Detroit is not the only city ringing in the decade with an auto show. Covering Southern California's car-hungry market is the Greater Los Angeles Auto Show. Both shows are scheduled for Jan. 6-14.

Each event has its strength. Detroit's show, at the heart of the car-making business, has set its sights on international status and is close to the mark. Los Angeles' show, at the pulse of car-craziness, is an automotive trend barometer.

The shows are scheduled to have the same North American and world production-car debuts, with a few exceptions: Los Angeles gets the Ferrari 348 and Avanti four-door, while Detroit unveils the 1991 Aston Martin Virage.

Concept cars take center stage at each site. Detroit will have a new crop of show vehicles from each of the Big 3, as well as from a few American coachbuilders — cars and trucks said to rival last year's hot Dodge Viper, Chrysler Millennium and Ford Splash. Los Angeles scoops up many of last year's Detroit show stoppers and adds Porsche's 911-based Panamerica, which was featured at the Frankfurt show.

Along with the more than 45 production and concept vehicles debuting at Detroit are future technology exhibits — two-stroke engines from three manufacturers, safety displays and a first-of-its-kind demonstration of building a Buick

A showgoer's guide to some production and concept vehicles appearing at the Detroit show:

Alfa Romeo unveils for the world a redesigned 1991 two-seat Spider. Making its North American debut is Alfa's 164 sedan. Earlier this year Alfa Romeo teamed with specialty coachmaker Zagato to produce the Alfa SZ show car, slated to appear in Detroit only.

American coachbuilders **ASC** and **C&C** show their concept cars to the world at Detroit. ASC's Vision II has the same futuristic theme as its Vision I predecessor, while the C&C Intrigue showcases the firm's convertible hardtop technology.

One of the biggest unveilings for Detroit automakers is **Buick's** redesigned 1991 Park Avenue. The car carries sweeping, rounded lines that effectively bring it into the 1990s with a slippery 0.31 drag coefficient. It is powered by

see SHOW, page 24

Dealers like Olds rebates; results so-so

By Kathy Jackson and Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTERS

While most of the cash offered in Oldsmobile's current dealer incentive program wound up in the customer's pocket, dealers say they like the program better than manufacturer-to-customer incentive programs.

Still, many dealers said Oldsmobile's "New Generation — Sell-A-Bration" program for dealers did little to increase either showroom traffic or gross profits. The program went into effect Thanksgiving Day and is scheduled to end Wednesday, Jan. 3.

"We like the flexibility of the money coming to the dealer," said Skip Cady, a sales manager for Jim Lupient Oldsmobile-Isuzu in Minneapolis. "When it goes to the customer, that's theirs first, and then they want to negotiate on the price of the car, too."

Said Don Mann, owner of Don Mann's Hansel and Ortman Cadillac-Oldsmobile-GMC Truck in Stockton, Calif.: "I think it's the best program General Motors or any manufacturer has come out with."

Mann was one of few Olds dealers surveyed who had a good fourth quarter. His Olds sales are

see OLDS, page 29

NEWSPAPER

IN

ca's vow:
airman predicts falling sales for 1990 but says, "Our
ams will continue . . . with a record $15 billion committed
nal world-class cars and trucks to the market." Page 3.

Chevrolet prepares 5 models for early-1990 introduction

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

PHOENIX, Ariz. — The elves in Chevrolet's workshop worked overtime. The results are five new models for showroom introductions early this year.

They are the 1991 Camaro with freshened exterior styling, stretched four-door 1991 S-10 Blazer, 1991 Caprice and convertible versions of the 1990 Geo Metro and 1990 Beretta.

All five will debut at Detroit's North American International Auto Show and the Greater Los Angeles Auto Show, which run Jan. 6-14.

The Caprice is already in production and will reach showrooms by March. (See story, Page 28.)

The 1991 Camaro will also have a March introduction. Production of four-door 1991 Blazer starts this month for sale in March. The Metro convertible build also begins this month with the first units arriving at dealerships in late February. Chevrolet and C&C Inc. will roll Beretta convertibles out of the Wilmington, Del., plant early this month.

There are two Camaros this year: the RS and Z28. The Rally Sport RS version is the standard Camaro; Z28 is top of the line. The IROC badge was dropped because Chevy decided not to sponsor the International Race of Champions racing series.

The GM F-car program has been slow to come to a boil, so the old Camaro has been spruced up and will have to hold its own until the new car arrives. Camaro's changes include new front and rear fascia, "aero-styled" rocker panels and a new high-mounted stoplamp. The Z28 has new five-spoke light-alloy wheels, a taller rear-deck spoiler, fancy hood blisters and a red bowtie emblem on the grille. Stylists have removed the Z28's lower stripes and decals. An important upgrade was made to the car's acoustical blanket.

The standard powerplant in the RS is the 3.1-liter V-6 mated to a five-speed manual transmission. A four-speed automatic is optional. RS coupes can also be equipped with a 5-liter V-8 for the first time. The V-8 is the standard engine in the RS convertible.

Chevrolet's 1991 Camaro will hit the stores in March.

Standard Z28 power is provided by a 5-liter V-8 and a five-speed manual. A four-speed automatic is optional. For Z28 buyers who select the 5.7-liter V-8, an automatic is the only transmission available.

All Camaros offer a driver-side air bag and a resistor-key anti-theft system. There are two new exterior colors — arctic white

see CHEVY, page 28

Commerce sees auto rise after 1990 dip

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — If the Department of Commerce is right, automotive sales will improve after 1990.

In its annual outlook for 350 industries, the Commerce Department said last week that new-vehicle sales will dip 1.3 percent this year. But the report said sales will rebound in 1991, top 15 million in 1992 and hit 15.6 million in 1994.

Despite the rosy sales outlook, the department said intense competition will likely require additional restructuring of the domestic auto companies, similar to what the Big 3 underwent in the early 1980s.

The auto industry as a whole can expect to grow as long as the economy expands, the government said.

As for this year, the Commerce Department said total car sales will decline less than 1 percent, or 85,000 units, from a projected 9,975,000 in 1989. Truck sales — including medium- and heavy-duty models — will take a bigger hit. They're expected to drop 2.3 percent to about 4.9 million.

Total vehicle sales in 1990 will reach 14,788,000 units, down from a projected 14,988,000 in 1989.

U.S. DEPT. OF COMMERCE SALES PROJECTIONS
(figures in thousands of units)

	1989	1990	1991	1992	1993	1994
Cars	9,975	9,890	10,020	10,200	10,335	10,445
Trucks	5,013	4,898	4,957	5,063	5,131	5,189
Total	14,988	14,788	14,977	15,263	15,466	15,634

But auto parts sales will rise 1.4 percent because of increased domestic sourcing by Japanese transplants, an aging vehicle fleet and increased exports, Commerce said.

Between 1989 and 1994, sales of domestically produced vehicles will increase by nearly 500,000 units, the report said. But the Big 3 will make fewer cars and lose market share to the transplants, the Commerce Department said. The competition from the Japanese also will continue to increase, especially in luxury and intermediate markets.

"This trend, combined with growing North American overcapacity, will lead to some plant closures and accompanying regional unemployment problems during the early and mid-1990s," Commerce said. It anticipates employment will decline primarily through attrition but does not rule out layoffs and transfers.

"The increasing competitive environment facing the industry will continue to exert pressure on firms to cut costs, improve quality and identify and exploit market niches," the study said.

Imports of passenger cars will remain fairly steady during the period because of currency realignments and increased transplant production, the Commerce Department said.

It attributed its forecast of improved sales after 1990 to new product offerings and new vehicle manufacturers.

U.S. sales of North American-built passenger cars in 1990 will drop to 7.09 million from 7.16 million forecast for 1989. Japanese imports will increase to 2 million from 1.94 million in 1989. But overall imports will decline to 2.80 million in 1990 from 2.81 million in 1989, the Commerce Department said.

Currency fluctuations have narrowed the price gap between domestic and import vehicles but have taken a toll on European luxury cars, whose sales fell 13 percent in 1989, the study said.

The lower dollar has also lured Japanese automakers to produce in the United States. But without a further decline in the dollar, U.S. auto manufacturers may have difficulty sustaining the kind of export growth that followed earlier shifts in currency values, the study said.

Overall, the Commerce Department sees continued but slower growth for the vast majority of industries, both manufacturing and service.

Gloomy Iacocca predicts tougher year for industry

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Lee Iacocca, stung by Chrysler Corp.'s loss of car market share in 1989, predicts that "1990 is going to be even tougher, maybe the toughest year the industry has faced in a decade."

In a year-end statement, the Chrysler chairman projects that sales will total 14.5 million cars and trucks this year, down from about 14.9 million in 1989. He said sales could drop even lower if incentives don't entice consumers.

The last time sales dipped below 14.5 million was in 1984, when car and truck sales totaled about 14.4 million.

AUTOMOTIVE NEWS/JOE WILSSENS

> "1990 will be toughest year the industry has faced in a decade."
> Lee Iacocca

Auto analyst David Pulaski agrees that the new year will be tough, but he doesn't see Chrysler threatened, as it was when it entered the 1980s.

Pulaski, director of the automotive group at Abt Associates in Torrance, Calif., said Chrysler's strong base of business and its strong distribution system still put the company's car and truck sales "well beyond any of the individual importers, which are perceived as very good."

Chrysler sold approximately 2 million trucks and cars in 1989. That was about 13.5 percent of the domestic car and truck market, down from 14.3 percent of the market in 1988. Chrysler slid from an 11.3 percent share of car sales in 1988 to 10.5 percent last year.

Strong sales of Jeeps and minivans last year allowed Chrysler to maintain the 19.3 percent share of the light-truck market it enjoyed in 1988. Iacocca said Chrysler sold about 977,000 light trucks in 1989, down 4 percent from 1988.

Despite the declines, Iacocca vowed, "Our product programs will continue into the 1990s with a record $15 billion committed to bring additional world-class cars and trucks to the market."

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BMW's Wolfgang Reitzle says his creative staff invents "new things every day and every hour."

Reitzle, BMW's r&d boss, expects a long, bitter battle with Japanese

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

MUNICH, West Germany — Wolfgang Reitzle has already crammed a life's work into the 1980s, but he seems likely to be a conspicuous auto industry leader long after the turn of the century.

And if events unfold as BMW's research and development chief expects, he'll spend the rest of this century and part of the next in a life-or-death struggle with Japanese carmakers.

Given the impact Reitzle has made before age 40 and his bright prospects (not to mention good looks and stylish dress), it's easy to understand why European lifestyle magazines clamor to feature him.

Ten years and one month after joining BMW AG as a production specialist out of Munich Technical University, Reitzle was appointed a deputy member of the BMW board of management in charge of product development — at age 36.

That was in 1986, when industry observers were wondering what BMW — having virtually created the sport sedan segment and watched others leap in — would do next. Reitzle, now a full board

see REITZLE, page 29

MARQUES

Importers leave an indelible mark

A decade ago, it was easy to tell the difference between an import and a domestic automobile. Today, it's hard to keep track without a scorecard.

In 1979, 31 import marques were doing business in the United States — eight Japanese and 23 European. Today's total is 33, but the makeup has changed.

British mainstays MG and Triumph left the scene. A stainless steel sports car called DeLorean came and went, too. Later, Italian giant Fiat called it quits; so did Lancia.

By then, Isuzu had arrived. It was later joined by Acura, Yugo, Hyundai, Sterling Suzuki, Daihatsu, Lexus and Infiniti.

Renault's pipeline to the United States was closed after Chrysler Corp. bought American Motors, which was partly owned by Renault.

That venture aside, the Big 3 automakers have done their part to complicate matters.

Chevrolet sells a line called Geo, which is made up of Suzukis, Isuzus and Toyotas.

The Pontiac LeMans — originally a 1960s-era muscle car — is now a sedate subcompact. It is based on GM of Europe's Opel, built by Daewoo in Korea and sold in the United States.

Throughout the decade, Ford took a few stabs at establishing some of its European products in the U.S. market. But the Fiesta and more recently the Merkur XR4Ti and Scorpio have been abandoned.

Now Ford sells Festivas that are engineered by Mazda and built by Kia Motors of Korea.

It also sells Probes that were engineered by Mazda and are built by Mazda in Michigan.

In an apparent reciprocal move, Ford plans to provide a version of its new two-door Explorer sport-utility to Mazda dealers.

From a simple importer of Mitsubishi products early in the decade, Chrysler now builds a line of Mitsubishi sports cars with its Japanese partner in Illinois.

The Diamond-Star Motors venture supplies Plymouth, Eagle and Mitsubishi showrooms with sport coupes and will soon be providing the Eagle and Mitsubishi franchises with a compact sedan.

— Philly Murtha

1980

Oldsmobile Cutlass Supreme leads the industry as its sales reach 469,573 units.

Chevrolet Chevette, with 373,988 sales, dips to the No. 2 spot from No. 1 the year before.

	Car Sales	% of Market
GM	4,065,789	46.79%
Ford	1,445,988	16.64%
Chrysler	931,056	10.72%
Honda	375,388	4.32%
Mazda	161,623	1.86%
Nissan	516,890	5.95%
Toyota	582,204	6.70%
VW	336,078	3.87%
Total Dom.	6,291,757	72.41%
Total Imp.	2,396,934	27.59%
Total	8,688,691	

VW includes Audi

1981

Olds does it again as Cutlass Supreme leads the field with 454,188 deliveries at retail.

Chevrolet Citation, later much maligned — but vindicated — in a lengthy federal trial that centered on safety of X-car brakes, rises to second place with sales of 321,023.

	Car Sales	% of Market
GM	3,796,696	44.50%
Ford	1,380,600	16.18%
Chrysler	995,038	11.66%
Honda	370,705	4.34%
Mazda	166,088	1.95%
Nissan	464,805	5.45%
Toyota	576,491	6.76%
VW	295,435	3.46%
Total Dom.	6,206,296	72.74%
Total Imp.	2,326,376	27.26%
Total	8,532,672	

VW includes Audi

DECADE

FROM PAGE 1

pliers grew from fewer than 30 U.S. factories in 1985 to almost 300 by 1988 to help increase their customers' domestic-content levels. Domestic carmakers themselves now rely on those transplant parts makers for an increasing number of components, and the Made-In-USA label has quotation marks around it.

The battle cry of the early 1980s was simply "Buy American." Manufacturers and union officials beseeched Congress to slam the door on imports to protect U.S. jobs. Ford and the UAW even joined forces to demand that the U.S. International Trade Commission place strict limits on import volume.

Consumers paid little heed, and the government chided Detroit for failing to anticipate changing consumer tastes.

In 1981, concerned that a Chrysler collapse could put another 75,000 Americans on the street, the Reagan administration persuaded the Japanese carmakers, under the direction of the powerful Japanese Ministry of International Trade and Industry, to voluntarily limit their car exports to the United States. The voluntary restraint agreements lasted throughout the decade, but in 1981, in the pit of hard times, it was clear that Detroit would have to devise a better plan.

When the 1980s began, all of the Big 3 were pushing new small lines they called import-fighters. GM had just introduced its high-fuel-efficiency Chevette. Ford was hawking its small Escort as a "world car." And Chrysler had its Omni/Horizon. But the strategy changed in the 1980s. Chrysler, GM and Ford seemed to simultaneously concede that their forte was large, American-style cars. Henceforth, they would obtain cars ready-made from their more cost-efficient competitors, the Asians.

All three had had the strategic foresight to buy chunks of their competitors in earlier years. Ford now turned to its Korean investment, Kia Motors, for its low-end Festiva and handed over to Mazda responsibility for developing its small cars.

GM dropped the Chevette and turned to Isuzu, Suzuki and Toyota for a trio of subcompacts now sold under the Geo banner. It charted a plan to build a new import-fighter, the Saturn, and bought the Pontiac LeMans from Korea's Daewoo Motor Co., of which GM owned 50 percent. From Mitsubishi, Chrysler would receive the Colt, the Conquest, the Dodge Raider pickup and the U.S.-built Laser/Talon sports cars.

As the decade developed, each of the Big 3 embarked on a new four-pronged strategy. The U.S. industry would survive the 1980s by cutting costs, streamlining, retooling and diversifying. Beyond that, each company made a new commitment to improve product quality, from componentry to vehicle design to retail sales programs.

A summary of their activities follows:

Chrysler Corp.

Recharging Chrysler required a combination of the federal loan guarantees and Chairman Iacocca's charisma. A latter-day Harry Truman, complete with rumors of political aspirations, Iacocca took to prime time TV to assure America that Dodge, Plymouth and company were OK. Buying Chrysler products, he inferred in a straight-talking ad campaign, was even the patriotic thing to do.

Never mind that Chrysler was selling Japanese and Canadian vehicles at the time. And never mind that Chrysler owned a good chunk of one of those upstart Japanese automakers, Mitsubishi.

As part of Chrysler's deal with Congress, the company was forced to reduce operating costs by the amount it wished to borrow. Iacocca, whose vow to sacrifice his own salary helped make him a hero of the lecture circuit, asked the UAW for concessions. The union stunned the industry, and some of its own membership, by agreeing to wage and benefit cuts totaling $622 million. The news was not lost on Ford and GM, who by 1983 would ask for and receive a combined $3.5 billion in union concessions.

Chrysler's next strategy was simply to increase sales. Its ballyhooed new K-car line was slowing down and little else of promise was in the showrooms. Step one involved clearing out a Windsor, Ontario, factory where large rear-wheel-drive cars were in production, gutting the building and tooling up to produce a van. Or more precisely, a front-wheel-drive, user-friendly minivan. Some scoffed, but when the new product appeared in 1983, its success washed the company with profits and inspired a whole market segment.

Like its competitors, Chrysler spent its way out of trouble. Between 1981 and 1984, it put $2 billion into new products. By 1984, it had the Caravan/Voyager minivans and a newly styled K-car product, the LeBaron. Seven of its 12 North American plants were retooled and two others were closed. The payoff was immediate.

During its travails, the company sold its defense contracting division, General Dynamics, to raise $1 billion. In 1985, it launched a diversification plan that built an en-

PRODUCT:

Consumers switched from mpg to hp, and sales of car-like trucks burgeoned

Fuel-sipping subcompacts were hot at the start of the decade, and performance flourished near the end.

Along the way, it became a lot harder to tell a car from a truck.

"That's the story of the '80s," said Joel Pitcoff, manager of research and analysis at Ford Motor Co. "You can divide the universe up into cars and trucks and talk about success stories in one or the other, but any view of the '80s has to center around cars vs. trucks."

Annual light-truck sales went from about 2.5 million in 1980 to twice that in 1989. The surge was led by consumers who stepped out of passenger cars into minivans and small sport-utility vehicles.

From 1980 to 1989, minivans went from 0.5 percent to 16.5 percent of the truck market, with nearly all that growth from 1984 onward. Compact sport-utilities jumped from 2.2 percent to 14.4 percent in the same period.

Within the passenger car segment, gas shortages and recession ushered in the '80s with a flood of cheap, fuel-efficient subcompacts — a segment dominated by Japanese imports.

In 1980, subcompacts accounted for about 26.8 percent of car sales and hit a peak of 29.4 percent in 1981, according to Ford figures. The average cost of a gallon of gas, which peaked at $1.22 a gallon, concerned consumers.

But gas got cheaper, tastes changed, the dollar lost strength and econoboxes fell out of fashion. By 1989 subcompacts accounted for about one of every five car sales.

Compact pickups followed much the same pattern, growing from 20.6 percent of the light truck market in 1980 to about 30 percent in 1982. By the end of 1989, that figure will be down to about 23.9 percent.

Compact cars, on the other hand, have grown from about 18 percent of the car market in 1980 to nearly 28 percent in 1989.

Luxury cars also enjoyed strong growth, from 5.7 percent of the car market in 1980 to about 8.9 percent in 1989.

Demand for performance returned — sometimes at the expense of gas mileage, but not always.

— Jim Henry

1982

Slick little Ford Escort, which is to figure strongly in the decade's sales, moves into the top spot with a tally of 337,667 units.

Olds Cutlass Supreme is strong, but dips to second place as sales total 280,566 units.

	Car Sales	% of Market
GM	3,515,660	44.07%
Ford	1,345,698	16.87%
Chrysler	930,835	11.67%
Honda	365,865	4.59%
Mazda	163,638	2.05%
Nissan	470,246	5.89%
Toyota	530,246	6.65%
VW	204,472	2.56%
Total Dom.	5,756,660	72.16%
Total Imp.	2,221,517	27.84%
Total	7,976,177	

VW includes Audi

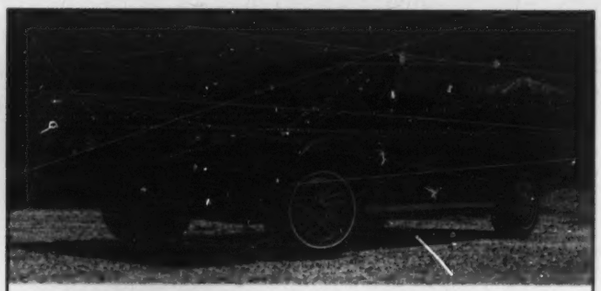
DECADE IN REVIEW

1983

Cutlass Supreme and Escort trade places in the No. 1 and No. 2 spots. Cutlass inches ahead with sales of 331,179 units to Escort's 326,333.

	Car Sales	% of Market
GM	4,053,561	44.15%
Ford	1,571,321	17.11%
Chrysler	1,155,897	12.59%
Honda	401,072	4.37%
Mazda	173,388	1.89%
Nissan	521,902	5.68%
Toyota	555,766	6.05%
VW	209,990	2.29%
Total Dom.	6,795,302	74.01%
Total Imp.	2,385,734	25.99%
Total	9,181,036	

VW includes Audi



1984

Chevrolet Cavalier, one of the General Motors front-drive J-cars introduced in 1981, moves into first place. As Cavalier's sales move up to 377,446 units, Escort keeps strong grip on second-place with 353,578 deliveries.

	Car Sales	% of Market
GM	4,600,512	44.26%
Ford	1,979,317	19.04%
Chrysler	1,281,214	12.33%
Honda	508,420	4.89%
Mazda	169,666	1.63%
Nissan	485,298	4.67%
Toyota	557,981	5.37%
VW	248,554	2.39%
Total Dom.	7,951,517	76.51%
Total Imp.	2,441,713	23.49%
Total	10,393,230	

VW includes Audi

tire new aerospace division around the acquisition of aircraft manufacturer Gulfstream Aerospace. But after acquiring No. 4 carmaker American Motors in 1987 for an estimated $2 billion, Chrysler put the aerospace properties on the block to raise new money for 1990s product development.

Buying AMC gave Chrysler a new cash cow, the Jeep line. The company also acquired Italy's Lamborghini in 1987 and bought an interest in Maserati that would give Chrysler dealers an Italian luxury sports car. Arrangements were also made to sell Alfa Romeos through the Chrysler-Plymouth dealer network. For a short time, it even looked as if Chrysler might form an alliance with Fiat Auto. But in all cases, Chrysler's European overtures seemed to lead nowhere.

General Motors

GM made no bones about seeing the light, even dubbing its plan "The Japan Strategy." In 1981, it acquired 5 percent of a struggling little car company called Suzuki and boosted its stake in Isuzu from 34 to 40 percent.

Labor costs in Japanese factories were $10 to $12 an hour less than in North America. Detroit could no longer compete against such disparity on small, low-margin products. Let Asia produce America's inexpensive cars, Detroit seemed to agree. Cadillac would always be Cadillac, and the Japanese would never aspire to building luxury cars, the industry assured itself.

A new management team had taken over at GM in January 1981, led by Roger Smith as chairman. The corporation immediately began reorganizing its mammoth structure in an effort to rekindle some of the old-fashioned traits that the Japanese were now getting all the credit for — like quality awareness, personal responsibility and pride of craftsmanship.

Smith merged all truck, bus and van operations worldwide, from design to sales, into a single truck entity. Engineering and manufacturing were brought together in Europe and South America. Component divisions were restructured and, finally, in 1984, the company's passenger car operations were grouped into two spheres, Buick-Oldsmobile-Cadillac and Chevrolet-Pontiac-Canada.

Rather than merely forking over small-car production to its Asian competitors, GM exacted a payback. It wanted access to the Asians' technology and systems. It enlisted Toyota in a joint venture to produce cars in the United States. Using a mothballed plant in Fremont, Calif., where labor strife had been the byword a few years before, New United Motor Manufacturing Inc. was launched to build Toyota Corollas and Chevy Novas side by side.

The move gave Toyota a chance to build its first U.S. cars, under the protective gaze of GM. For GM, the experiment would serve as a sort of zen garden, an operation where Old World GM managers could "get religion" in the new ways of carmaking. The lessons were eventually applied to GM operations in the United States as well as Europe.

By 1989, GM opened its second joint-venture car plant, CAMI Automotive Inc., in Ingersoll, Ontario, to produce 200,000 vehicles a year with Suzuki.

GM also embarked on a gutsy diversification strategy that bore its share of controversy. GM created GMFanuc Robotics Corp. in 1982, a venture that became North America's largest supplier of factory-floor robots within five years. In 1984, it spent $1 billion and 11 million shares of stock to acquire the Texas computer company, Electronic Data Systems Corp. In that transaction, it inherited EDS' founder Ross Perot as a board member.

The following year, GM spent another $5 billion to acquire Hughes Aircraft Co., a move intended both to diversify the company and infuse it with some new space-age technology. But the spending drew questions from Perot and alerted Wall Street and the public that an open rift was developing in GM's boardroom.

The general gameplan was "reindustrialization." GM spent almost $70 billion to open nine new factories and modernize 19 assembly plants and 12 stamping facilities. Automation from GMFanuc and EDS was woven through the organization. In 1985, the most attention-getting investment of all — GM announced that its $6 billion Saturn project would be built in Spring Hill, Tenn.

Smith called Saturn the answer to the Japanese. From a greenfield site, Saturn would use state-of-the-art technology to produce a low-priced, high-performing, sleekly designed family car that would bring Americans back home to American products. The operation would work closely with labor "partners" to adopt the best of the Japanese management system, as practiced at NUMMI.

The plant would build its own engines and transmissions, just as Honda of America Manufacturing was planning to do in Ohio. It would stamp its own chassis parts, just like Nissan Motors Manufacturing's 3-year-old plant down the road in Smyrna, Tenn. And like the workers at Japanese plants, GM reasoned, Saturn line workers would strive for excellence — not because they were being paid to do

1985

Same cards are dealt again. Cavalier tallies 431,031 sales vs. Escort's 402,181 as decade passes halfway mark.

	Car Sales	% of Market
GM	4,692,318	42.48%
Ford	2,079,366	18.82%
Chrysler	1,375,883	12.46%
Honda	552,389	5.00%
Mazda	211,093	1.91%
Nissan	575,166	5.21%
Toyota	620,047	5.61%
VW	292,282	2.65%
Total Dom.	8,204,721	74.28%
Total Imp.	2,841,063	25.72%
Total	11,045,784	

VW includes Audi

LABOR

UAW endures a 'down' decade

The UAW observed its golden anniversary in 1985, but there wasn't much jubilation for the union that year or throughout the 1980s.

The decade began with the union banning foreign automobiles from the parking lot at its Detroit headquarters and the Big 3 getting millions in concessions from its workers.

But as the automakers returned to profitability, some workers still saw their plants closed or idled due to slow sales.

The number of workers in Big 3 plants declined from about 800,000 at the beginning of the decade to about 500,000 today.

"The erosion of the domestic auto industry" was the biggest factor affecting the union in the 1980s, said Douglas Fraser, former UAW president, who retired in 1983.

During the UAW's golden anniversary year, Chrysler workers struck for 12 days, seeking wage parity with workers at General Motors and Ford Motor Co.

Also in 1985, the Canadian section of the UAW jumped ship, taking along 120,000 members, or about 11 percent of the union's 1.1 million members.

In the 1987 negotiations, Ford and GM settled without a strike as union and management hailed groundbreaking job-security provisions. But the issue apparently isn't settled. Job security promises to be a big issue in this year's auto contract talks.

While Big 3 plants have been idled, Japanese transplants continue to run at full tilt with a work force that is primarily non-union.

And at Mazda Motor Manufacturing (U.S.A.) Corp.'s plant in Michigan — the only wholly owned Japanese transplant represented by the UAW — dissidents became much more visible and won key positions amid accusations of high worker injury rates.

The GM-Toyota joint-venture in Fremont, Calif., provided a bright spot for the union. The plant, once a seat of union unrest, turned out high-quality products and served as an example for those who believe labor-management cooperation will be necessary for survival in the 1990s.

— Kathy Jackson

CAPACITY: *Asians arrived as the Big 3 receded, and there were still too many plants*

The effects of vigorous industry competition were nowhere more visible in the 1980s than in the efforts to cope with factory overcapacity.

When the 1970s ended, North American plants were turning out 13 million cars and trucks annually. Four miserable years later, factory output had been cut in half. By 1989, 13 assembly plants had been closed and capacity for 1.5 million units eliminated.

Further complicating the issue was the fact that while Detroit was boarding up facilities, Asian makers were taking steps that would see the opening of 13 new North American plants between 1982 and 1989. They were capable of turning out 2.3 million units a year.

Big 3 makers, particularly General Motors, did open some new plants during the time.

Others, like Ford, have tried to improve efficiency by squeezing more production out of existing plants.

The Big 3 made up for some capacity loss by having overseas plants build certain cars. The Pontiac LeMans, Geo Storm, Ford Festiva and Dodge Colt, for example, were produced in Asia for the Big 3.

By the end of the decade, the Big 3 were getting more than 600,000 vehicles a year from overseas plants and North American transplant and joint-venture factories.

Capacity reductions are far from over, however.

GM is faced with the prospect of closing six of its older factories, and Chrysler one.

During 1989, the Big 3 built 11.6 million cars and trucks in North America. Transplant operations built another 1 million. Those same plants could have built 770,000 more vehicles. By 1992, still another 900,000 units of capacity will come on stream — most of them from Japanese operations.

As for the factories themselves, the arrival of robotics, workerless stamping presses and computerized production has dramatically changed the way vehicles are built.

Engineers point out that plant technology has changed faster in the past eight to 10 years than it did in the previous 50.

— Lindsay Chappell

DECADE IN REVIEW

Hits of the decade

- **Chrysler's purchase of AMC:** The company got a real gem — Jeep
- **Donald E. Petersen:** He was "Don *who*?" when he became Ford chairman; not any more
- **Transplants:** They build the best vehicles on these shores, overcrowding the market and forcing U.S. automakers to shutter their plants
- **Malcolm Bricklin:** He imported the lowest-priced car in the United States, then escaped from the Yugo mess with $20 million
- **Ford Escort:** Old, stodgy and cheap, but the best-selling car in the United States
- **Anti-lock brakes:** A leap forward in active safety
- **Fuel injection:** Made low emissions possible
- **Convertibles:** Hurrah for their resurgence in the 1980s
- **Computer-aided design:** Aided engineering communication
- **Independent rear suspension:** Smoother ride, better handling
- **Front-wheel drive:** Good traction; low cost to carmakers
- **Aerodynamic improvements:** In styling and function
- **MacPherson strut:** Cheap, simple suspension system that made unibody front-wheel-drive cars possible
- **Lexus/Infiniti:** Forced European luxury makers to reassess U.S. strategy
- ***Roger & Me:*** Critical acclaim, could be headed for an Oscar
- **Honda of America:** Honda has quickly become the No. 1 transplant in the United States; Accord was one of the top-selling cars in the 1989 model year
- ***Iacocca:*** Chairman Lee's best-selling autobiography
- **Mazda Miata:** Mix a classic design in a contemporary package and watch the hearts of aging baby-boomers melt
- **Pickup trucks:** Top performer in the light-truck segment, which accounts for one-third of new-vehicle sales in the United States
- **North American International Auto Show:** After just its first year, Detroit show is considered by some makers to be equal to the best around the world
- **Center high-mounted stoplamps:** They do work no matter how E.T.-like the first generation were
- **Corvette ZR-1:** Expensive, totally sold out in advance, immediate hit with collectors
- **Luxury segment:** Sales of prestige cars bulged in the middle of the decade as Yuppies discovered BMW, Porsche, Jaguar and Mercedes-Benz
- **Ford's financial turnaround:** Cost-cutting measures and a commitment to quality products really paid off
- **Ford's mid-1980s products.** Taurus and Sable — an instant success; kept traditional Mustang while offering the Probe, a great "transplant" front-wheel-drive sport coupe
- **Chrysler Corp.:** It's still around, as are its minivan, K-car and Omni/Horizon
- **Chrysler minivan:** Chrysler saw a need and filled it admirably
- **Mike Losh:** Built excitement at Pontiac; what will he do for Oldsmobile?

1986

Chevy beats Ford one more time as Celebrity outsells Escort, 408,946 to 402,181.

	Car Sales	% of Market
GM	4,693,161	40.98%
Ford	2,080,822	18.17%
Chrysler	1,381,844	12.06%
Honda	693,515	6.05%
Mazda	222,716	1.94%
Nissan	546,151	4.77%
Toyota	647,436	5.65%
VW	277,026	2.42%
Total Dom.	8,214,662	71.72%
Total Imp.	3,239,043	28.28%
Total	11,453,705	

VW includes Audi

1987

Ford Motor Co. snags No. 1 and No. 2 positions with Escort sales totaling 392,360 units followed by Taurus with 354,971. Taurus/Sable came on the scene late in 1985 amid conjecture that its radical, bulbous styling would turn people off.

	Car Sales	% of Market
GM	3,728,313	36.46%
Ford	2,060,834	20.15%
Chrysler	1,096,385	10.72%
Honda	738,306	7.22%
Mazda	208,025	2.03%
Nissan	525,674	5.14%
Toyota	628,662	6.15%
VW	233,027	2.27%
Total Dom.	7,081,262	69.25%
Total Imp.	3,144,042	30.75%
Total	10,225,304	

VW includes Audi; Honda includes Acura

so but because they would have a pride of participation.

Things started to go wrong in 1986. Rising sticker prices suddenly chilled the auto comeback that had been in progress since 1983. GM lost market share to Ford and the Japanese. To make up for the lost ground, the company sold a major interest in its heavy truck business to Volvo and a major interest in its diesel engine business to Penske Group. It also cut Smith's pet Saturn project in half. But silencing Perot's internal criticism of GM's spending proved the bitterest pill of all. In order to remove Perot from the board of directors, GM shocked Wall Street by spending nearly $750 million to buy Perot and his top aides out of their GM role.

Ford Motor Co.

Both GM and Ford benefited from moving deeper into financial services during the 1980s. By 1988, almost a fifth of Ford's earnings came from its financial services operations. A conglomerate of financial holdings including Ford Credit and the newly acquired First Nationwide Bank was proving so lucrative that the company found it necessary to assure shareholders in 1988 that it would remain in the car business.

Ford had lost $2 billion from 1980 to 1982 and laid off 70,000 employees. But the company's performance demonstrates the essential lesson of the decade. In 1979, Ford had some 244,000 employees and sold 3.2 million vehicles in the United States. In 1988, it had 185,000 employees and sold 3.8 million vehicles. An additional 600,000 vehicles were built using three fewer plants. In fact, since 1985, Ford's North American capacity has increased by 1 million units but only one new plant has been added — the Hermosillo, Mexico, facility in 1986.

Factory automation played a key role. Obtaining products from outside plants was another. In addition to vehicles from Japan and Korea, Ford arranged for its affiliate company, Mazda Motor Corp., to supply the sporty Probe from a plant in Flat Rock, Mich., in 1987.

Increased plant productivity and improved employee-management relations played still another part. The company resisted new plant investments by running plants overtime. By the time auto production started to peak in 1987, Ford was building cars at more than 100 percent of capacity. Like GM and Chrysler, Ford also undertook a massive worker training program during the decade that involved teaching statistical process control to line workers at every plant in the system, offering adult literacy classes and giving new decision-making powers to workers.

A new line of products didn't hurt, either. The company increased its market share from 1983 to 1989 with new aerodynamic "jellybean" designs such as the Taurus/Sable while the Escort provided a decade of reliable sales.

By the late 1980s, Ford had amassed a corporate war chest of some $10 billion in cash, which it wanted to spend on global acquisitions. In 1989 Ford outmaneuvered GM in taking over Britain's Jaguar. Talks with Saab-Scania in Sweden fell through, leaving the door open for a last-minute GM-Saab arrangement.

It was clear that both GM and Ford were positioning themselves for the new opportunities expected in Europe in the next three years. The new alliances also gave them a foothold in the upscale vehicle segment where increasing competition loomed.

The crossfire of global competition mostly benefited the consumer. Although prices rose, product developments proliferated during the decade.

After the recession, consumers were offered convertibles in a quantity they hadn't seen since the 1960s. Jeep's long-lasting success had inspired a host of competitors.

Gasoline prices dipped; speed limits crept back up to 65 mph on some freeways; drivers crept back up to 75; and a new romance blossomed in bigger engines and sportier rides.

With fuel prices down and a new era of spending at hand, larger cars became popular once again. No longer were Japanese car companies confined to small, cramped vehicles. By 1989, Honda was selling a Civic model that was as large as its big brother Accord had been in 1981. Even Hyundai, an ambitious Korean manufacturer that sought to displace the Japanese as a key source of small economy cars in the mid-1980s, introduced a family sedan, the Sonata.

Headroom inched upward and so did horsepower. Fuel-injected engines became standard on most

HITS: *Taurus, minivans, Accord lead "Hall of Fame" list*

If there were a 1980s Hall of Fame, the Ford Taurus and Chrysler minivans would be near the top of most ballots.

They certainly rank among the most memorable vehicles of the decade in terms of styling, sales volume and importance to the companies that conceived them.

The Honda Accord is another milestone — and not just because it was the first Japanese car built in the United States.

Four generations of Accords were on sale at one point or another during the decade, a dramatic reminder of Japan's ever-shrinking product development cycles.

Although it hasn't been tested by time, Mazda's new Miata also appears destined to be remembered.

Strictly in terms of sales, the functional Ford Escort was the home-run car of the 1980s. More than 3.2 million were sold in the United States since 1980.

A competitor for volume has been the Chevrolet Cavalier, 2.5 million of which have been sold since 1980. Chevy also sold more than 1.9 million Celebrities.

Chrysler blurred the distinction between cars and trucks with the 1983 introduction of its minivans. By the end of 1988, the Dodge Caravan and Plymouth Voyager held 55.6 percent of the minivan market against a growing list of imitators.

Ford's Taurus and its Mercury Sable twin helped lead Ford to dizzying success after their 1985 launch.

Critics initially called Ford's rounded creations "jellybeans." Jack Telnack, Ford's vice president of design, recently defended the look from a practical sense — as a means to improve gas mileage — and from an aesthetic standpoint.

"People say that the aero look will cause all cars to look alike, but that's not true any more than that all birds look alike," said Telnack.

— Jim Henry

TECHNOLOGY: *A little star steals show*

The computer chip revolutionized automotive technology in the 1980s. It allowed cars to stop faster, accelerate more quickly, burn less fuel, produce fewer pollutants and ride more smoothly.

The introduction of microprocessor-driven electronic engine control systems served as the entre to electronic fuel injection systems, which increased power and cut emissions.

By 1988, 88 percent of all cars built in the United States were equipped with electronic fuel injection systems compared with only a handful at the start of the decade.

Electronic engine control systems and fuel injection allowed emissions and performance to be controlled over the full range of engine conditions — speed, load, atmospheric conditions — to an extent not possible with the previous mechanical systems.

Advancements in microprocessors created the opportunity for a compact, reliable and affordable braking system that can increase the margin of safety under many driving conditions.

Antilock braking systems have become the norm on luxury cars and are now finding their way to mid-priced cars and many pickup trucks.

Using similar technology, automakers and suppliers are now developing systems that control traction when accelerating and cornering.

In the 1980s, electronically controlled suspension systems — the precursors to active suspension — came into vogue, and were used on such cars as the Lincoln Continental and Mitsubishi Galant.

Other automotive products which came about as a result of the revolution in electronic technology include electronically controlled transmissions, variable valve timing systems, digital dashboards and heads-up displays, improved stereo systems, and even aerodynamic devices that adjust according to speed.

— Arthur Flax

DECADE IN REVIEW

1988

Ford Escort maintains its premier position with sales of 387,815 units. Newcomer Chevrolet Corsica/Beretta runs up total of 380,301 sales to capture second place.

	Car Sales	% of Market
GM	3,822,014	36.10%
Ford	2,289,764	21.63%
Chrysler	1,191,294	11.25%
Honda	768,995	7.26%
Mazda	250,333	2.36%
Nissan	472,870	4.47%
Toyota	688,883	6.51%
VW	191,739	1.81%
Total Dom.	7,526,034	71.11%
Total Imp	3,058,962	28.89%
Total	10,587,073	

VW includes Audi; Honda includes Acura

1989

The Ford Taurus, introduced as a 1986 model, leads the field with sales of 323,611. Escort finishes second for the fifth time with sales of 315,393. (Sales are thru Nov. 30.)

	Car Sales	% of Market
GM	3,221,052	34.94%
Ford	2,047,098	22.21%
Chrysler	959,128	10.41%
Honda	721,294	7.83%
Mazda	242,895	2.64%
Nissan	482,667	5.24%
Toyota	655,998	7.12%
VW	144,532	1.57%
Total	9,217,057	

VW includes Audi; Honda includes Acura; Toyota includes Lexus

imported cars, all Fords and numerous pickup trucks. Average vehicle weight was reduced, and fuel efficiency — spurred by federal standards — improved.

Expensive was chic in the 1980s. By the time the nation's spending binge was in full progress in 1986, Mercedes-Benz sales had nearly doubled. BMW sales had doubled. Sales of Scandanavian Saabs tripled. Jaguar's U.S. sales doubled once, twice and then a third time by 1986.

But then world markets pulled the plug on the dollar. The stock market crash of October 1987 put a chill on big-ticket spending. For the next two years, European carmakers would watch U.S. sales slip away. A Mercedes 300E had sold for $35,800 in 1985. Two years later, it sold for $43,400. The change in currency values also pressured the Japanese to raise sticker prices.

But by 1989, Toyota and Nissan had been emboldened to follow Honda into the high-margin luxury market, the bastion, until now, of a handful of European carmakers. Honda's Acura Division had been readily accepted by buyers in the $20,000-plus range. Toyota's new Lexus line would ask luxury shoppers to spend $35,000. Nissan followed suit with its Infiniti line.

The currency change of the late 1980s didn't seem to benefit the Big 3 as expected. Rather than seizing the opportunity to win back the market, domestic manufacturers increased prices in step with the importers. Industry car sales actually fell in 1987, constituting what analysts called a "mini-recession." But volume was back up the following year, and car sales managed to stay above 10 million units annually every year after 1983. Turmoil aside, all three U.S. carmakers experienced record profits in the late 1980s.

It helped that auto loan interest rates fell steadily through the decade from their double-digit highs. As 1985 ended, GM and Ford were publicly wondering whether rates might go as low as 7.9 percent. By 1988, to keep buyers interested and keep the sales boom going, they were offering 2.2 percent deals and Chrysler was attracting consumers with zero-percent lending.

By 1989, though, the cycle was visibly turning down and a 5 percent sales drop from 1988 looked likely. The population of cars and trucks on the streets in America had increased by more than 50 million between 1989 and 1979. The U.S. car business was growing more and more competitive. New North American factories meant expensive industry overcapacity at a time when carmakers in the United States, Japan and Europe were agreeing that 1990 looked bad.

Analysts prophesied that more North American plants would have to close. Others warned that the industry was constricting and that new mergers, takeovers and business failures loomed. As sales slowed in 1989, production was scaled back at a number of Big 3 plants. And as the decade drew to a close, the memory of its painful beginnings seemed as fresh as ever.

The 1990s may be the true test of the lessons of the 1980s. Carmakers have spent heavily during the past eight years to trim operational fat and improve product quality. Better relations have developed between labor and management. New income sources have been created, new products developed and new global business links formed that could ease the impact of future sales slumps in any given market.

But at the same time, the competition for the lucrative U.S. market is greater than it was 10 years ago. Pressures will mount for the development of new factories to replace aging facilities. New technology will have to be developed to replace older componentry, an area in which Japanese carmakers are now taking an aggressive lead.

The new regulations that are expected from the Bush administration on fuel economy, emissions control and product safety will be another test for the industry in the next few years.

The globalization of the industry remains a central force for the 1990s. Larger companies will have greater resources to compete in individual markets.

As global penetration becomes increasingly necessary for survival, success will depend more heavily on access to capital. New plants will be necessary to address new concerns over domestic content. New investments in technology will become more and more expensive. Such high-stakes competition will require both deep pockets and healthy partners to share the costs.

The industry spent the 1980s learning this lesson. It enters the 1990s living it.

ENGINEERING: *The fittest survive*

As auto engineers squint at the last 10 years and reflect on the changes that have taken place, one important thing becomes clear: Time is the enemy.

With more competitors in the arena, automakers have to keep pace to survive. The 1980s have triggered some important new weapons, such as supplier partners, simultaneous engineering and computer-aided design.

Probably the most important change was the passing of increased levels of engineering responsibility to outside suppliers. They are now brought in as early as four years before product introduction, requiring unprecedented levels of coordination, cooperation and trust.

"Commitments must become sacred," said a Ford Motor Co. engineer. "The Japanese do it. And we must do it, to survive."

The move toward simultaneous engineering has fostered constant communication between design, engineering, supplier and manufacturing groups.

They are brought together at the beginning of the process with the goal of getting projects done as quickly and economically as possible.

Terry Quattro, chief engineer on the Chevrolet Caprice, said that simultaneous engineering kept costs low and speeded the redesign of the division's flagship sedan.

Computer-aided design helps engineers examine many more design possibilities by using a computer's muscle to quickly sort through and illuminate the best solutions to engineering problems.

It also enhances communication by enabling different engineering groups to interface on a single piece of microprocessor-based equipment.

These systems increase productivity by speeding production flow and scheduling, and by providing greater flexibility in modifying machining operations.

— Jack Keebler

DEALERS: *Fewer outlets, CSI, computers, Tonkin*

New-car dealers generally prospered in the 1980s as sales of cars and trucks set records despite a 10 percent decline in the number of dealerships.

There were 27,891 dealerships in 1980 and 25,105 last year. The number of dealer principals fell even more sharply, from 25,100 in 1979 to 17,800 as a wave of consolidations hit the automotive retail business.

For a while, megadealers were all the rage as dealers rushed to acquire additional stores and franchises.

But some megadealers — like the 10-dealership Pepe chain in New Jersey, Jim Johnson Chevrolet in Texas and Grand Chevrolet in California — ended up in bankruptcy.

There was also a lot of hoopla — and little action — over the prospect of public ownership of dealerships. When it came right down to it, dealers preferred limited partnerships or other means to finance acquisitions.

Dealer-manufacturer relations came under the harsh glare of public scrutiny with the election of Ron Tonkin as president of the National Automobile Dealers Association for the 1989-90 term.

Tonkin said what was on most dealers' minds and in confrontational terms. He railed against automakers on such volatile issues as dealer advertising councils, fleet subsidies, retail incentives and elimination of carryover allowances.

The dealership itself changed dramatically with the introduction of computers in every phase of the operation, from the finance and insurance department to parts and service, where even the parts catalog has been computerized.

By the end of the decade, unprecedented attention was focused on another aspect of dealer-factory communication. Dealers and makers alike sought to gain a competitive edge by improving customer satisfaction programs at the dealership.

— Charles M. Thomas

Misses of the decade

- **Chrysler's purchase of AMC:** Chrysler got tons of capacity it didn't need, which is causing a furor as it closes plants
- **VW's transplant operation:** All other transplants going like gang-busters, VW bails out of U.S. manufacturing
- **Chevrolet's descent:** To second-place in new-car sales after about a half century of almost uninterrupted leadership
- **Saturn:** Announced in 1982 and still hasn't showed up
- **Public ownership of U.S. auto dealerships:** Heard much about it lately?
- **All-wheel drive:** Doesn't offer many more advantages then front-wheel drive
- **Four-wheel steer:** Low consumer interest, high cost
- **GM Quad-4 engine:** High vibration, poor low-end torque
- **Digital dashboards:** Hard to read and cheap looking
- **Pontiac Fiero:** Good car killed by poor planning
- **John Z. DeLorean:** His sports-car dream folds, and he becomes better known as a defendant (albeit successful) in lawsuits than as the automotive wunderkind of the 1960s and early 1970s
- **DeLorean Motor Co.:** Bankruptcy proceedings began in October 1982 and are not yet concluded
- **Chrysler's TC by Maserati:** Years in the planning and making . . . and it didn't last as long or sell as many copies as the DeLorean
- **1984 GM reorganization:** Has been finetuned and finetuned and is now being dismantled, piece by sorry piece
- **Yugo:** Right price, wrong car
- **Rise and fall of Audi:** From 37,-071 sales in 1980 to 74,061 in 1985, then down to about 23,-000 in 1989
- ***60 Minutes'* coverage of sudden acceleration:** What turned out to be "pedal misapplication" has done irreparable damage to Audi
- **Audi 5000:** Its unintended-acceleration pardon from NHTSA came too late
- **Rough Riders:** Ron Tonkin's gang generates a lot of smoke but no heat
- **GM, Roger Smith and Ross Perot:** GM's buyout of Perot's EDS climaxed with the $700 million buyout of Perot and his lieutenants
- **Flossmoor, Ill.:** Does not allow pickup trucks parked within city limits
- **Cadillac Allante:** Folks just aren't ready for a $55,000 Cadillac, even with the name Pininfarina attached to it
- **GM's high-tech plants:** Buick City and Hamtramck plants were disasters until GM discovered that people make plants run
- **Renault Alliance:** After initial sales success, dealers couldn't give it away
- **Rebates and incentives:** A good idea that fell into disrepute because of blatant overuse
- **Hyundai:** Once the darling of the U.S. market, sales plunge at end of decade
- **Merkur:** Another entry on list of Big 3 failures with captive imports

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Poling, Sarni list challenges of '90s

DETROIT — The 1990s will present challenges to survival as well as worldwide opportunities for the auto industry, and makers and suppliers will have to devote all their resources to meeting them.

That message emerged as a common theme in the keynote addresses — one from the manufacturing side, one from the supplier side — delivered at the Automotive News World Congress Sunday night.

In texts prepared for the opening-night speeches, Ford Motor Co. Vice Chairman Harold "Red" Poling and PPG Industries Chairman Vincent A. Sarni outlined the areas their companies will concentrate on as the new decade opens.

Both foresee more of the tough competition that flourished in the 1980s. Poling cited the large number of changes — in such areas as environmental regulations, consumer needs and international politics — that will face the industry.

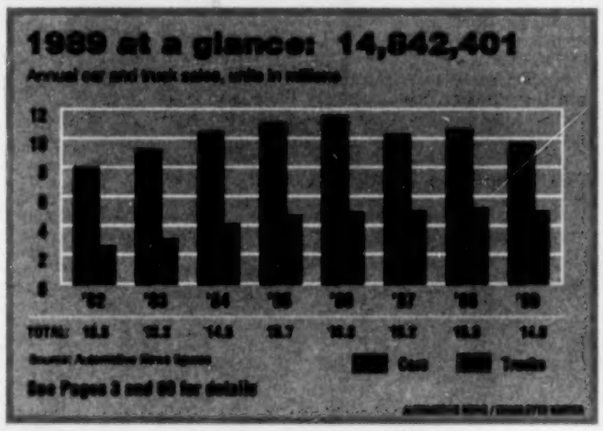
"Those companies that will be the most successful are those that will rise to these challenges by acknowledging the new realities of the '90s, accepting the new responsibilities and initiating new responses that the 1990s will demand," said Poling, who will guide Ford in the early part of the decade as its chairman.

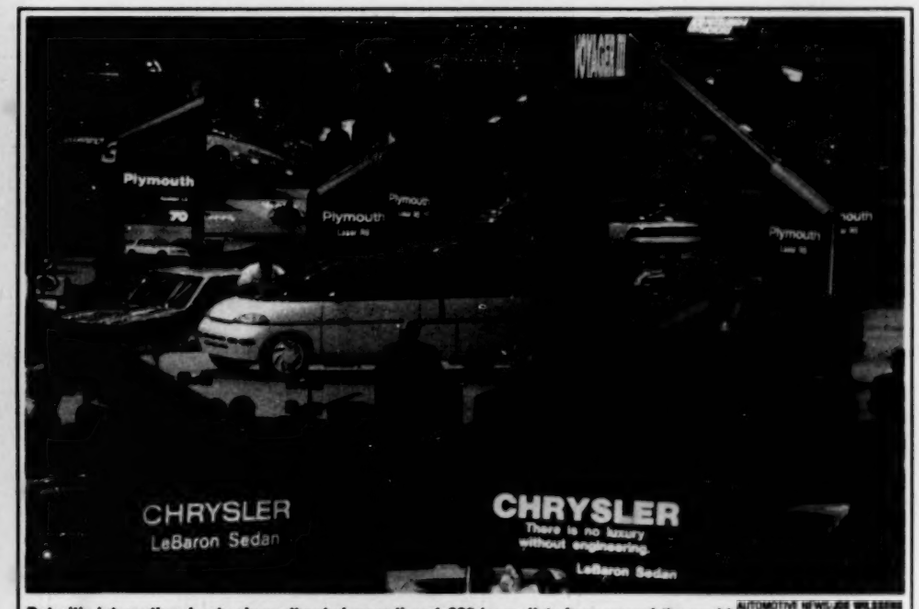
Sarni — whose company is a large supplier of automotive glass, fiberglass, chemicals and paints — pointed out the need for change in the relationship between suppliers and manufacturers. He said suppliers are "lagging behind" their automaker customers in achieving consistent quality and called for better communication between the two.

Sarni outlined eight items that should be on the agenda of any supplier that hopes to survive the 1990s:

- **Partnerships:** "There is a common

see CONGRESS, page 57





AUTOMOTIVE NEWS/JOE WILSEEN

Detroit's international auto show attracted more than 1,000 journalists from around the world.

Auto show trends: *The words from Detroit are 'clean, frugal, safe'*

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The second North American International Auto Show features technology honed by social and environmental concerns.

Clean-burning, lightweight and fuel-frugal engines; traffic-efficient vehicles, and safety exhibits are spread evenly around the 600,000-square-foot show floor.

Still, die-hard car fanatics are not ignored. A record number of new production and concept cars fill Detroit's Cobo Center. Among them: Chevrolet's 1991 Caprice, Buick's Park Avenue, Ford's redesigned Escort, BMW's flagship 850i coupe, Toyota's MR2, General Motors' 650-horsepower CERV III, ASC's Vision II and Volkswagen's Futura.

The show began Saturday, runs through Jan. 14 and features over 750 vehicles.

see AUTO SHOW, page 4

Import fighter by Cadillac could be a '95

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Cadillac unwrapped its luxury-grade import fighter at the 1990 North American International Auto Show here last week. The only glitch is, it won't be ready until the 1995 model year, if at all.

Called the Aurora, it is almost a mirror image of Cadillac's LSS, a previous concept car that was never publicly displayed.

LSS, short for Luxury Sport Sedan, supposedly was Cadillac's best offense against Toyota's Lexus and Nissan's Infiniti, as well as European imports. Cadillac officials contend the division isn't being hurt by Lexus and Infiniti. The European imports, they say, are being hurt.

But John Grettenberger, Cadillac general manager, said the LSS has been scuttled.

He said Cadillac had categorized the LSS only as a "concept," not a car. He called the Aurora "an extension" of the LSS.

The LSS never received official corporate approval to go into production even though officials said it could be ready by 1992.

> "Sleek styling, performance, handling and a solid, distinctive packaging theme are important, especially to younger buyers."
>
> John Grettenberger
> Cadillac

Grettenberger hinted strongly that the Aurora could be ready for production by 1994 and on sale the following year.

He said the company will conduct an extensive market research program during the next 12 months to decide Aurora's fate — production or the scrap heap.

"We want to know if current and potential luxury-car owners would be attracted to such a vehicle, and if it is in context with what Cadillac is and should be," he said.

He characterized the vehicle as

see AURORA, page 58

For 1990, Big 3 foresee sales erosion, not a gullywasher

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

The Big 3 automakers appear to be giving the 1990 economy 2½ stars out of a possible four. Not exactly an Academy Award winner, but not a turkey either.

Ford Motor Co. and Chrysler Corp. predict 1990 calendar year sales of cars and trucks in the United States will be about 14.5 million units, down 2 percent from 1989's 14.8 million.

Chrysler adjusted an earlier forecast from 14.2 million units.

Economic Outlook Section Pages 29-39

And General Motors, the most bullish of the three, says this year's sales will range from 14.5 million to 15 million units.

George C. Eads, GM's economist, says 15 million is reasonable if price trends follow 1989, including broad use of incentives to reduce transaction prices.

Automotive News predicts industry sales at 14.5 million units while Wall Street analysts' forecasts range from a low of 13.7 million cars and trucks to a high of 14.7 million.

The National Automobile Dealers Association expects sales of cars and trucks to fall to 13.7 million in 1990. NADA bases its prediction on recent declines in sales trends.

NADA also estimated 1990 declines of 5 percent for domestic vehicles, 7 percent for imports and 3 percent for light trucks.

Ford projects sales of 9.6 million cars and 4.9 million trucks for 1990, while Chrysler predicts 9.5 million cars and 5.0 million trucks. GM does not subdivide its prediction.

Chrysler also expects that sales of foreign vehicles — including built-up and transplant vehicles — will not exceed the 1989 total of about 4.6 million units.

Both Ford and Chrysler peg U.S. economic growth next year at 1.5 percent, while GM says 1 percent to 2 percent.

see OUTLOOK, page 29

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Autos after perestroika:
Enormous demand for cars is forcing the Soviet auto industry to look West — and that means more joint ventures and exports are being planned. Stories start on Page 4.

Hyundai selects Hayden to direct its operations in U.S.

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

FOUNTAIN VALLEY, Calif. — Hyundai Motor America last week appointed Rodney E. Hayden executive vice president and chief operating officer, ending a three-month search for a top American executive.

Hayden, 58, becomes the third head of the Korean importer in six months. A veteran import hand, he gives Hyundai's thinned-out ranks of senior executives some badly needed sales and administrative experience.

Before taking early retirement in mid-1988, Hayden was senior vice president and general manager of Mazda Motors of America (Central). That organization made up the largest portion of Mazda's U.S. operations until the No. 4 Japanese importer combined its two U.S. sales organizations into a single unit. Hayden spent 16 years with Mazda, in both regional sales and national headquarters positions.

Hayden

Earlier, Hayden worked for 12 years at Chrysler Corp. in field sales jobs.

"We are pleased to have an individual of Mr. Hayden's knowledge and experience join our team, and we look forward to his leadership as we enter the 1990s," said H.W. Baik, president and chief executive officer of Hyundai Motor America.

Hayden inherits a company that is struggling to regain the momentum it had in its first three years of operation. It peaked in 1988 with sales of 264,282 cars, but fell to 183,261 last year, a decline of 30.66 percent.

Dealer profits — which had once sparkled — plummeted, and a number of showcase Hyundai dealerships were lost in 1989. Difficulties in finding lenders to finance Hyundai consumer loans forced Hyundai to create its own financing arm, which will begin operation early this year.

Executive Vice President Max Jamiesson left the company last July. His replacement, Greg Warner, who had been group vice president of sales and marketing, resigned in October.

Group Vice President Bruce Campbell has been acting chief operating officer. He will return to his previous post.

Hayden will have to act quickly to restore dealer and national staff confidence.

But the potential for recovery is in place.

Hyundai currently has 315 dealers, up slightly from last fall. A new Excel and the Sonata — a larger, Honda Accord-sized car — were introduced in 1989. Scoupe, a sporty coupe based on the new Excel platform, will arrive this year to give Hyundai three lines to sell. Until last year, it had only one.

GM's electrically powered Impact accelerates to 60 mph in 8 seconds.

LA SHOW: *GM's speedy electric Impact shares stage with environment*

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — General Motors captured center stage at the 1990 Greater Los Angeles Auto Show by unveiling a fully-engineered prototype electric car.

The car, dubbed Impact, won't be a viable production vehicle until battery life can be doubled to at least 40,000 miles, GM Chairman Roger B. Smith acknowledged, but he expects that technological barrier to be breached within two years.

The GM initiative underscored the alternative fuels theme set by the keynote speaker during the media preview preceding the Los Angeles show, which opened Saturday.

Bill Sessa, communications director of the California Air Resources Board, noted that despite stringent air-quality regulations that have halved Southern California air pollution in the last 20 years, there are still 150 days each year during which breathing can cause permanent lung damage.

"Los Angeles is the only city in the United States where the air is actually getting better," Sessa said. "But it's still by far the worst air quality in the country." Air pollution in California is responsible for 75 percent of U.S. smog-related health problems, he said.

"An uncommon degree of cooperation between the fuels industry and the auto industry will be needed," said Sessa, to produce "ultra-clean" cars and gasoline that can meet tougher emission standards of 50 to 80 percent less polluting than current standards.

By 1997, California will probably require 20 percent of all new cars sold to meet this tougher standard, Sessa said.

Impact, patterned after the Sunracer experimental car that won a trans-Australia solar-powered vehicle race and styled by GM's Advanced Concept Center in Thousand Oaks, Calif., was touted by Smith as the first electric car designed from a clean sheet of paper instead of being a converted gas-engine car.

Citing Impact's 8-second, 0-to-60 mph acceleration (a GM video showed it beating a Mazda Miata and Nissan 300ZX off the line), Smith said the designers had tried hard to produce performance acceptable to Los Angeles drivers.

"I wouldn't want to get out there on an LA freeway in a golf cart," Smith said. "But this is a car that eliminates the objections to electric car performance."

Impact has a range of 120 miles on a single charge, and the 800-pound lead-acid battery pack must be replaced after about 20,000 miles, at a cost of about $1,500.

GM did not commit to produce Impact, but Smith said GM will conduct car clinics and other research to test public acceptance of the vehicle. If battery technology improvements hit GM goals and there is enough demand to justify "a full unit of production," GM could start production in four or five years, Smith said.

GM receives lowest grades as Harbour compares Big 3

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

General Motors — by one account — made only $47 per vehicle in North America in 1988 while its rivals, Ford Motor Co. and Chrysler Corp., made $591 and $228, respectively.

Ford has had the greatest gain in productivity at its plants since 1979, improving it by 40 percent. Chrysler upgraded its productivity 17 percent while GM's edged up a scant 5 percent.

Those and other statistics highlight the recently published Harbour Report, a research study by Harbour & Associates, based in Troy, Mich.

James E. Harbour, president, spent 30 years in the automotive business, first at Ford Motor Co. and then Chrysler Corp., before retiring in 1980 as Chrysler's director of corporate manufacturing engineering. Shortly after, he opened the consulting and research firm.

Harbour

His previous report — issued 10 years ago — caused quite a stir. It documented how the Japanese auto industry had a $1,500 cost advantage over the Big 3 for subcompact cars.

His latest study traces the automakers' performance during the 1980s. But some of the data, although noteworthy, isn't new.

For example, it's no secret that GM's market share had dipped to 34.1 percent by the end of 1988 from 44.1 percent in 1979, while Ford's market share increased to 23.6 percent from 22.6 percent, and Chrysler's share climbed to 13.1 percent from 11.4.

Harbour calculates per-vehicle profits by dividing net earnings by factory sales.

However, for GM he first subtracts earnings from Electronic Data Systems Corp., GM Hughes Electronics Corp. and General Motors Acceptance Corp.

His report rates GM's performance the worst of the domestic car companies, but the automaker is taking the thrashing in stride.

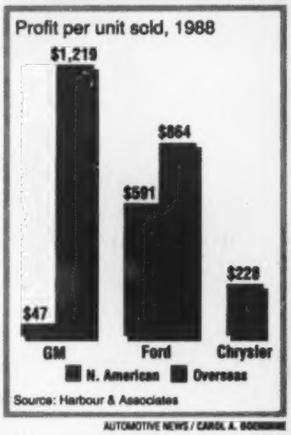
"Jim Harbour has done a careful analysis of the changing competitive factors that have occurred within the North American auto industry in the 1980s," said a GM spokesman. "Much of it concurs with our internal reviews and continuing organization studies."

The spokesman said it's no surprise that cost imbalances exist between GM and other companies, but that GM differs with Harbour on the extent of those imbalances.

Harbour concluded that if GM were as efficient as Ford, it would require 60,000 fewer workers and its annual pre-tax profit would rise $4 billion. Chrysler would need 15,000 fewer workers and its annual pre-tax profit would be boosted by $475 million.

In 1988, Chrysler used 89 percent of its car capacity and 98 percent of its truck capacity to build 2.2 million units. Ford was at 100 percent for cars and 105 percent for trucks, building 3.9 million units. GM, which built 5.8 million, was 87 percent for cars, 89 percent for trucks.

Big 3 unit profit



AUTOMOTIVE NEWS / CAROL A. BOEHNKE

Olds chooses dealer incentives over consumer rebates

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Pleased with the results, Oldsmobile will continue to offer primarily dealer incentives rather than consumer rebates for the next month.

Incentive watch, Page 42

The division has extended the cash-to-dealers program through Feb. 2. The program began in November and was to expire Jan. 3. It pays dealers $500 to $2,500 for sales of 1989 and 1990 models.

"We have been very pleased with the way it has worked," said Oldsmobile General Manager J. Michael Losh. "It has been well received by the dealers and the press."

Oldsmobile will offer cash rebates to consumers on 1989 and 1990 Cutlass Supreme models in response to Ford Motor Co.'s rebate program on the competing Ford Taurus and Mercury Sable.

Buyers of 1989 Cutlass Supremes receive a $1,500 cash rebate or 4.8 percent financing on 24-, 36- and 48-month loans and 10.9 percent on 60-month loans.

Buyers of 1990 Cutlass Supremes receive a $1,000 rebate or the same financing rates.

Finance rates of 6.9 percent, 8.9 percent, 9.9 percent and 10.9 percent for 24, 36, 48 and 60 months, respectively, continue on most other Oldsmobile models.

Dealers contacted by *Automotive News* generally favored dealer incentives over the consumer rebates. They said they like the flexibility it offers them.

Oldsmobile sales dipped to 600,037 last year, down 16.11 percent from 715,270 in 1988. The division's sales topped 1 million in 1983-86.

Correction

In the Decade in Review feature Jan. 1, photographs of the Cutlass Supremes for 1980 and 1981 were transposed.

Ford's 1991 Escort will continue to spearhead the automaker's fight in the small-car market.

Many hopes pinned on '91 Escort

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

RANCHO MIRAGE, Calif. — Ford Motor Co.'s 1991 Escort and Tracer series represents the automaker's attempt to meet its Japanese competition head-on in the small-car segment while ensuring that it can meet tough corporate average fuel economy standards and rack up nameplate sales leadership for Escort for the fifth model year in a row.

Ford's Capri, Explorer. Page 62

The assignment is a tall order, particularly since in calendar 1989 Escort finished third behind Honda Accord and Ford Taurus.

"The Escort and Tracer are bigger to us than Saturn is to GM; it is bigger to us than Taurus/Sable was," said Keith Magee, Ford Division marketing manager.

"The Taurus/Sable was important in helping the turnaround of Ford Motor Co.; this introduction is to help keep us in business," said Max Jurosek, vice president of car product development, referring to the tough CAFE standards the company will face in the 1990s.

Ford has spent nearly $2 billion on the Escort/Tracer (CT20) project, including a $600 million makeover of the its Wayne, Mich., assembly and stamping plant, compared with the nearly $3 billion it spent on Taurus/Sable. The company hopes to sell 500,000 Escort/Tracer units annually, up from about 350,000 in 1989. About 80 percent of the 500,000 projected sales will be Escorts.

The Escort is scheduled to go on sale April 26.

To ensure that Escort/Tracer meets its sales targets, Ford said it will sell the 1991 Escort and Tracer at the same price as the 1990 Escort and take a loss on each one. Ford believes selling a new car for less than Japanese small-car competitors could draw buyers — many of them first-time Ford buyers — into its showrooms.

The price-loss strategy is to ensure that the high volumes anticipated for the Escort/Tracer are met.

Using Ford's 1.9-liter, four-cylinder engine, the Escort/Tracer is getting mpg ratings of slightly above 34 in Ford's in-house tests compared with 33.6 mpg on the present Escort engine.

Ford engineers and executives affectionately call the CT20 "our CAFE car."

Ford's marketing strategy will be to drive home the quality and value message vs. the imports. Ford engineers claim that the new Escort has about 50 percent percent fewer "things gone wrong" than the old Escort.

"Taking on the imports is tough because of the reputation they have for quality, and our task now is to convince people right up front that the quality is there — that's the key," said Magee, who expects Escort to maintain its 30.20 percent share of the subcompact market and capture import share.

Sales totals for 1989 were Escort, 333,353; Tracer, 57,966.

Ford has made a significant effort in training and testing the car. Last April, Ford asked 200 employees — from secretaries to procurement representatives — to drive the car from Dearborn,

see SMALL CAR, page 61

1989 car-truck sales dip 6% to 14.8 million

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

The holiday season failed to provide any sales gifts for the U.S. auto industry. The industry ended the year in a continuing sales slump.

The 1989 calendar year wound up with total sales of 14,842,401 cars and light-, medium- and heavy-duty trucks, a decline of 6.03 percent from last year's 15,794,004 units.

The 1989 breakout showed 9,867,414 car sales, down 6.83 percent from 10,591,107 in 1988. Sales of trucks of all sizes totaled 4,974,987, a dip of 4.38 percent from last year's 4,974,987.

December sales of new cars and light trucks totaled 989,076, down 21.40 percent from 1,258,319 in December 1988.

With one less selling day in December, new-car sales declined 25.81 percent to 650,357. Sales of domestic cars dropped 25.92 percent to 455,686 while sales of imported cars fell a like 25.56 percent to 194,671.

In the Dec. 21-31 period, the industry sold only 193,005 domestically built cars, down 29.05 percent from last year's 272,046.

Sales of domestically produced cars and light trucks in late December totaled 318,448, off 20.51 percent from the year-ago period. There were eight selling days in the 1989 period and nine days in 1988.

For the full year, Ford Motor Co. was the only one of the Big 3 to increase its share of the car market. Ford rose to 22.07 percent from 21.62 percent in 1988. General Motors, which ended 1988 with 36.08 percent of the market, slid to 34.84 percent in 1989. Chrysler, which had 11.25 percent of the market in 1988, declined to 10.33 percent in 1989.

The lost domestic market share wound up as gains by Japanese makers for their total imported and domestically produced cars. Led by Honda and Toyota, the Japanese racked up 26.00 percent of the market compared to 23.13 percent in 1988.

Toyota grabbed 7.33 percent of the market, an increase over last year's 6.50 percent; Mazda increased its share to 2.67 percent from 2.42 percent last year; and Nissan came in at 5.17 percent, up from 4.46 percent last year.

Honda grabbed 7.94 percent of

see SALES, page 60

1989 TOP TEN

Car	Sales
1. Accord	362,707
2. Taurus	348,061
3. Escort	333,535
4. Corsica/Beretta	326,006
5. Cavalier	295,715
6. Camry	257,466
7. Civic	235,452
8. Tempo	228,426
9. Sentra	221,292
10. Grand Am	202,815

MARKET SHARES, 1989

	Total Sales	Pct. of Total
SUBCOMPACT	1,103,878	11.19
COMPACT	1,785,013	18.09
INTERMEDIATE	2,899,010	29.37
STANDARD	1,247,845	12.65
SPECIALITY	37,070	0.38
IMPORT	2,794,598	28.32
TOTAL	9,687,414	100.00

Skoda output dips as freed prisoners leave assembly line

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — The new, non-communist Czechoslovakian government's offer of amnesty to 20,000 prisoners has resulted in a loss of workers and a production slowdown for the Czech automaker Skoda.

Traditionally, prisoners have made up part of the industrial work force in Czechoslovakia's manufacturing plants.

Officials of Motokov, the country's auto industry ministry, say production should return to normal before the end of the month.

Petr Miller, Czechoslovakia's minister for labor and welfare, had reported that production at the Mlada Boleslav plant near Prague had come to a "near standstill" because so many workers were lost in the prison amnesty ordered by new Czech President Vaclav Havel on Jan. 1.

But a spokesman for Motokov in Prague said only 1,000 to 1,500 employees out of a total work force of about 20,000 at Mlada Boleslav have been lost. He said production has "slowed down, but not stopped."

"It is a difficulty that can be solved," he said. "We are taking extraordinary measures to solve the problem, and it should take a couple of weeks."

The spokesman did not speculate on how much output may be lost, but he said Skoda still expects to reach its production objectives for the year. He said the plant turned out 183,000 cars in 1989 and plans to build a few more — about 185,000 — in 1990.

The Mlada Boleslav facility produces the new, front-drive Favorit subcompact and the older, rear-engined Skodas that are due to be phased out.

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BMW disbands dealer advertising groups

Importer urges retailers to use the $300-per-car saving to expand local marketing

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

BMW of North America has disbanded its dealer advertising associations and has stopped forcing dealers to pay an average of $300 per car into an advertising fund.

With the money freed from dealer advertising groups, BMW is "encouraging" dealers to buy their own ads and to step up marketing efforts in their local markets, said Carl Flescher, vice president of marketing.

BMW will continue to buy and place ads identifying local dealers, but only in its 25 or 30 top markets, he said. Some dealers may form their own associations to share ad costs, and some individual dealers may have to finance their own tailor-made ads.

"The job of the dealers is not to advertise BMW. That's our job. Their job is to market their own dealerships," Flescher said.

Ron Tonkin, president of the National Automobile Dealers Association and a critic of compulsory dealer advertising assessments, praised BMW's action.

"A dealer can far more effectively spend money to market cars in his own marketplace than somebody in New York or L.A. can do with a rather innocuous ad that identifies multiple dealers in fine print at the bottom," Tonkin told *Automotive News*.

"I hope this serves as an example to the rest of the industry."

Tonkin said manufacturers charge dealers for factory-sponsored ads based on either a dollar figure per car, like BMW, or on a percentage of the retail price.

"This can be the difference between making money or not making money, when you're spending $8,000, or $10,000 or $12,000 a month back to your automakers for advertising," Tonkin said.

Flescher said BMW's dealer advertising groups were abolished as of Jan. 1. The money — about $300 per car — primarily bought product-oriented ads that also identified local dealers, and "tactical" ads announcing special leasing programs and the like, he said.

In their place, BMW's seven regional marketing managers are helping dealers devise their own local plans, to be executed at the discretion, and at the expense, of the dealers themselves.

Flescher said the move is part of an effort to re-think BMW's whole marketing approach away from what he called "traditional" advertising and toward more "pro-active" efforts. Such efforts include delivering cars for test drives to busy professionals.

"We want to stop the passive dependence on advertising to develop floor traffic and sales. The task of marketing is a lot more than just waiting for the next ad campaign. Dealers have to get much, much better at local marketing," he said.

Without mentioning Lexus and Infiniti by name, he also noted that competition in the luxury market has made it prohibitively expensive to make an impression through advertising alone.

"In this (luxury) market, the big guns — GM, Ford, whoever, and especially the Japanese — are pushing through their advertising effort tremendous amounts of money toward the cost of traditional advertising. The media inflation is incredible," Flescher said.

ECONOMIC OUTLOOK ISSUE

WASHINGTON

Late 1989 plunge in car sales makes recession this year likely; countermeasures take six months to work

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Economic problems that festered in 1989 will take their toll on the first half of 1990, plunging the economy into a period of slow growth and perhaps even recession, said Martha Seger, a governor of the Federal Reserve System.

"You have to look at how we're entering 1990. It's one thing if you're going in at a 45-degree angle because you've been gunning your engines all year," Seger said.

"But we've been in this progressively weaker environment."

Seger said the economy has grown so weak and vulnerable that the risk of recession is high. "I have a growth forecast for next year that is just barely anything, just enough so you can write it in black ink," Seger said. "Write off a few bucks, and you'd be in red ink, showing a decline."

Seger, who describes herself as a fiscal conservative, said she revised her forecast in November after seeing automobile sales figures. ". had a 50/50 chance of a recession. Now, some of the things going on in real estate, some of the terrible auto sales numbers the last two months have convinced me the odds have passed the 50/50, maybe we're 75 percent."

Seger said she is "generally concerned about the next couple of quarters."

In 1990, the growth in the gross national product will barely reach 1 percent, Seger said. "It wouldn't surprise me — there is a 75 percent chance, that we could get a couple of negative quarters. If that's going to happen, it will the first two (quarters) that will be a problem."

Seger said there is a good chance the first two quarters will be negative, led by problems in manufacturing — including the auto industry — and construction.

Seger said the 1989 business indicators suggest that the economy has been in a slowdown that first showed up in manufacturing activity. Manufacturing employment turned sluggish after the first quarter and continued to decline through the year.

Other sectors of the economy started the year weak and progressively lost strength. "What's happened more recently, those areas are weak and getting weaker," Seger said.

The economic problems are the result of Federal Reserve monetary policies that began with economic tightening in 1987. The Fed backed off its tightening after the stock market crashed in October 1987. "Then in early 1988, we started to put our collective feet on the brakes again from March 1988 to March of 1989," Seger said.

Interest rates rose from 8.5 percent in March 1988 to 11.5 percent in March 1989.

Interest rates stabilized, with the prime rate falling to 10.5 at year's end. But the "real economy" — output, employment and income — began to respond to the tightening in September. In the last quarter of 1989, the economy was still feeling the impact of tightening, Seger said.

While the reaction to the tightening rippled downward, the softening grew progressively worse, particularly in the automobile industry. Seger called October and November sales results "deficient and sadly anemic."

In addition, the last quarter experienced the delayed reaction to the strengthening of the U.S. dollar in the first nine months of the year. "This was an unexpected surge in the dollar against a number of foreign currencies," Seger said.

The growing dollar further dragged down the economy because an increasing number of American manufacturers were put at a competitive disadvantage in the foreign exchange market.

"Export business was very strong and a very significant part of our expansion in 1987 and 1988. In 1989, it was sort of petering out due to this situation," Seger said.

"The flip side of this is that it tends to pull imports in like a super-powerful magnet. Either way, it's bad for American business," she said. Automobile importers attempted to create a competitive advantage by holding down prices and advertising the policy, Seger said.

"Volkswagen has run one of those ads saying they've held their prices. Some of the other producers also have emphasized the fact that they're either selling their '90s at the same price, or they have compared their restrained behavior with the American producers' less restrained behavior," Seger said.

"I keep looking for things that are strong, sectors that are strong, and it's difficult to find them. I keep reading the numbers for consumer purchases, and they're not too strong either," she said.

Consumer spending is lethargic, housing is weak, and capital investment is tapering off, she said.

Low corporate profits have been the major disincentive for increased capital spending. "If your profits start looking flaky and shaky or if you have declines or, worse yet, if you have losses, first of all, the expansion arithmetic changes," Seger said.

"Second, most businesses have to rely on their profits, specifically on the profits they retain, to fund their expansion." Only a few businesses "can run into Wall Street and launch a bond issue or a stock issue," Seger said.

Government spending, on the other hand, has not had a significant impact on the growth of the economy because the deficit — as astronomical as it is — has not changed. "Our debt is big, too big, but it isn't getting bigger," Seger said. "In terms of giving a boost to the economy, when it's not changing, it's neither a boost or a drag on the economy."

With the talk of major defense cuts, defense will not give a boost to the economy but could drag the economic indicators down when the reductions are made.

"So I go through all this, and I say, 'Where's the oomph?' " Seger said.

RANDY SANTOS

Martha Seger: Strong dollar pulls "imports in like a super- powerful magnet."

"There's a lot of talk about soft landing. I don't want a recession, I know what damage they do, especially to a state like Michigan. It is not a desirable outcome," said Seger, a former Michigan banking commissioner.

"The slower the economy gets, the more vulnerable it is to some sort of an accident. An accident could be a negative reaction to something Congress does. There could be some tax bill, or it might be some international incident, a hijacking, kidnapping or breakout of war in the Middle East. You don't know."

The economy will be most vulnerable to a recession in the first six months of 1990. "It's too late for us (the Federal Reserve Board) to influence that period. I don't think a lot of people realize that," Seger said.

"Even if we did something terrific or super perfect. A move in December would not impact the economy until the summer."

"What we get in the first two quarters of next year and even in the third quarter is what a friend of mine calls 'baked in the cake.' It's being influenced by things we've already done, good things or bad things. Those moves are working their way through the economy" Seger said.

During the summer, as interest rates inched their way up, the Federal Reserve took modest steps to loosen monetary supply. Short-term rates declined 1 to 1.25 percentage points.

But "on net basis, that means rates are significantly above where they were in the spring of 1988," Seger said.

The interest rate situation makes her especially concerned about industries that are most sensitive to the credit market and high interest rates, including automobiles.

"I personally hope we will see additional easing steps and that this will result in better market rates, short and intermediate," she said.

"If I had my druthers, there would be more easing. Then, at worst, the economy would be flat. At best, maybe peeling off a couple percentage points."

But even a drop in the interest rate may not ease auto industry woes because of the toll rebates and incentives will take on future sales, Seger said. ""I'm interested in having some manufacturing in this country, and I'm interested in having an auto industry that is healthy, buoyant and thriving."

But Seger worries that six years of incentives will stifle future sales. "Unfortunately, we're starting to pay the price."

She explained, "If you buy a new car and get a five-year note on it, for a while, the buyer thinks this is terrific. I can get a new car and pay less a month for it.

"But what most buyers don't understand is that by the time the three years have gone by, they're sick of the car.".

"I have the urge to buy a new car, and a dealer looks at the value of a three-year-old car and looks at the outstanding balance of the loan and says 'Sorry, Charlie, you don't have any equity and, in fact, your equity may be a negative number,' " Seger said.

"I can't even count the number of people I know who have told me they have gotten trapped."

Sales will be weaker than they might have been because of the extended credit terms.

Seger said she spoke at the Economic Club of Detroit and shocked the audience with her prediction that 1989 sales would be down from 1988. "I think it's safe to say that was a pretty accurate forecast," she said.

For 1990, Seger predicts, domestic auto and light-truck sales will be down 10 percent from 1989 sales.

Import sales will also be down because "unlike a few years ago, the imports have also resorted to incentives, and they have gotten suckered into these extended terms," Seger said.

"They are dealing with the same American consumers as the domestic makes are."

While she is certain import sales will decline, Seger declined to give an exact prediction. But she said that the sales decline will not be as steep as that of the domestic models.

Declining auto sales cannot be blamed on consumer confidence. The consumer confidence index is still fairly decent, Seger said. "The average person's confidence is determined by whether or not they're employed, and employment in this country is at record levels," she said.

The employment picture is graying as major corporations, including International Business Machines Co. and American Telephone & Telegraph Co., announce massive layoffs. "As these things spread, they can influence the confidence level. It will be weaker," Seger said.

Should unemployment rise, consumer debt problems will have major repercussions on the economy, she said.

"There are economists who say 'Don't worry, we're seeing increases in holdings of liquid assets, so while consumers' liabilities are rising, their assets are rising faster,' " Seger said.

"There is a real danger here. You are so overwhelmed by these aggregates that you miss major developments that are going on in the guts, the composition."

The consumer group carrying the biggest debt load is not the group with the liquid assets, Seger said. "The gray panthers, the people in their late 60s and 70s, have built up holdings, bank accounts, mutual stocks," she said.

"But the fact that my neighbor has a big savings account doesn't affect me. That's what we're missing here.

"If you reach the point where quite a few people start losing their jobs, that could really give us the acid test of what the quality of consumer credit is," Seger said. Consumer debt is $700 billion — a total Seger finds alarming.

Home equity loans rose from nothing in 1984 to $100 billion in 1989. "That's an obligation for a growing number of people. Even though you have equity in your house, you need monthly cash flow to service that debt," Seger said.

"It makes me extremely nervous that people have tapped the equity in their homes to pay off other kinds of indebtedness, usually for tax purposes and to finance auto purchases, vacations."

Keeping the economy on track is "our No. 1 challenge," she said. "The economy has been growing more slowly in very recent months; we have to keep it on the tracks and keep it out of recession," she said.

"What a recession would do to our budget is incredible to think about," she said.

The first dent would be made in income tax collections.

With the increase in unemployment, expenditures would explode, Seger said.

The Social Security system would feel the strain of more people taking early retirement, and other programs would also feel the strain of rising unemployment. "If you have a recession that puts upward pressure on the expenditure side and downward pressure on the revenue side, it means the deficit wouldn't hang in there around $150 billion but it would probably go through $200 billion and head north," Seger said.

"It would be an automatic response to what's going on in the economy."

1990 BIG 3 FORECASTS

	GM	FORD	CHRYSLER
Vehicle sales (millions)	14.5-15.0	14.5	14.5
Inflation (percent)	4.0	4.0-4.5	4.0
GNP Growth (percent)	1.0-2.0	1.5	1.5
Consumer attitude strong strong soft			

ECONOMIC OUTLOOK ISSUE

10 ANALYSTS

The bearish consensus is declining sales and fierce competition, but not as bad as recession of 1980-82

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

The auto analysts are bearish. They see a definite downturn in 1990 sales of new cars and trucks.

Most of the 10 interviewed by Automotive News carefully avoided the word recession, although they admitted that economic growth slowed enough in the final months of 1989 to be troubling in the new year.

"It will be a very competitive market — more like the 1960s, when we had very shallow slowdowns. But there won't be an energy crisis," summarized Maryann Keller of Furman Selz Mager Dietz & Birney in New York.

Last year marked the eighth year of economic expansion, analysts said, but the growth cycle has reached a turning point. None thought 1990 would be as bad as the recession years of 1980-82.

Averaging the predictions of the 10 auto analysts indicates that car sales in the United States will fall about 5.5 percent to 9.5 million.

They predicted that truck sales will slip about 1 percent, to about 4.7 million.

Analysts see a softer economy based on economic growth of about 1.5 percent. They say unemployment may rise from 5.3 percent at the end of 1989 to as high as 5.8 percent.

In response to sluggish economic growth, the Federal Reserve Board is expected to reduce interest rates, which could help automobile sales.

For 1990, analysts concurred that Chrysler Motors stands to lose the most market share. The demise of Omni/Horizon is a major indicator of Chrysler's car volume and share losses, they said.

If the majority of analysts are right, General Motors will manage to reverse its downslide in car market share.

The consensus of the same analysts a year ago was that GM would gain the most market share of the Big 3 in 1989, but GM's share actually fell from 36 percent to about 35 percent.

The Japanese companies are expected to continue making inroads into the U.S. car market. Toyota/Lexus should be in the best position to gain share and and volume, and Mitsubishi is also expected to gain.

Many European car companies will be losers again in 1990, the analysts said. Most often mentioned were Mercedes-Benz, Audi and Saab.

Analysts surveyed, besides Keller, were: Bernard Campbell of Data Resources; Arthur Davis of Prescott Ball & Turben; Jean-Claude Gruet of UBS Securities; David Healy, an independent analyst; Jack Kirnan of Kidder Peabody; Ann Knight of Paine Webber; Michael Luckey of Luckey Consulting Group; Wendy Beale Needham of Smith Barney; and William Pochiluk of Autofacts.

Here is a summary of their forecasts:

Total U.S. Sales

U.S. consumers are expected to purchase or lease 14.66 million vehicles this year, down about 2.2 percent from 1989.

Pochiluk said he sees a mid-year recovery, and he added that he believes sales of light trucks will prop up the total.

New-car sales in U.S.

Three of the analysts predicted that 1990 sales will decline by only 450,000 units. Campbell said the Big 3 will rely on incentive wars. "They won't sit back and watch the Japanese share increase. One of the Big 3 will blink, and they will be back in bed. It's a fact of the marketplace," Campbell said.

New-truck sales in U.S.

Fewer light truck sales will be lost in 1990, the economists said. The heavy segment has already slowed because of a significant industrial slowdown.

Pochiluk said he believes the light-truck market will lose nothing in the year.

Domestic market share

Each of the Big 3 is likely to lose market share in 1990, the analysts said. But GM will lose the least of its car share in 1990 because of a strong new-product mix, and Davis said he believes GM could gain two points.

Keller, who thinks the best relative performance will come from GM, said, "I keep believing that the GM10 cars are much better than the rate at which they are selling."

Gruet said the Omni/Horizon decision made it easier to predict Chrysler's situation.

"Dynasty and Imperial will help some, but they are skewed more to a lower-end customer. There is scathingly hot competition."

Gains in share, imports

Toyota was unanimously named to gain share because of new products and volume boosts from Lexus.

"Even if Lexus sells only 50,000 cars in 1990 and the rest of Toyota sales are flat, Toyota would gain a half point of share," said Gruet.

Losses in share, imports

The most susceptible companies for losing market share in 1990 are European companies: Mercedes-Benz, BMW, Porsche, Saab and lower-end Yugo.

Among the Asian companies, Gruet said Subaru may lose share "by virtue of the fact that it has moved upstream."

Interest Rates

Nine analysts agreed that interest rates will drop in 1990, reflecting weaker demand and Fed intervention.

"The Fed will lower interest rates as a recession-fighting move," said Pochiluk.

Only Healy said interest rates might rise early in 1990: "There will be a revival in inflation, and the Fed might tighten slightly, and later loosen rates."

U.S. economic growth

The economy will soften signficantly this year, the analysts predicted.

Growth, measured by gross national product, will average a weak 1.40 percent in 1990, compared to 1989's 2.5 percent.

The weakest forecast was 0.5 percent from analyst Kirnan, who also predicted recovery in the second half.

Davis said, "We've been in a recession since spring 1989. It's been a broad-based reliquification period with income up and more-modest spending. Primarily, we are in an industrial slowdown."

Consumer confidence

All 10 analysts agreed that consumer attitudes will weaken in 1990.

European car sales

After several record years, car sales in Europe will decline slightly in calendar 1990, according to most of the analysts. Most predicted a 2 percent to 4 percent decline in car sales on the Continent.

1990 Calendar Year Forecasts

	Bernard Campbell *Data Resources*	Arthur Davis *Prescott, Ball & Turben*	Jean Claude Gruet *UBS Securities*	David Healy *Independent*	Maryann Keller *Furman Selz Mager Dietz & Birney*	Jack Kirnan *Kidder Peabody*	Ann Knight *Paine Webber*	Michael Luckey *Michael Luckey Consulting Group*	Wendy Beale Needham *Smith Barney*	William Pochiluk *Autofacts Inc.*
Total motor vehicle sales in U.S. (millions)	14.5	14.75	14.4	13.7	14.2	14.2	14.0	13.9	14.5	14.77
New-car sales in U.S. (millions)	9.7	9.9	9.7	9.2	9.6	9.5	9.5	9.4	9.5	9.69
New-truck sales in U.S. (includes medium & heavy) (millions)	4.8	4.85	4.7	4.5	4.6	4.7	4.5	4.5	5.0	5.08
Import car sales (millions)	2.7	2.7	2.7	2.45	2.8	2.8	2.9	2.8	2.65	2.99
Import truck sales	500,000	400,000	470,000	435,000	450,000	500,000	500,000	500,000	650,000	650,000
Biggest new-car market share gainer, Big 3	None	GM	None	Ford	None	GM	GM	None	GM	Ford Div. & Buick
Biggest new-car market share loser, Big 3	Chrysler	Chrysler	Chrysler	GM & Chrysler	Chrysler	Chrysler	Chrysler	Ford	Ford & Chrysler	Chrysler & GM
Biggest new-car market share gainer, imports	Toyota	Toyota	Toyota	Honda	Mitsubishi & Toyota	Toyota & Nissan	Toyota	Honda & Toyota	Toyota & Honda	Toyota/Lexus, Nissan/Infiniti and Mitsubishi
Biggest new-car market share loser, imports	Yugo & Mercedes-Benz	Hyundai	Subaru	European luxury brands	European brands	German carmakers	Porsche	Nissan	Europeans	Hyundai, VW, BMW, Saab, Mercedes-Benz, Yugo
U.S. economic growth (GNP) 1990	1.7%	2.0%	1.5%	1.0%	1.5%	0.5%	1.5%	1.0%	1.6%	1.7%
Interest rates-1990	Lower	Lower	Slightly lower	Flat	Lower	Lower	Lower	Lower	Lower	Lower
Unemployment rate-1990	5.5%	5.5%	5.5%	6.3%	5.5%	5.7%	5.4%	6.1%	5.8%	5.6%
Consumer attitudes	—	—	Slightly weaker	—	Remain flat	Level	Weaker	Weaker	Weaker	Much weaker
European car sales	Down 2-4%	Flat	Down 3-4%	Down 3%	Down 4-6%	Down 7%	Plateau or down 1-2%	Down 5-10%	Down	Down 2-3%

'LEMONS' OF '80s: *Safety center says decade had big crop of bad cars*

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Center for Auto Safety says automakers rushed so many new cars onto the market in the 1980s that they produced a bumper crop of lemons.

In a "not so fond" farewell to the decade, the center selected several vehicles that it said "epitomize the worst in automotive technology."

"There were more lemons in the '80s then ever before because there were so many new models," said Clarence Ditlow, director of the center. Ditlow said defects soared because automakers were pushing to downsize cars and improve fuel efficiency while keeping pace with the competition.

Most of the problem cars were manufactured between 1980 and 1985, Ditlow said. With that in mind, "we are hopeful that the 1980s represents the low point and that the 1990s will be the height," he said.

The "awards" drew harsh criticism from Thomas Hanna, president of the Motor Vehicle Manufacturers Association. He called the selections "a ridiculous exercise" and said "people should be cautioned not to take it seriously because it isn't based on serious research and analysis."

Hanna said Ditlow has missed the most important story of the 1980s, which is "a remarkable improvement in automobile quality and safety."

Ditlow said four vehicles stuck in his mind as the biggest lemons: the General Motors X-car, Ford Aerostar, the 1981-83 Chrysler Imperial and the Maserati Biturbo.

Ditlow said GM's X-car would have had fewer problems if its launch had been delayed a year. He said the Chevrolet Citation, Oldsmobile Omega, Buick Skylark and Pontiac Phoenix were recalled 13 times in their first year of production.

He also accused Ford of rushing the Aerostar to the market in 1986. It has been recalled six times. Ford "was trying to play catch-up with the Chrysler minivan," Ditlow said.

Chrysler's 1981-83 Imperial was so problem ridden — many of them tied to computer malfunctions — that it was dropped after only three years on the market, Ditlow said.

The Center for Auto Safety also selected generic lemon winners for five categories. They are: Most Costly, 1980-85 General Motors V-8 diesels; Most Deadly, 1966-80 Fords with automatic transmissions that slip from park into reverse; Most Widespread, 16 million 1980-88 GM front-wheel-drive cars with defective power steering systems; Most Fire Prone, Ford cars and trucks that were subject to more than 60 recalls affecting 6 million vehicles during the decade; Most Slippery, four GM automatic overdrive transmissions, the subject of more than 200 dealer bulletins covering a variety of problems.

LEMONS OF THE 1980s

The Center for Auto Safety named lemons of the 1980s in 21 categories.

Category	Vehicle
Economy	Renault Alliance/Encore
Compact	GM X-car (Citation, Omega, Skylark, Phoenix)
Sport Coupe	Dodge Charger/Plymouth Turismo
Two Seater	Pontiac Fiero
Family Sedan	GM A-car (Celebrity, Cutlass Ciera, Century, 6000)
Luxury	Chrysler Imperial
Muscle Car	Chevrolet Camaro/Pontiac Firebird
Light Truck	Chevrolet S-10
Minivan	Ford Aerostar
Sport-Utility	Suzuki Samurai
Convertible	Cadillac Allante
Motor Home	Winnebago LeSharo, Phasar & Centauri
Ambulance	Ford E350
Exotic	Maserati Biturbo
Most Fragile	Honda CRX
Japanese	Toyota Camry
European	Peugeot 505
Eastern Bloc	Yugo
4wd Car	AMC Eagle
Least Known	Sterling 825
Showcase	1985 Cadillac DeVille/Fleetwood

DRI sees 5-year rise in world car sales

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Despite earlier forecasts of a downturn in world passenger-car demand in 1990, the research group DRI Europe now expects a continuous growth in global sales during the next five years.

But the North American new-car market will be more than one million units below its 1986 peak in 1994, according to DRI Europe's latest World Automotive Forecast Report.

The small worldwide increase in sales pegged for this year and next is attributed to the lateness and mildness of the expected European sales decline and to the strength of the Japanese market following 1989 tax reforms.

In a forecast prepared several weeks before the end of 1989, the London-based research group put 1989 demand at 35,245,000 million units — an increase of 2.4 percent over 1988. Increases in Europe and Japan offset the North American decline.

"World car demand remained strong in 1989, rather stronger than was thought possible at the beginning of the year," the report said.

DRI predicted world demand in 1990 will essentially be stable, with an increase in Japan and gains in several smaller markets counterbalancing a further decline in North America and a long overdue fallback in Europe.

DRI Europe foresees world registrations rising almost imperceptibly to 35,251,000 in 1990 and continuing to grow to 38,422,000 units in 1994.

It predicts North American sales — the United States and Canada — will slip from 11,141,000 in 1989 to 10,992,000 in 1990 and rise to 11,278,000 in 1991.

"The underlying determinants of consumer spending and car demand continue to signal a downturn," according to the report.

Western European new-car sales will fall from an estimated 13,264,000 in 1989 to 13,093,000 in 1990 and 12,967,000 in 1991, DRI Europe predicted. Japan will rise from 4,203,000 in 1989 to 4,277,000 in 1990 and continue to climb thereafter.

DRI Europe expects sales in Japan to rise 7.5 percent from 1990-94 to 4,601,000. During that five-year-period, sales in Western Europe will rise 5.9 percent from 13,093,000 to 13,872,000, and sales in North America will increase 5.3 percent from 10,992,000 to 11,580,000.

But the combined U.S. and Canadian market in 1994 will be more than million units below its 1986 peak of 12,541,000 units, according to DRI, while both Western Europe and Japan are expected to set records in 1994.

While the United States and Canada accounted for 38 percent of the world automotive market in 1986, they represented only 32 percent in 1989. DRI expects that to fall to 30 percent by 1994.

On the production side, North America accounted for 29 percent of world passenger-car output in 1985, but only 22 percent in 1989.

The addition of Japanese transplants in North America is expected to maintain North America's share of world car production at about 22 percent during the next five years.

For the same reason, Japan's share of world auto production, which has been about 24 percent since the mid-1980s, will remain at about that level or possibly decline during the next five years, DRI Europe said.

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INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$750	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$300-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,000	6.9	7.9	9.9	9.9	None
Eagle	$500-$2,000	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$300-$750	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	$1,000	6.9	7.9	9.9	9.9	Jan. 31
Dodge Daytona	$1,000-$1,500	6.9	7.9	9.9	9.9	Jan. 31
Dodge Trucks	$1,000 - $2,000	6.9	7.9	9.9	9.9	Jan. 31
Eagle	$1,000-$2,000	6.9	7.9	9.9	9.9	Jan. 31
Plymouth Laser	$1,000	6.9	7.9	9.9	9.9	Jan. 31
All minivans	$1,000	3.9	4.9	7.9	9.9	Jan. 31
*—Buyer will receive any increase in rebate through Sept. 30, 1990.						
Ford Motor Co. (1989 models)						
Ford cars	$750-$1,000	6.9	8.9	9.9	10.9	Feb. 5
Ford trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 5
Mercury	$1,000-$1,500	6.9	8.9	9.9	10.9	Feb. 5
Merkur	$3,000-$4,000					Feb. 5
Ford Motor Co. (1990 models)						
Ford cars	$750-$1,000	6.9	8.9	9.9	10.9	Feb. 5
Ford trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 5
Lincoln Continental	$1,000					Feb. 5
Mercury Topaz, Cougar, Sable	$750-$1,000	6.9	8.9	9.9	10.9	Feb. 5
Finance incentives on Aerostar, Taurus, Taurus SHO and Sable are 4.9; 6.9; 8.9; and 10.9.						
General Motors (1989 models)						
Chevrolet cars	$300-$1,000	6.9	8.9	9.9	10.9	Feb. 2
Chevrolet trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
GMC	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
Olds Cutlass Supreme	$1,500	4.9	4.9	4.9	10.9	Feb. 2
Other Oldsmobile	None	6.9	8.9	9.9	10.9	Feb. 2
Pontiac Grand Prix	$1,000	4.9	4.9	4.9	10.9	Feb. 2
Other Pontiac	$750 - $1,000	6.9	8.9	9.9	10.9	Feb. 2
General Motors (1990 models)						
Buick	$200-$1,250*	6.9	8.9	9.9	10.9	Feb. 2
Chevrolet cars**	$800-$1,500	6.9	8.9	9.9	10.9	Feb. 2
Chevrolet trucks	$800-$1,250	6.9	8.9	9.9	10.9	Feb. 2
GMC	$800-$1,250	6.9	8.9	9.9	10.9	Feb. 2
Olds Cutlass Supreme	$1,000	4.9	4.9	4.9	10.9	Feb. 2
Other Oldsmobile	None	6.9	8.9	9.9	10.9	Feb. 2
Pontiac Grand Prix	$1,000	4.9	4.9	4.9	10.9	Feb. 2
Other Pontiac	$750-$1,000	6.9	8.9	9.9	10.9	Feb. 2
*—Based on option package selected.						
**—Finance rates on Chevrolet Lumina are 4.9; 6.9; 8.9; 10.9.						
Mitsubishi Eclipse (1990)	$1,000					Jan. 31

SALES

DOMESTIC CAR SALES, DECEMBER

	Dec. 21, to Dec. 31, 1989	Same Period, 1988	Dec. 1989	Same Month, 1988	Jan. 1 to Dec. 31, 1989	Same Period, 1988
Alliance	0	0	0	0	0	4,418
Eagle	0	0	0	0	0	1,392
Talon	841	0	1,709	0	7,145	0
Premier	457	1,152	1,083	3,076	38,546	40,872
Total Eagle	1,298	1,152	2,792	3,076	45,691	46,682
Horizon	488	1,290	1,309	3,242	39,315	61,142
Laser	1,195	0	2,535	0	21,098	0
Sundance	1,346	2,681	4,134	7,377	84,335	89,218
Turismo	0	0	0	0	0	1,115
Reliant	224	2,177	859	6,117	32,704	109,858
Acclaim	2,559	924	6,853	1,921	92,017	3,508
Caravelle	0	70	0	164	733	12,903
Gran Fury	0	310	0	861	1,443	13,315
Total Plymouth	5,812	7,452	15,490	19,702	271,645	291,059
LeBaron K	0	85	0	221	787	20,113
LeBaron J	2,301	3,109	5,171	7,863	83,965	99,833
LeBaron GTS	38	238	119	577	4,547	15,169
Fifth Avenue (rwd)	42	654	118	1,541	11,338	35,967
Fifth Avenue (fwd)	1,327	0	2,972	0	11,645	0
Imperial	305	0	1,449	0	2,226	0
New Yorker C	859	3,788	2,254	11,339	73,430	83,622
New Yorker E	0	16	0	35	237	14,550
Total Chrysler	4,872	7,890	12,083	21,376	188,175	269,254
Omni	551	1,531	1,488	3,544	40,185	59,684
Shadow	1,884	2,766	5,807	7,042	82,953	91,090
Charger	0	0	0	0	0	1,022
Daytona	1,280	1,489	2,872	4,197	64,097	72,171
Aries	199	2,504	729	7,010	31,480	102,489
Lancer	41	130	84	345	3,113	10,032
Spirit	2,253	1,418	6,549	3,158	76,558	3,950
Diplomat	0	599	0	1,437	2,551	20,414
Dynasty	3,077	4,490	7,794	11,455	109,250	83,012
Dodge 600	0	76	0	187	808	11,943
Total Dodge	9,265	14,983	25,323	38,375	410,995	455,767
CHRYSLER MOTORS	21,247	31,477	55,688	82,529	917,508	1,062,782
Escort	7,273	14,692	18,142	31,739	333,535	387,815
Mustang	2,947	5,653	6,860	12,747	161,148	170,080
Tempo	6,657	9,928	15,772	23,610	228,426	285,141
Taurus	10,835	13,377	24,450	31,544	348,061	374,627
Thunderbird	2,547	5,502	5,524	10,235	120,645	117,886
Probe	3,314	3,727	7,493	9,800	133,650	77,763
Crown Victoria	3,576	3,381	7,146	8,624	108,085	114,212
Total Ford Div.	37,149	56,260	85,387	128,299	1,433,550	1,527,504
Tracer/Lynx	704	1,609	1,727	3,833	57,966	58,921
Topaz	2,522	3,603	5,701	8,429	85,732	92,723
Sable	3,113	4,160	6,919	9,277	110,962	119,218
Cougar	2,172	3,190	4,695	7,121	99,673	100,961
Grand Marquis	3,178	3,055	6,959	7,794	111,575	114,385
Total Mercury	11,689	15,617	26,001	36,454	465,908	486,208
Continental	1,338	2,653	4,389	6,314	56,441	47,424
Town Car	3,906	3,765	9,486	10,386	119,254	121,674
Mark VII	413	742	1,104	1,931	24,620	22,526
Total Lincoln	5,657	7,160	14,979	18,631	200,315	191,624
Total L-M Div.	17,346	22,777	40,980	55,085	666,223	677,832
FORD MOTOR CO.	54,495	79,037	126,367	183,384	2,099,773	2,205,336
Skyhawk	78	768	224	1,731	16,452	26,056
Somerset/Skylark	2,421	1,943	4,729	3,954	63,725	58,346
Century	4,094	5,638	11,050	12,887	134,682	131,994
Regal	1,833	4,537	4,185	8,805	76,003	122,871
LeSabre	4,300	6,046	10,161	11,851	147,321	141,440
Reatta	56	279	281	565	7,905	4,514
Electra	1,780	2,678	4,652	6,316	77,621	84,453
Riviera	521	792	1,388	1,835	19,208	11,750
Total Buick	15,083	22,681	36,670	47,944	542,917	581,424
Cimarron	0	119	0	222	240	5,884
Allante	27	44	146	123	3,276	3,065
Seville	937	935	2,323	2,170	23,030	22,439
DeVille	4,584	7,429	10,558	15,810	170,444	157,218
Brougham	1,820	1,328	3,968	3,673	39,858	46,743
Eldorado	675	1,280	1,727	2,729	30,051	31,199
Total Cadillac	8,013	11,135	18,722	24,727	266,899	266,548
Chevette	0	0	0	0	0	205
Geo Prizm/Nova	4,153	1,693	11,454	4,382	89,875	96,868
Cavalier	8,485	10,598	22,226	29,066	295,715	306,267
Camaro	1,324	4,077	3,371	9,766	95,469	101,655
Celebrity	584	8,281	2,101	21,490	141,796	252,861
Corsica/Beretta	5,915	13,130	14,804	27,286	326,006	380,301
Lumina/Monte Carlo	6,002	173	15,842	642	111,149	28,740
Caprice	2,535	6,328	6,941	15,133	148,823	172,993
Corvette	522	606	1,631	1,527	23,928	23,281
Total Chevrolet	29,520	44,886	78,370	109,292	1,232,761	1,363,181
Firenza	0	17	0	758	12	9,148
Calais	2,481	3,855	5,739	8,434	95,254	106,117
Cutlass Ciera	3,332	6,986	7,299	15,863	190,720	237,386
Cutlass Supreme	3,918	4,944	8,316	10,442	99,896	116,179
88	2,911	4,662	7,897	10,095	138,357	158,205
98	1,338	2,579	3,423	5,546	65,671	73,348
Toronado	631	448	1,120	868	10,125	14,867
Total Oldsmobile	14,611	23,491	33,794	52,006	600,037	715,270
Fiero	0	449	0	798	1,961	24,121
Pontiac 1000	0	0	0	0	0	154
Sunbird	3,112	3,320	7,944	7,283	101,991	85,573
Firebird	849	1,882	2,052	4,112	55,030	58,493
Grand Am	5,275	12,014	13,859	23,054	202,815	232,010
Pontiac 6000	1,821	3,332	4,068	7,561	67,681	97,928
Grand Prix	2,952	4,949	6,634	9,416	113,216	102,208
Bonneville H	1,845	3,621	5,069	8,406	87,642	107,987
Safari/Parisienne	136	171	168	383	3,991	6,647
Total Pontiac	15,990	29,718	39,824	61,013	634,327	715,119
GENERAL MOTORS	83,217	131,911	207,380	294,982	3,276,941	3,641,542
HONDA	14,785	15,374	31,616	31,427	389,472	375,825
Civic	5,684	6,610	12,589	14,016	174,364	127,581
Accord	9,101	8,764	19,027	17,411	215,108	248,044
MAZDA	2,248	1,377	3,713	2,577	41,584	31,331
MITSUBISHI	2,033	0	3,383	0	32,018	0
NISSAN	1,818	3,479	4,221	7,882	103,134	112,125
TOYOTA	13,162	9,391	23,318	12,349	212,388	72,354
VOLKSWAGEN	0	0	0	0	0	24,939
DOMESTIC TOTAL	193,005	272,046	455,686	615,130	7,072,816	7,526,034
IMPORT TOTAL	0	0	194,671	261,515	2,794,598	3,065,073
INDUSTRY TOTAL	0	0	650,357	876,645	9,867,414	10,591,107

U.S.-built Volkswagen models sold after June 30, 1988, are included in import totals.

SALES

FROM PAGE 3

the market, the largest share among the Japanese manufacturers. Much of Honda's success can be attributed to its Accord, which was the best-selling car in the United States in 1989. It was the first time a Japanese-designed car took top honors. Sixty-one percent of the cars Honda sold in the United States were built in this country.

In 1988, the best seller was the Ford Escort. Escort — with an all-new 1991 model due this spring — ranked third in 1989. Ford Taurus captured second place.

Last year's total of 14.8 million car and truck sales was the lowest since 1984 when sales fell a bit short of 14.5 million, and this year has opened on a sour note.

GM, Ford and Chrysler will close 42 of their 62 assembly plants in the United States and Canada for a week or more this month, idling some 140,000 workers. The shutdowns will trim production by about 400,000 vehicles.

Also, manufacturers have provided millions of dollars in the form of customer and dealer rebates and low-interest financing to stimulate showroom traffic. Those rebates, analysts believe, pulled sales into the third quarter and contributed to softer sales in the final three months of 1989.

IMPORTED CAR SALES, DECEMBER

	Dec. 1989	Dec. 1988	12 Mos., 1989	12 Mos., 1988
Acura	9,857	9,830	142,061	128,238
Alfa Romeo	166	359	2,912	4,476
Audi	1,890	1,306	21,283	22,941
BMW	4,463	7,169	64,881	73,359
Chevrolet	7,902	9,012	115,669	116,435
Chrysler	702	492	7,950	9,873
Daihatsu	1,215	823	15,118	11,460
Dodge	1,702	3,410	36,693	52,521
Eagle	837	2,292	23,026	19,315
Ford	4,103	5,738	69,328	69,167
Honda	20,335	33,008	251,569	265,122
Hyundai	10,548	21,352	183,261	264,282
Infiniti	1,723	0	1,723	0
Isuzu	577	1,522	16,296	24,520
Jaguar	1,879	2,040	18,967	20,727
Lexus	4,545	0	16,302	0
Maserati*	20	17	280	733
Mazda	16,770	17,668	221,794	224,719
Mercedes-Benz	7,113	6,647	75,714	83,627
Mercury	298	782	8,765	15,261
Mitsubishi	8,396	5,483	79,751	69,975
Nissan	21,393	31,183	405,147	360,745
Peugeot*	433	492	6,054	6,712
Plymouth	1,636	2,794	34,516	46,803
Pontiac	917	6,501	44,641	64,037
Porsche	659	1,227	9,476	15,732
Saab	1,444	2,700	31,576	38,490
Sterling	361	382	5,907	8,901
Subaru	7,646	12,749	136,112	155,946
Suzuki	306	280	6,009	524
Toyota	39,798	57,007	494,969	616,529
Volkswagen	8,511	10,115	133,650	143,861
Volvo	5,898	5,604	102,620	98,497
Yugo	628	1,531	10,575	31,545
TOTAL	194,671	261,515	2,794,598	3,065,073

*—Estimate

DOMESTIC SALES

CARS

	Dec. 11-20, 1989	Dec. 11-20, 1988
Eagle	933	991
Chrysler	4,542	7,722
Dodge	9,500	11,784
Plymouth	5,165	6,499
Chrysler Motors	20,140	26,996
Ford	27,575	37,105
Lincoln	5,101	7,290
Mercury	8,012	9,715
Ford Motor Co.	40,688	54,110
Buick	13,639	13,481
Cadillac	6,970	7,630
Chevrolet	26,785	31,116
Oldsmobile	11,690	14,431
Pontiac	14,073	16,252
General Motors	73,157	82,919
Honda	11,243	6,695
Mazda	985	617
Mitsubishi	702	—
Nissan	1,491	2,437
Toyota	7,016	1,872
U.S. Car Total	**186,422**	**175,846**

TRUCKS

Chrysler	88	—
Dodge	14,238	13,208
Jeep	5,720	6,986
Plymouth	5,320	5,225
Chrysler Motors	25,366	25,419
Ford Motor Co.	32,534	32,950
Chevrolet	30,853	33,779
GMC	8,663	8,479
Oldsmobile	361	—
Pontiac	391	—
General Motors	40,268	42,258
Nissan	2,167	3,098
U.S. Truck Total	**188,336**	**183,725**
U.S. Car-Truck Total	**255,757**	**279,371**

MARKET SHARES, DECEMBER 1989

	Total Sales	Pct. of Total
SUBCOMPACT	80,166	12.33
COMPACT	122,567	18.85
INTERMEDIATE	169,928	26.12
STANDARD	80,967	12.45
SPECIALITY	2,058	0.32
IMPORT	194,671	29.93
TOTAL	650,357	100.00

U.S. CAR SALES BY MARKETING UNITS, DECEMBER

	Dec. 1989	Percent Share	Dec. 1988	Percent Share	12 Mos., 1989	Percent Share	12 Mos., 1988	Percent Share
Alfa Romeo	166	0.03%	359	0.04%	2,912	0.03%	4,476	0.04%
American Honda	61,808	9.50%	74,265	8.47%	783,102	7.94%	768,985	7.26%
BMW	4,463	0.69%	7,169	0.82%	64,881	0.66%	73,359	0.69%
Buick	36,670	5.64%	47,944	5.47%	542,917	5.50%	581,424	5.49%
Cadillac	18,722	2.88%	24,727	2.82%	266,899	2.70%	266,548	2.52%
Chevrolet	86,272	13.27%	118,304	13.50%	1,348,430	13.67%	1,479,616	13.97%
Chrysler	12,785	1.97%	21,868	2.49%	196,125	1.99%	279,127	2.64%
Daihatsu	1,215	0.19%	823	0.09%	15,118	0.15%	11,460	0.11%
Dodge	27,025	4.16%	41,785	4.77%	447,688	4.54%	508,308	4.80%
Eagle	3,629	0.56%	5,368	0.61%	69,719	0.71%	65,997	0.62%
Ford	99,490	13.76%	134,037	15.29%	1,502,878	15.23%	1,596,671	15.08%
Hyundai	10,548	1.62%	21,352	2.44%	183,261	1.86%	264,282	2.50%
Isuzu	577	0.09%	1,522	0.17%	16,296	0.17%	24,520	0.23%
Jaguar	1,879	0.29%	2,040	0.23%	18,967	0.19%	20,727	0.20%
Lincoln	14,979	2.30%	18,631	2.13%	200,315	2.03%	191,624	1.81%
Maserati*	20	0.00%	17	0.00%	280	0.00%	733	0.01%
Mazda	20,483	3.15%	20,245	2.31%	263,378	2.67%	256,050	2.42%
Mercedes	7,113	1.09%	6,647	0.76%	75,714	0.77%	83,627	0.79%
Mercury	26,299	4.04%	37,236	4.25%	474,673	4.81%	501,469	4.73%
Mitsubishi	11,779	1.81%	5,483	0.63%	111,769	1.13%	69,975	0.66%
Nissan	27,337	4.20%	39,065	4.46%	510,004	5.17%	472,870	4.46%
Oldsmobile	33,794	5.20%	52,006	5.93%	600,037	6.08%	715,270	6.75%
Peugeot*	433	0.07%	492	0.06%	6,054	0.06%	6,712	0.06%
Plymouth	17,126	2.63%	22,496	2.57%	306,161	3.10%	337,862	3.19%
Pontiac	40,741	6.26%	67,514	7.70%	678,968	6.88%	779,156	7.36%
Porsche	659	0.10%	1,227	0.14%	9,476	0.10%	15,732	0.15%
Saab	1,444	0.22%	2,700	0.31%	31,576	0.32%	38,490	0.36%
Sterling	361	0.06%	382	0.04%	5,907	0.06%	8,901	0.08%
Subaru	7,646	1.18%	12,749	1.45%	136,112	1.38%	155,946	1.47%
Suzuki	306	0.05%	280	0.03%	6,009	0.06%	524	0.00%
Toyota	67,661	10.40%	89,356	7.91%	723,659	7.33%	688,883	6.50%
Volvo	5,898	0.91%	5,604	0.64%	102,620	1.04%	98,497	0.93%
VWoA	10,401	1.60%	11,421	1.30%	154,933	1.57%	191,741	1.81%
Yugo	628	0.10%	1,531	0.17%	10,576	0.11%	31,545	0.30%
TOTAL	650,357	100.00%	876,645	100.00%	9,867,414	100.00%	10,591,107	100.00%
TOTAL GM	216,199	33.24%	310,495	35.42%	3,437,251	34.83%	3,822,014	36.09%
TOTAL FORD	130,788	20.11%	189,904	21.66%	2,177,866	22.07%	2,289,764	21.62%
TOTAL CHRYSLER	60,565	9.31%	91,517	10.44%	1,019,693	10.33%	1,191,294	11.25%
TOTAL JAPANESE	196,812	30.57%	223,788	25.53%	2,565,447	26.00%	2,449,213	23.13%
TOTAL EUROPEAN	33,465	5.15%	39,589	4.52%	483,896	4.90%	574,540	5.42%
TOTAL KOREAN	10,548	1.62%	21,352	2.44%	183,261	1.86%	264,282	2.50%

*—Est mate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.

Sales charts compiled by Karen Dettkowski

PRODUCTION

Output skids: 4th quarter is 7-year low

By Kathy Beyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. auto production for the final quarter of 1989 was 1,633,710, the lowest total for that period since the recession of 1982 when 1,203,660 cars were built.

Fourth-quarter car output dipped 13.93 percent from 1,898,220 in the fourth quarter of 1988.

The updated car production estimate for calendar 1989 is 6,857,470 units, 3.81 percent below the 7,129,420 assembled in the 1988 calendar year.

December's car build of 430,666 slid to the lowest total for that month since the 1982 figure of 383,921.

Last month's production dropped 22.66 percent from 556,812 in December 1988.

Automakers scheduled production of only 40,737 units last week as downtime for inventory adjustment extended the holiday at nearly 20 assembly plants.

Last week's estimated production was split as follows: Ford Motor Co., 34.51 percent; Honda of America Manufacturing, 14.78 percent; Chrysler Motors, 10.56 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 9.82 percent; Toyota Motor Manufacturing U.S.A., 8.43 percent; New United Motor Manufacturing Inc., 8.15 percent; Diamond-Star Motors, 5.37 percent; Nissan Motor Manufacturing Corp. U.S.A., 3.88 percent; General Motors, 3.15 percent; and Subaru-Isuzu Automotive, 1.35 percent.

Truckmakers built 912,249 units during the final quarter of last year, 11.66 percent below the 1,032,658 completed in the fourth quarter of 1988.

Estimated calendar-year truck production of 4,099,049 units was 0.81 percent below the 1988 actual build of 4,132,729.

December's assembly of 271,353 trucks fell 14.69 percent short of the year-ago month's 318,070, which is the all-time high for December.

Last month's total also was about 14,000 below the 285,494 trucks produced in December 1987.

Canadian cars rise for quarter

Canadian car production for the fourth quarter of last year totaled 280,696 units, 24.42 percent above the year-ago quarter's 225,604.

The updated calendar-year car estimate is 1,004,247, 2.15 percent below the 1,026,323 built in 1988.

Car assembly during December totaled 81,497, up 36.61 percent over the year-ago month's 59,657.

Canadian truckmakers completed 221,901 units in the final three-month span of 1989. That was 10.17 percent below 1988's fourth-quarter build of 247,035.

Truck production for the 1989 calendar year is estimated at 942,235, an increase of 0.90 percent over the 1988 total of 933,826.

Last month's truck production of 62,514 slipped 12.16 percent from the year-ago month's 71,170.

U.S. CAR	Week Ended Jan. 6, 1990	Week Ended Jan. 7, 1989	Week Ended Dec. 23, 1989	Dec. Total	Jan. 1 to Jan. 6, 1990	Jan. 1 to Jan. 7, 1989
Horizon	900	0	1,329	1,329	900	0
Sundance	1,200	2,261	1,777	5,970	1,200	2,261
Acclaim	0	914	0	5,142	0	914
Total Plymouth	2,100	3,175	3,106	12,441	2,100	3,175
LeBaron J	0	2,094	0	6,035	0	2,094
LeBaron GTS	0	218	0	0	0	218
N. Yorker C-Class	0	2,237	591	2,042	0	2,237
Fifth Avenue	0	0	730	2,285	0	0
Imperial	0	0	556	1,765	0	0
Total Chrysler	0	4,539	1,877	12,107	0	4,539
Omni	700	0	1,076	1,076	700	0
Daytona	0	2,099	0	4,000	0	2,099
Shadow	1,500	2,156	2,746	8,673	1,500	2,156
Dynasty	0	2,989	2,943	9,352	0	2,989
Lancer	0	193	0	0	0	193
Spirit	0	1,106	0	5,571	0	1,106
Total Dodge	2,200	8,543	6,765	28,672	2,200	8,543
CHRYSLER MOTORS	4,300	16,257	11,748	53,220	4,300	16,257
Escort	2,395	6,801	2,923	9,597	2,395	6,801
Mustang	2,964	2,960	3,503	7,706	2,964	2,960
Tempo	0	3,077	3,163	9,808	0	3,077
Taurus	3,375	6,568	8,617	28,031	3,375	6,568
Thunderbird	0	2,266	3,788	7,389	0	2,266
Total Ford Div.	8,734	21,672	21,994	60,531	8,734	21,672
Topaz	0	1,142	1,227	4,200	0	1,142
Cougar	0	2,266	1,608	3,327	0	2,266
Sable	817	2,326	1,868	6,195	817	2,326
Total Mercury	817	5,734	4,703	13,722	817	5,734
Continental	1,005	1,449	1,080	3,973	1,005	1,449
Mark VII	494	721	554	1,904	494	721
Town Car	3,009	2,173	3,266	11,371	3,009	2,173
Total Lincoln	4,508	4,343	4,900	17,248	4,508	4,343
Total L-M Div.	5,325	10,077	9,603	30,970	5,325	10,077
FORD MOTOR CO.	14,059	31,749	31,597	91,501	14,059	31,749
Skyhawk	0	874	0	0	0	874
Skylark/Somerset	0	2	1,963	6,155	0	2
Century	0	2,595	1,726	6,223	0	2,595
Riviera	0	475	511	1,842	0	475
Electra	0	1,608	2,080	6,512	0	1,608
LeSabre (fwd)	0	0	4,122	13,002	0	0
LeSabre (rwd)	232	176	206	811	232	176
Reatta	0	220	0	438	0	220
Total Buick	232	5,950	10,608	34,783	232	5,950
Eldorado	0	539	409	1,473	0	539
Seville	0	411	840	2,594	0	411
Brougham (rwd)	0	853	1,179	3,845	0	853
DeVille (fwd)	0	2,926	3,760	11,620	0	2,926
Allante	60	60	75	240	60	60
Total Cadillac	60	4,789	6,263	19,772	60	4,789
Cavalier	0	7,064	5,832	18,788	0	7,064
Camaro	0	2,027	1,827	6,828	0	2,027
Celebrity	0	3,606	0	0	0	3,606
Corsica/Beretta	0	6,347	8,952	28,672	0	6,347
Caprice	992	2,759	2,249	8,402	992	2,759
Corvette	0	360	560	1,792	0	360
Total Chevrolet	992	22,163	19,420	64,482	992	22,163
Calais	0	0	1,721	5,307	0	0
Cutlass Ciera	0	1,343	2,488	7,096	0	1,343
Cutlass Supreme	0	0	3,472	11,534	0	0
Toronado	0	228	488	1,367	0	228
88 (fwd)	0	3,221	2,404	7,769	0	3,221
88 (rwd)	0	182	128	279	0	182
98	0	1,663	1,429	4,454	0	1,663
Total Oldsmobile	0	6,637	12,130	37,806	0	6,637
Sunbird	0	2,039	3,179	11,472	0	2,039
Grand Am	0	3,892	4,862	15,370	0	3,892
Firebird	0	1,260	758	2,749	0	1,260
Grand Prix	0	0	3,923	7,807	0	0
Pontiac 6000	0	1,677	1,571	5,193	0	1,677
Bonneville	0	1,842	1,661	5,129	0	1,842
Safari/Parisienne	0	94	0	0	0	94
Total Pontiac	0	10,804	15,954	47,720	0	10,804
GENERAL MOTORS	1,284	50,343	64,375	204,563	1,284	50,343
DIAMOND-STAR	2,186	372	2,737	10,482	2,186	372
HONDA	6,020	5,656	6,930	23,221	6,020	5,656
Civic	1,440	1,971	1,667	5,903	1,440	1,971
Accord	4,580	3,685	5,233	17,318	4,580	3,685
MAZDA†	4,000	3,483	4,264	14,186	4,000	3,483
NISSAN	1,582	1,586	2,077	7,284	1,582	1,586
NUMMI	3,320	2,354	3,586	11,407	3,320	2,354
Corolla	1,720	1,351	1,708	5,407	1,720	1,351
Geo Prizm/Nova	1,600	1,003	1,878	6,000	1,600	1,003
SUBARU-ISUZU*	550	0	550	1,440	550	0
TOYOTA	3,436	0	4,196	13,382	3,436	0
Total Cars, U.S.	40,737	111,810	132,080	430,686	40,737	111,810
Total Cars, Canada	3,874	12,589	26,439	81,497	3,874	12,589
U.S., Canada Cars	44,611	124,399	158,499	512,183	44,611	124,399
U.S., Canada Cars and Trucks	93,983	209,445	256,073	574,677	93,983	209,445

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Jan. 6, 1990	Week Ended Jan. 7, 1989	Week Ended Dec. 23, 1989	Dec. Total	Jan. 1 to Jan. 6, 1990	Jan. 1 to Jan. 7, 1989
Monaco	900	0	958	1,184	900	0
Premier	220	0	317	1,366	220	0
CHRYSLER MOTORS	1,020	0	1,275	2,550	1,020	0
Tempo	0	2,883	2,719	9,018	0	2,883
Topaz	0	1,017	1,619	4,301	0	1,017
Crown Victoria	0	2,084	2,504	7,441	0	2,084
Grand Marquis	0	2,050	2,912	9,563	0	2,050
FORD MOTOR CO.	0	8,034	9,754	30,323	0	8,034
Celebrity	0	173	537	1,819	0	173
Cutlass Ciera	0	3,285	3,057	9,309	0	3,285
Lumina	0	10	7,444	23,561	0	10
Regal	0	0	943	3,081	0	0
GENERAL MOTORS	0	3,468	11,981	37,570	0	3,468
HONDA	1,600	982	2,000	6,581	1,600	982
HYUNDAI*	310	0	310	960	310	0
TOYOTA	800	0	975	2,937	800	0
VOLVO	144	125	144	576	144	125
Total Cars, Canada	3,874	12,589	26,439	81,497	3,874	12,589

U.S. TRUCK	Week Ended Jan. 6, 1990	Week Ended Jan. 7, 1989	Week Ended Dec. 23, 1989	Dec. Total	Jan. 1 to Jan. 6, 1990	Jan. 1 to Jan. 7, 1989
Caravan	3,300	2,116	2,210	7,558	3,300	2,116
Dakota	0	1,446	2,232	7,137	0	1,446
Caravan C/V	100	183	87	285	100	183
Ram pickups	0	1,443	2,054	6,023	0	1,443
Total Dodge	3,400	5,188	6,583	21,003	3,400	5,188
Cherokee	0	2,437	4,448	13,049	0	2,437
Comanche	0	481	282	929	0	481
Grand Wagoneer	0	265	0	850	0	265
Wagoneer	0	121	94	272	0	121
Total Jeep	0	3,304	4,824	14,900	0	3,304
Voyager	2,500	2,021	1,723	6,887	2,500	2,021
Town & Country	25	0	37	117	25	0
Total C-P Div.	2,525	2,021	1,760	7,004	2,525	2,021
CHRYSLER MOTORS	5,925	10,513	13,167	42,907	5,925	10,513
Aerostar	3,200	3,770	3,964	12,519	3,200	3,770
Bronco	0	1,845	1,218	4,338	0	1,845
Bronco II	2,111	1,929	2,825	8,090	2,111	1,929
Econoline	3,348	3,863	4,124	9,008	3,348	3,863
Mediums/Heavies	1,009	1,048	1,225	4,068	1,009	1,048
Light trucks	5,012	8,234	11,340	36,385	5,012	8,234
Ranger	3,247	4,785	6,435	18,240	3,247	4,785
Total Ford Div.	17,927	25,274	30,929	92,868	17,927	25,274
FORD MOTOR CO.	17,927	25,274	30,929	92,868	17,927	25,274
Astro	0	2,556	2,817	8,846	0	2,556
Blazer	0	525	0	1,181	0	525
Lumina APV*	1,405	0	1,758	4,841	1,405	0
Mediums/Heavies	162	0	289	1,036	162	0
P-Model	0	0	711	2,109	0	0
Pickups	130	9,825	8,448	26,673	130	9,825
S-10	3,069	3,723	3,508	15,580	3,069	3,723
S-10 Blazer	0	2,916	1,804	9,080	0	2,916
Sportsvan/Van	0	130	1,923	5,964	0	130
Suburban	0	1,202	0	3,321	0	1,202
Total Chevrolet	4,766	20,877	19,238	78,481	4,766	20,877
Jimmy	0	151	0	367	0	151
Mediums/Heavies	260	0	319	894	260	0
P-Model	0	0	131	445	0	0
Pickups	59	3,461	3,857	11,184	59	3,461
S-15	671	1,259	1,283	4,142	671	1,259
S-15 Jimmy	0	681	489	2,761	0	681
Safari	0	634	961	3,538	0	634
Suburban	0	831	0	1,333	0	831
Vandura/Rally Vans	0	4	535	1,832	0	4
Total GMC	990	7,021	7,355	26,296	990	7,021
Olds Silhouette*	405	0	384	1,353	405	0
Pontiac Trans Sport*	815	0	663	2,880	815	0
GENERAL MOTORS	6,976	27,898	27,840	108,790	6,976	27,898
NAVISTAR	894	887	1,514	4,816	894	887
NISSAN	2,034	1,846	2,755	9,404	2,034	1,846
SUBARU-ISUZU*	550	0	550	1,728	550	0
AM GENERAL*	450	360	450	1,440	450	360
MISCELLANEOUS*	3,000	1,840	3,000	9,600	3,000	1,840
Total Trucks, U.S.	37,756	68,618	80,005	271,353	37,756	68,618

CANADIAN TRUCK	Week Ended Jan. 6, 1990	Week Ended Jan. 7, 1989	Week Ended Dec. 23, 1989	Dec. Total	Jan. 1 to Jan. 6, 1990	Jan. 1 to Jan. 7, 1989
Caravan	2,695	2,723	2,582	10,760	2,695	2,723
Caravan C/V	170	172	166	586	170	172
Ram Wagon	0	559	532	1,677	0	559
Ram Van	0	1,413	1,815	5,077	0	1,413
Total Dodge	2,865	4,867	4,905	18,100	2,865	4,867
Voyager	2,255	2,188	2,398	7,258	2,255	2,188
Total Plymouth	2,255	2,188	2,398	7,258	2,255	2,188
Wrangler	0	680	0	3,062	0	680
Total Jeep	0	680	0	3,062	0	680
CHRYSLER MOTORS	5,120	7,735	7,303	28,420	5,120	7,735
FORD MTR (lt. trks.)	2,432	2,717	3,278	10,204	2,432	2,717
Light trucks	2,704	2,757	3,605	12,308	2,704	2,757
Vans	0	1,132	1,006	3,912	0	1,132
Total Chevrolet	2,704	3,889	4,611	16,220	2,704	3,889
Light trucks	1,200	1,332	1,278	4,730	1,200	1,332
Vans	0	542	893	2,295	0	542
Total GMC	1,200	1,874	2,171	7,025	1,200	1,874
GENERAL MOTORS	3,904	5,763	6,782	23,245	3,904	5,763
NAVISTAR	160	213	206	645	160	213
Total Trks., Canada	11,616	16,429	17,569	62,514	11,616	16,429
U.S., Canada Trks.	49,372	85,046	97,574	333,867	49,372	85,046

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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UAW will propose special Horizon to save plant

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Union leaders from the soon-to-be closed Chrysler Motors Jefferson Avenue assembly plant this week will give Chrysler officials a marketing proposal for a special model they hope will save their jobs.

John Miller, president of UAW Local 412, which represents white-collar engineers at the Jefferson plant, said the proposal calls for producing a special edition Plymouth Horizon to be sold in areas where the Horizon still sells well.

A meeting is scheduled for Tuesday at Chrysler headquarters in Highland Park, confirmed Chrysler spokesman Lee Sechler. He said that "the topic would be Jefferson" and that Anthony St. John, vice president of human resources, would represent the automaker.

Miller conceded the union's chances of changing the company's mind are slim. "It doesn't look good," he said.

But the concept got an approving nod from international union leadership who were informed of the marketing proposal Jan. 8 at Solidarity House, the union's Detroit headquarters, Miller said.

Attending were Miller, UAW President Owen Bieber; Stan Marshall, vice president and director of the Chrysler division; Robert Lent, director of UAW Region 1/1B; Aaron Taylor, president of UAW Local 7, which represents the production workers; and Frank Monaghan, president of UAW Local 889, which represents the office workers.

Miller said a union survey shows that the Horizon sells especially well in industrial and college towns, as well as to first-time buyers. The union will propose that the car be marketed in those areas at zero percent financing for three or four years.

A separate survey, returned by 30 Detroit-area new-car dealers to UAW Local 7, showed that 90 percent of the dealers think that Horizon was not properly marketed by Chrysler, Miller said.

"It's not that the car was losing money," he said. "I believe that the company wants to push on the public cars that can make a bigger profit margin."

Horizon and its clone, Dodge Omni, are the only products at Jefferson.

In 1989, Chrysler Motors dealers sold 39,315 Horizon and 40,185 Omni models, down more than 34 percent from 1988 totals.

Miller said he thinks the surveys indicate that Horizon would be a better seller than Omni; that's why the union wants to build

see HORIZON, page 43

AUTOMOTIVE NEWS-JOE WILDSMITH

Congress delegates visit nearby North American International Auto Show.

AUTOMOTIVE NEWS-JOE WILDSMITH

Speakers Sarni and Poling flank Automotive News publisher Keith Crain.

WORLD CONGRESS

Speakers warn of peril in the '90s; some drop hints seeking federal help

By Edward Lapham
MANAGING EDITOR

DETROIT — The 1990s will be a perilous decade for U.S. automakers, which face diminishing market share, escalating product development costs and renewed regulatory pressures.

That was the overview at the 14th Automotive News World Congress last week, where 30 speakers told 500 registrants that the 1990s will be an intensified continuation of the 1980s.

It wasn't all doom and gloom at the congress, but it was clear that the domestic auto industry faces perplexing challenges and difficult decisions in the next decade.

Those challenges and decisions were framed in many ways, including some that sounded like a call for protectionism.

see CONGRESS, page 19

Saturn prices start below $10,000

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Most of the Saturn cars that go on sale this fall will be priced between $10,000 and $12,000.

Donald W. Hudler, vice president of sales, service and marketing for Saturn Corp., also laid out an ambitious goal for the new car line of selling to at least 80 percent conquests: customers who had intended to buy non-GM models, particularly Japanese imports.

"I'm pleased to say that Saturn is on target toward meeting these ambitious goals," Hudler said.

The new General Motors subsidiary plans to produce 240,000 models the first year, but Hudler would not speculate on unit sales.

He explained the pricing strategy and sales goal at the Automotive News World Congress.

He said the pricing is consistent with the Japanese imports — such as Toyota Corolla and Honda Civic — that Saturn believes to be its chief competitors. The Corolla sedan and two-door models range from $8,700 to $13,000; the Civics range from $6,900 to $12,000.

Hudler said that based on trim and option packages, some of the Saturn models will cost less than $10,000 and some more than $12,000.

Three Saturn models will roll out this fall — a low- and high-end four-door sedan and a two-door hatchback. The cars are similar in size to the Civics and Corollas. The interior is a bit larger, industry sources say.

Advertising should begin in the summer, Hudler said.

Two dealers praised the pricing.

The company gives a dealer an exclusive franchise in each of 250 to 300 marketing areas in the United States. Hudler said it has not been decided if the car will be sold in Canada.

About 60 stores are expected to

see SATURN, page 43

AUTOMOTIVE NEWS-JOE WILDSMITH

James O'Neal

Palmer Group aims at $2 billion in 1991

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Arnold Palmer Automotive Group Holdings will forge a national dealership network, acquiring 16 more dealerships by the end of 1991. It will bring the number of company points to 41 with 82 franchises, two-thirds of them domestic.

The company has raised $250 million in a privately placed stock offering through New York-based Bankers Trust Co. to make the acquisitions.

By the end of next year it will have sales in excess of $2 billion on unit sales of roughly 200,000.

Some of the other largest groups are Hendrick Management Group, based in North Carolina, which has 35 points and 51 franchises; and the Potamkin Cos. with 24 points and 60 franchises.

Unlike them, the Palmer group has the financial capability and the interest in buying dealerships at price tags in excess of $25 million, said James O'Neal Jr., chairman of the Orlando, Fla.-based company.

And although the Penske Corp., a large conglomerate of dealerships and other enterprises, has the financial capability, O'Neal said its business interests apparently lie in other directions.

He said the Palmer group, which had $923.4 million in sales in 1988, will conduct a public stock offering within three years.

see O'NEAL, page 19

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L.A. Auto Show

Isuzu shows off slippery V-8 concept; Avanti unwraps four-door; and Honda honchos say a minivan may be coming. Page 4.

GM follows Suzuki over fallen Iron Curtain into Hungary

By Michelle Krebs
and Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTERS

Hungary will shortly acquire a car manufacturing industry.

General Motors is expected to announce a deal in the next few days to build cars and engines there.

It follows confirmation that Suzuki Motor Co. has agreed to set up a joint venture in Hungary.

The deals mark the first auto-making ventures in Eastern Europe by the United States and Japan.

They will also turn Hungary, a substantial bus, truck and component maker in the Eastern Bloc, into a car-making country. The cars will be sold in Hungary, at least initially.

The GM deal calls for a joint venture with state-owned truckmaker Raba to build Opel Kadetts. It also would involve production of 1.6-liter engines for use in Opels sold in Western Europe.

The joint venture, in which GM is expected to hold a majority interest, would be worth about $150 million.

GM-Europe refused to comment on the specifics of the deal.

GM-Europe refused to comment on the specifics of the deal. It would only say that it is still in negotiations with Raba.

The Kadett would be built at a nearly completed plant in Szentgotthard, Hungary, located by the Austrian-Hungarian border, and not far from GM's engine and transmission plant in Aspern, Austria. Initially, the plant would produce 10,000 to 15,000 cars.

The operation would produce the 1.6-liter Family 1 engine used in mid-size Opel and Vauxhall models in Europe. It could eventually build up to 200,000 engines annually.

GM-Europe has lost sales because of capacity constraints, particularly in engines. It recently began buying engines from GM's partner, Daewoo Motor Co., in South Korea.

It plans to import 20,000 to 25,000 engines in 1990 to be installed in cars assembled at GM's plant in Bochum, West Germany.

GM already has a barter agreement with Mogurt, the Hungarian foreign trading company through which GM provides parts technology and about 1,000 Kadetts a year in exchange for castings. Opel began shipping cars to Hungary in 1988.

The Hungarian venture will produce 15,000 Suzuki Swifts in 1992.

GM sells some Kadetts already in Hungary — about 6,000 in 1989. But lack of hard currency in Hungary limits GM's further opportunities to export vehicles into Eastern Europe, which is what likely led to the plan to build cars there as well as engines.

The Suzuki agreement came just before the trip by Prime Minister Toshiki Kaifu of Japan to Eastern Europe, where he is presenting $1.2 billion in aid.

The Hungarian project calls for a new 20 billion yen ($138 million) plant to produce the 1-liter and 1.3-liter subcompact Cultus (Swift). The plant will be located in Esztergom, about 30 miles north of Budapest.

Production will start in 1992 with a target of 15,000 units the first year, 50,000 the second year and 100,000 eventually.

Suzuki will own 30 percent of the project and a Hungarian group, Autokonszern, 50 percent. International Finance Corp. and C. Itoh have 10 percent each.

Although Suzuki denied any political connections with the prime minister's trip, the timing is politically advantageous for the Liberal Democratic Party, which faces a critical election next month.

A senior executive of one company called the Suzuki deal a present from the auto industry to the ruling party, which has severely criticized industry leaders for not giving more support during the party's recent political crisis.

Daihatsu, Poland deal?

TOKYO — Daihatsu Motor Co. hopes to start production in Poland early next year. It has proposed an interim program to speed up the project to produce the 1.3-liter Charade with Fabryka Samochodow Osobowych of Poland.

Daihatsu is asking the Polish side to agree to limited knock-down kit assembly as an initial stage to get the project off the ground.

Daihatsu and a consortium of Japanese partners have always insisted on some backing from the Japanese government, but that approval has been dependent on Poland's ability to reschedule its debt payments.

The latest development came during the visit of Prime Minister Toshiki Kaifu of Japan to Eastern Europe.

The project now under discussion would cost more than 100 billion yen ($714 million). Daihatsu said it would still require additional Japanese government backing.

— Mary Ann Maskery

Grant gets Jaguar job

Irish-born exec held Ford post in U.S.

By Daniel Ward
STAFF CORRESPONDENT

LONDON — Ford Motor Co. has appointed one of the chief architects of the Jaguar acquisition as Jaguar's full-time executive deputy chairman.

John Grant, who was born in Belfast, Northern Ireland, was Ford's chief business strategist in Europe and for the last year has been executive director of Ford's corporate strategy staff in Dearborn, Mich. He will work with Sir John Egan, Jaguar chairman.

At 44, Grant is the youngest member of Ford's top management. He is considered a fast-tracker by company insiders. Grant was one of the key negotiators for Ford on the Jaguar deal.

Lindsey Halstead, Ford of Europe chairman, will be a member of the Jaguar board as a non-executive director.

"Their experience will clearly strengthen our board," Egan said. "In his role as executive deputy chairman, John Grant will assist in the development of a smooth working relationship between Ford and Jaguar and will also be responsible for the effective coordination of forward planning processes and Jaguar's access to Ford's technical and financial resources."

Grant will move to Coventry, England, to take up his new appointment in the next few days. In the Jaguar hierarchy, he ranks above the previous No. 2, Michael Beasley, assistant managing director and former manufacturing director.

The significance of Grant's appointment is that Ford now has one of its own executives at Jaguar should Egan decide to leave.

To date, Egan has said only that he will remain until the transition is finished and plans for Jaguar's future under Ford's ownership are complete. He will then review his position.

John Grant

Grant joined Ford of Europe's finance staff in 1967 and spent several years on the corporate finance staff in Dearborn before becoming Ford of Europe treasurer in 1985. He was named vice president of business strategy for Ford of Europe in late 1987 and returned to the United States in 1989.

Automotive News Staff Reporter Laura Clark in Detroit contributed to this report.

Ford Mexico plant to make Zeta engine for U.S. cars

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Ford Motor Co. will build the North American version of its four-cylinder Zeta engine in its Chihuahua, Mexico, plant, according to Ford component suppliers working on the project.

The North American Zeta engine eventually will be used in the replacements for the Ford Tempo and Mercury Topaz, which are scheduled to debut in the 1993 model year, and in the Ford Probe, around the same time, according to suppliers, who spoke on the condition of anonymity.

The European version of the Zeta engine will debut next year in the European Escort. The European Zeta will be a 16-valve engine and will be offered in two versions — a 1.4-liter for small cars and a 2-liter for large cars, according to reports in Europe. The engines will be built in Ford's Bridgend, Wales, plant.

Max L. Jurosek, vice president of car product development, said no decision has been made on the engine's displacement for the North American Zeta.

The present Tempo/Topaz is powered by Ford's 2.3-liter, four-cylinder engine.

The Zeta engine reportedly will have four valves per cylinder and light-alloy heads. It could have either a cast iron or aluminum block, according to industry reports.

It had been widely reported that the North American Zeta engine would be built in Ford's Dearborn, Mich., engine plant. But sources say Ford chose Chihuahua instead.

The Dearborn plant currently builds fuel tanks and 1.9-liter four-cylinder engines for the Escort. A replacement for the 1.9-liter is expected to be introduced in the mid-1990s, but no production site has been announced.

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Cerritos deal typifies Acura efforts to keep top CSI spot

No magic formula, just hard work

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

CERRITOS, Calif. — Marie Jones is steaming when she shows up at the general manager's door at Cerritos Acura. She is not a happy customer.

General Manager Dick Kennedy introduces himself and a reporter, then eyes a white plastic shopping bag that clanked when she placed it on his desk. "I presume your complaint has something to do with what is in that bag," he says.

Jones pulls out a badly bent jack. It's from her 1986 Acura Legend. The white-haired Long Beach resident got a flat the previous night, and when a passing Good Samaritan tried to change the tire for her, the scissors-type jack bent, forcing her to call her road club service.

"That was the first time I ever tried to use that jack," Jones says. "It doesn't seem right that it should fail."

But what upsets her is that the parts counterman wanted her to pay $66 for a replacement. She has taken her protest to Kennedy.

Kennedy readily agrees that the jack should be replaced free, but it's clear that Jones is still troubled. Gradually, it comes out. She's never used this kind of jack before. Could someone show her how it works?

Kennedy introduces her to Service Manager John Arnold. There's no jack in stock, so Arnold pulls one from a new 1990 Legend. He uses it to lift the left rear tire of Jones' car clear of the ground and lower it before stowing the new jack in her trunk.

Jones thanks Arnold and flashes the reporter a smile.

"I'm satisfied," she says, driving off.

Another small victory on the customer satisfaction battlefield. Acura dealers win more than anybody else, according to the Customer Satisfaction Index survey compiled annually by J.D. Power and Associates of Agoura Hills, Calif.

Acura has captured the No. 1 customer satisfaction rating three years in a row, each year it has been eligible since American Honda introduced the upscale car in 1986.

The J.D. Power CSI award has become the Holy Grail in an industry that has increased its emphasis on customer service. Many experts believe that treatment of customers will determine the winners and losers in the 1990s.

Acura advertises its customer-satisfaction rating heavily, devoting a fifth of its estimated $50 million annual advertising budget to the issue.

Acura has improved its CSI score each year. If it had not, Acura would have lost its crown to other manufacturers that have raised their ratings and are closing in, said Jay Ferron, a partner at Power.

In fact, in a separate California-only tally, Nissan moved from back in the pack to edge Acura for the state title earlier his year.

And Lexus and Infiniti, rival Japanese luxury-car divisions that will be eligible for the Power CSI competition in 1990, are gunning

see ACURA, page 11

Volvo GM sets up three regional marketing companies

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

In a major reorganization of its sales and marketing functions, Volvo GM Heavy Truck Corp. has created three independent operating companies to market White-GMC and Volvo tractors and trucks.

The new companies, each with its own president and staffs to handle sales, marketing, service, parts, dealer development and financial responsibilities in their marketing areas, began operating Jan. 1, according to Thage Berggren, president and chief executive officer of Volvo GM Heavy Truck.

Each company will have annual sales of about $500 million and will be staffed with executive and support personnel drawn chiefly from within the company.

The new companies are Northern WhiteGMC, headquartered in Columbus, Ohio; Southern WhiteGMC, headquartered in Greensboro, N.C.; and Western WhiteGMC, headquartered in Ogden, Utah.

Stella

Young

Edling

Maggio

The sites were chosen because of their central locations within the operating companies' service areas and their proximity to company assembly plants.

Volvo GM previously had five sales regions with little autonomy, reporting to corporate headquarters in Greensboro.

The three new highly autonomous operating companies were created to provide closer ties and quicker responsiveness to dealers and retail customers.

"If a customer in Georgia needs information or satisfaction, he can talk to SouthWhite, without having to go through Greensboro," Berggren said.

L. Francis Stella, previously Volvo GM's vice president of parts and service, was named president of Northern WhiteGMC.

Terry Young, previously director of marketing, became president of Southern WhiteGMC.

Thomas Edling, previously director of sales and marketing for Volvo GM Canada Heavy Truck, became president of Western White-GMC.

The new companies report to Volvo GM Heavy Truck corporate headquarters in Greensboro through commercial operations.

That is a newly established function headed by Giorgio M. Maggio, new executive vice president of Volvo GM Heavy Truck. He had been president of Volvo Veicoli Industriali S.p.A. heavy-truck operations in Italy.

In the decentralization of the company, corporate sales, marketing and parts staffs will be redistributed among the operating companies.

Some functions still will be handled through the corporate operation such as manufacturing, the management information or computer system and human relations operations.

There will also be some limited national marketing, as well as some national parts and service, finance and dealer development functions.

Volvo GM is renting office space in Ogden, Columbus and Greensboro to accommodate the new operating companies, keeping the Greensboro-based Southern WhiteGMC separate from the corporate facilities there.

Northern WhiteGMC consists of dealers in 18 states from Maine through Minnesota and down into Illinois. It also includes one dealer in West Virginia.

Southern WhiteGMC consists of dealers in 16 states from Virginia and West Virginia through Missouri, Kansas, Oklahoma and Texas.

Western WhiteGMC consists of dealers in 16 states in Alaska and Hawaii and from California through North and South Dakota. It also consists of one dealer in Iowa and one in Texas.

'89 light-truck sales finish second best

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

They didn't set a record, but light-duty truck sales in the United States last year were the second-best ever.

Manufacturers aren't complaining much about the 4,680,335 light trucks they sold in calendar 1989, even if the total did fall short of the previous year's record 4,872,896.

For U.S.-based companies, whose share of the car market has been steadily eroding, the good news was that they continued to increase their penetration in light trucks.

U.S.-based firms captured 86.65 percent of the light-duty market, up from 85.54 percent in 1988.

The importers' share dropped 1.11 percentage points to 13.35 percent. Their market erosion wasn't nearly as precipitous as in calendar 1988 when they lost more than 4 percentage points, dropping from 18.59 percent to 14.46 percent.

The importers' share has stabilized, and Detroit will face a fierce fight to capture more ground or even protect its current market-share gains from the importers.

GMC Truck posted the only sales record among the domestics. Its 353,788 light-truck total was up slightly from the previous high of 352,999 in 1988.

Chevrolet gained ground on Ford last year, though its 1,309,837 sales still trailed Ford's 1,401,994 by 92,157 units.

At Ford, the only sales increases were in the Aerostar compact van and the full-sized Bronco sport-utility.

Chevrolet had an increase in its Geo Tracker sport-utility sales. The vehicle was a late entry in 1988 and was still in an acceleration mode in 1989.

General Motors' 1989 total included the first sales of the new front-drive Chevrolet Lumina APV, Pontiac Trans Sport and Oldsmobile Silhouette.

Combined sales of the three vehicles totaled only 15,124, though they are expected to add nearly 200,000 units to this year's tally.

Last year also marked the first appearance of the Chrysler Town & Country front-drive van. Sales of the Plymouth Voyager, Dodge Caravan and Caravan C/V were off in 1989 and appear likely to slip further this year under the onslaught of new minivan competition from Ford, GM and the importers.

Dodge recorded gains in full-sized van sales last year; they benefited from the company's rebate program.

Dodge D/W series full-sized pickups notched 90,302 sales, up from 82,013 in 1988.

LIGHT-DUTY TRUCK SALES, DECEMBER

	Dec. 1989	Dec. 1988	12 Mos. 1989	12 Mos. 1988
Vans	10,032	12,827	166,233	187,710
Aerostar	13,769	14,759	188,130	184,578
Club Wagon	1,878	2,217	25,566	27,818
Ranger	21,360	17,641	284,125	298,579
Bronco	4,886	5,443	82,563	55,124
Bronco II	7,889	9,425	108,990	124,109
Pickups	39,435	44,737	566,387	584,169
Ford	**99,249**	**107,049**	**1,401,994**	**1,462,087**
Vans	6,369	8,087	116,282	121,691
Sportsvan	883	763	10,342	12,336
Geo Tracker	1,509	886	11,461	2,145
Astro	7,946	11,084	143,941	156,833
Lumina APV	4,849	0	9,776	0
S-10	13,203	18,517	228,691	248,766
S-10 Blazer	11,898	17,625	178,691	184,500
El Camino	0	0	0	420
Blazer	1,912	2,446	22,816	27,180
Suburban	5,090	6,222	65,428	66,897
Pickups	34,777	43,386	522,409	515,637
Chevrolet	**88,436**	**108,016**	**1,309,837**	**1,336,487**
Pontiac Trans Sport	**1,263**	**0**	**3,228**	**0**
Olds Silhouette	**925**	**0**	**2,122**	**0**
Vans	3,901	4,448	57,812	59,341
Ram Wagon	1,638	1,902	24,055	25,693
Voyager	17,678	15,280	184,943	192,273
Caravan	20,324	18,416	206,426	210,918
Caravan C/V	595	1,316	13,150	19,222
Town & Country	245	0	1,812	0
Ram 50	1,478	2,840	28,967	53,283
Raider	486	755	9,450	7,861
Ramcharger	1,067	1,914	18,973	19,309
Dakota	6,069	7,132	82,294	93,396
Pickups	7,658	6,858	90,302	82,013
Chrysler	**61,118**	**60,858**	**735,184**	**783,309**
Vans	2,369	2,665	40,534	45,249
Safari	1,891	2,152	31,681	33,168
S-15	4,429	3,927	52,601	52,575
S-15 Jimmy	4,162	3,984	44,850	44,533
Jimmy	603	644	6,723	7,820
Caballero	0	0	0	60
Suburban	2,140	2,006	23,651	22,744
Pickups	9,754	10,514	148,661	141,329
P Model	226	299	3,686	4,145
W-4	133	152	1,391	1,576
GMC	**25,707**	**26,343**	**353,788**	**352,999**
Wrangler	2,791	3,485	50,726	42,076
Wagoneer	451	895	6,537	9,138
Cherokee	11,064	13,985	156,118	149,566
Grand Wagoneer	776	1,384	10,715	14,482
Comanche	1,231	2,163	25,074	37,971
J-10/J-20	0	0	0	221
Jeep	**16,313**	**21,912**	**249,170**	**253,454**
Daihatsu	165	0	295	0
Toyota	16,654	19,430	221,694	247,077
Nissan	10,153	14,309	153,412	189,591
Mazda	4,644	6,361	78,539	93,287
Isuzu	10,369	8,758	103,373	90,405
Mitsubishi	4,274	3,302	38,707	43,516
Suzuki	1,051	3,673	24,172	57,327
Subaru	0	0	0	10
Range Rover	588	444	4,822	3,427
Imports	**47,888**	**56,495**	**625,814**	**784,648**
Industry Total	**348,998**	**361,674**	**4,680,335**	**4,872,896**

Compiled by Karen Dettlowski

GMC says there's gold in sale of accessories

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

LAS VEGAS — GMC Truck Division is urging its dealers to "accessorize" their retail operations to meet the challenges of the new decade.

Fierce competition among manufacturers at all levels will be the overriding theme of the 1990s, John D. Rock, general manager of GMC Truck, said in a speech outlining the effects of that competition on the light-truck market and how GMC plans to overcome it.

Rock told a group of GMC dealers and factory personnel at the Specialty Equipment Marketing Association meeting here that in every Western nation, there are more vehicles than drivers.

In the United States alone, he said, the market has gone from production capacity restraints creating demand stronger than supply to today's overcapacity of 2 million vehicles a year.

"At the same time, the overall personal vehicle market will have gone from a choice of 90 nameplates back in the 1950s to a choice of more than 750 nameplates by the end of the 1990s," he said. "Importantly, these are all good nameplates, all worthy opponents."

Because quality throughout the industry has advanced to the point where virtually all the vehicles available are good, Rock said, the buyer today is faced with unprecedented choice and confusion.

"The need to find new ways to reach this confused buyer has led to the continuing development of niche marketing and even micro-niche marketing," he said.

"In other words, we are to the point in some American metropolitan areas where a hot-selling vehicle in one part of town may be flat in another. Obviously, no volume manufacturer will be able to fine-tune his products on a neighborhood basis. And all this is happening with greater and greater speed, like the fashion market."

GMC's approach to niche marketing, Rock said, is to produce the strongest, most solid trucks possible and then work with the aftermarket to develop the niche vehicles that will connect with buyers in those very specialized markets.

"This strategy is viable because only in the the aftermarket can you find the variety of special focus products necessary to fill the niche-market buyer needs," Rock told the aftermarket and factory personnel. "The aftermarket is the only place that can react quickly enough to market conditions."

Quoting a Specialty Equipment Marketing Association survey, Rock noted that specialty parts and accessories for customizing cars and trucks now account for approximately 10 percent of the total vehicle parts replacement market, or about $7.2 billion a year.

The association estimates that the typical car or truck customizing enthusiast spends more than $2,500 a year for specialty parts, accessories or services.

GMC Truck's ultimate goal, Rock said, is to distinguish the division's dealers and their products from their competition — "to help them stand out from the crowd."

"A key element of this approach is what we call 'In-Dealership Accessorizing,' " Rock said. "At the time a customer orders a light truck or van, dealership personnel will assist in specifying accessories and services to customize that vehicle to the customer's individual and personal tastes.

"This plan won't be limited strictly to new-truck orders," he said.

"It will also make each dealership a truck headquarters, the best source for owners who want to personalize light trucks and vans they already own."

To assist GMC Truck dealers in that activity, a catalog of specialized parts, accessories and services for truck customizing is being distributed to each of the division's 2,400 dealerships.

The program, Rock said, is vital if GMC Truck and its dealers are to respond to the opportunities for growth in all segments of the truck business.

The intense and growing competition means that no truck company is on "easy street."

LEGAL BRIEFS

U.S. high court protects lemon law rights in Alabama

By Helen Kahn
SENIOR CORRESPONDENT

WASHINGTON — By refusing to review an Alabama Supreme Court decision, the U.S. Supreme Court has preserved the lemon law rights of consumers in that state.

The Alabama law allows consumers to take a manufacturer and/or dealer to court over alleged defects, even if the consumers have signed a sales contract with a binding arbitration clause.

In 1987, Jack and Juanita Warren of St. Clair County, Ala., bought a car from Jim Skinner Ford of Birmingham, Ala. A clause in the sales contract said that in any disputes that may arise, the dealer and the customer agree to binding arbitration pursuant to the Federal Arbitration Act.

When the Warrens, concerned over repair problems, sued Ford Motor Co., First Alabama Bank of Birmingham and Jim Skinner Ford for breach of contract and for warranty failure, the dealer moved to stay because of the arbitration law. The trial court agreed.

The Warrens then moved to change the court order. Ford Motor Co. intervened to stay the proceedings pending arbitration. The trial court agreed with Ford and denied the Warrens' move. In July 1988, the Warrens took the issue to the Alabama Supreme Court.

The state's high court overturned the lower court. The majority found that even though Jim Skinner Ford was a Delaware corporation, its main place of business was in Alabama, the Warrens were state residents, the sale occurred in Alabama and was pursuant to a contract entered into and executed in the state and all obligations expected from it were to be handled solely within the state.

Judge rebuffs GM stand in lemon law dispute

A federal judge in Philadelphia turned down a bid by General Motors to cancel lemon law arbitration with an owner who said her 1987 Chevrolet Celebrity was not fixed satisfactorily in 13 tries.

Anne Marie Lynn sued GM, seeking a refund of the vehicle's adjusted purchase price or a replacement. She also sought damages and attorney's fees.

GM said damages were beyond the scope of arbitration and must be settled by a trial court. GM noted it had offered to buy back the car.

Lynn said she disagreed with GM's calculations for the buyback. She claimed GM was trying to frustrate her right to a jury trial.

U.S. District Judge Louis H. Pollak, noting that GM's offer to repurchase did not include consequential damages, said Lynn "should have the opportunity to present evidence of any consequential damages to a trier of fact." He added that the issue of calculations of the repurchase price should also be submitted to the arbitration panel.

— Helen Kahn

FTC says 4 dealerships violated use-car rule

WASHINGTON — The Federal Trade Commission has charged four Tennessee used-car dealers with several violations of the commission's used-car rule.

The FTC said the dealers didn't post window stickers giving warranty data and other customer information. They also were accused of failing to warn buyers not to rely on salesmen's promises and of their right to an independent mechanic's inspection.

McManus-Wilson Motors of Knoxville has agreed to a civil penalty of $15,000 to settle the charges. Supreme Motors of Nashville agreed to settle for $12,500. Neither dealership admitted violations, but they are barred from future transgressions. Both settlements await approval in federal court.

G&H Used Cars and Olympic Motors, both of Nashville, await a decision from the U.S. District Court.

— Helen Kahn

November shop business exceeds year ago by 3.8%

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business in new-car dealerships in November topped the volume recorded the previous year for the second consecutive month.

According to the Automotive News Service Index, November's shop business climbed 3.8 percent over the the volume for November 1988. Shop volume in October was up 2.5 percent over the year-earlier business.

Service and parts business for the first 11 months of 1989 increased 1.9 percent over the business recorded in the same period in 1988.

The service index is compiled from figures on parts and service business supplied by a cross-section of new-car dealerships across the nation.

SERVICE INDEX
103.8*

	Nov. '89 vs. Nov. '88	Jan.-Nov. '89 vs. Jan.-Nov. '88
Gross Profit on All Labor and P&A Sales	+3.6%	+3.0%
Repair Orders Written	−0.2%	−1.9%
Total Labor Sales (Customer & Warranty)	+5.0%	+2.4%
Shop Parts Sales (Customer & Warranty)	−2.4%	+1.1%
Sales of All P&A	+3.0%	+1.0%

* Survey by Automotive News shows that dealers' service and parts business in November 1989 was 103.8 percent of business in November 1988. Service business in the first 11 months of 1989 was 101.9 percent of business in the corresponding period in 1988.

Total labor sales (customer-paid and warranty), the leading indicator in November, were up 5.0 percent over the year-earlier month and were up 2.4 percent for the 11-month period.

Gross profit on all labor, parts and accessories — the most important indicator from the dealers' viewpoint — climbed 3.6 percent in November and 3.0 percent for the year to date.

The only other indicator registering an increase for the month was sales of all parts and accessories at 3.0 percent ahead of the year-ago volume. Parts and accessories sales for the year were up 1.0 percent, according to the index.

Indicators showing declines in November were shop parts sales (customer and warranty), down 2.4 percent, and repair orders written, down 0.2 percent. For the year, shop parts sales were up 1.1 percent, while repair orders declined 1.9 percent from the year-earlier volume.

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'90 Yugo Cabrio ragtop goes on sale; automatic planned

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Yugo America has begun importing its long-awaited convertible, which will be sold as a 1990 model.

Also for 1990, Yugo will offer one other model, the GV Plus, in one trim level. Three trim levels had been offered previously.

Yugo America hopes to sell about 20,000 cars in 1990, including 5,000 to 6,000 convertibles, said John Spiech, president and chief executive officer. Sales in 1989 totaled 10,576 units.

The Cabrio began arriving in December but availability is limited to Southern states until this spring, Spiech said. The GV Plus is due to go on sale in February.

The Cabrio lists for $8,990 with standard features including a power-operated top and a glass rear window with defroster.

The GV Plus lists for $4,435. Like the Cabrio, the GV Plus carries a 1.3-liter, four-cylinder engine with a five-speed transmission. The GV Plus has multi-port electronic fuel injection, making it the first fuel-injected Yugo. The Cabrio is carbureted.

Yugo America plans to offer a Renault-built, three-speed automatic transmission on both cars later this year, Spiech said.

Prices on the three 1989 GV models ranged from $4,349 for the basic GV with a 1.1-liter engine to $5,699 for the GVX, which had the 1.3-liter engine.

The Cabrio was supposed to have been a 1988 model, but the car was delayed by design and quality problems as well as the financial difficulties that drove Yugo America into bankruptcy a year ago.

The previously independent distributor emerged from bankruptcy last month as a subsidiary of Yugoslavian manufacturer Zavodi Crvena Zastava.

At the recent North American International Auto Show in Detroit, Yugo held its first formal press conference since going bankrupt. Yugo abruptly withdrew from the previous Detroit show, but the company was back with a modest exhibit for the 1990 exhibition.

The GV Plus is the first fuel-injected Yugo.

YUGO FOR 1990

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
GV Plus Hatchback	84.6	139.0	60.7	54.1	1,870	1.3-liter I-4	fwd	3-dr.

Nov. vehicle sales slip 6.9% in Canada

CANADIAN CAR AND TRUCK SALES

Domestic cars	Nov. 1989	Nov. 1988	11 mos., 1989	11 mos., 1988
General Motors	23,861	26,924	292,031	327,940
Ford	12,253	16,488	176,548	186,135
Chrysler	8,858	10,805	113,661	136,939
Honda	1,853	2,614	23,889	16,377
Hyundai	802	0	1,612	0
Volvo	293	289	3,475	2,450
Domestic car total	**47,920**	**57,120**	**611,216**	**671,841**
Import cars				
Toyota	5,894	5,313	73,134	66,028
Honda	4,975	3,700	55,769	53,671
GM	2,542	1,889	28,907	25,646
Volkswagen	2,291	2,477	27,678	32,560
Nissan	1,773	2,434	26,762	28,470
Mazda	1,762	2,008	24,801	26,238
Hyundai	1,683	2,370	25,476	28,890
Chrysler	1,433	1,055	19,937	11,933
Suzuki	691	266	6,928	6,337
Ford	584	332	7,967	6,049
BMW	385	383	4,081	4,650
Subaru	372	602	5,857	7,225
Mercedes-Benz	300	332	3,786	3,946
Volvo	293	190	3,024	3,328
Jaguar	141	171	1,481	1,992
Saab	106	110	1,168	1,264
Lada	67	60	624	917
Peugeot	14	0	217	78
Skoda	5	31	340	359
Import car total	**25,311**	**23,723**	**317,987**	**309,568**
TOTAL — ALL CARS	**73,231**	**80,843**	**929,153**	**981,422**
Domestic trucks (including vans)				
General Motors	13,473	15,006	147,814	162,758
Ford	10,715	10,809	130,843	138,005
Chrysler	7,741	7,751	95,703	99,646
Domestic truck total	**31,929**	**33,566**	**374,360**	**400,409**
Import trucks (including vans)				
Mazda	1,565	1,327	16,720	10,897
Toyota	1,490	1,651	15,507	14,312
GM	1,404	838	10,726	2,747
Nissan	955	1,028	12,538	12,382
Suzuki	880	519	7,357	5,133
Chrysler	168	156	2,219	3,434
Volkswagen	20	37	740	806
Lada	18	8	219	142
Import truck total	**6,500**	**5,564**	**86,026**	**49,854**
TOTAL — ALL TRUCKS	**38,429**	**39,130**	**448,386**	**450,263**
TOTAL — CARS, TRUCKS	**111,660**	**119,973**	**1,380,539**	**1,431,685**

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — New car and truck sales in Canada declined in November, as sales of domestic-built vehicles fell and imports increased.

Total Canadian sales — car and truck, import and domestic — decreased 6.93 percent for the month. On a year-to-date basis, they are down 4.34 percent.

On the domestic car side, Ford of Canada suffered the most, off 25.68 percent from a record November 1988.

Chrysler Canada and General Motors of Canada were also down, by 18.02 and 11.38 percent, respectively. Year-to-date domestic car sales were off 9.02 percent.

Imported cars — including those offered by the Big 3 as well as import companies — continued to buck the overall trend of falling sales. The three biggest monthly gainers in import car sales were Ford, up 75.90 percent; Chrysler, up 35.83; and GM up 34.57. Honda, Nissan and Suzuki also made strong improvements, contributing to a 6.69 percent overall increase in import sales for the month. For the year, sales of car imports were up 2.7 percent.

Light trucks followed a similar pattern: domestics down and imports up. Domestic trucks sales declined for each of the Big 3, although by just 10 units at Chrysler and 94 at Ford. The total monthly decrease was 4.88 percent, compared to a year-to-date loss of 6.50 percent.

Imported models, paced by Mazda, GM and Suzuki, enjoyed a monthly gain of 16.82 percent. On a year-to-date basis they are up 32.44 percent.

Total truck sales were down 1.79 percent for the month and 2.19 percent for the year.

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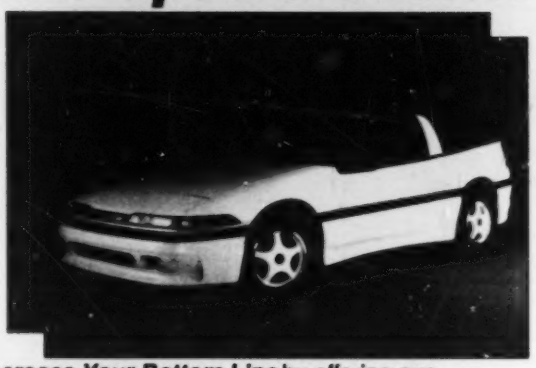

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AUCTION DATES

Ford Motor Co.

Jan. 16 — A.D.E. of Birmingham, Moody, Ala.; Ohio Auto Auction, Grove City, Ohio; Harrisonburg Auto Auction, Harrisonburg, Va.; and Bay Cities Auto Auction, Hayward, Calif.

Jan. 17 — Aptco Auto Auction, Taylor, Mich.; Texas Hobby Auto Auction, Texas; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Jan. 18 — Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Maple Grove, Minn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Jan. 23 — Greater Chicago Auto Auction, Chicago; Newburgh Auto Auction, Newburgh, N.Y.; and South Seattle Auto Auction, Kent, Wash.

Jan. 24 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Fort Worth Auto Auction, Fort Worth, Texas; Southern California Auto Auction, Fontana, Calif.; Salt Lake Auto Auction, Salt Lake City.

Jan. 25 — Greensboro Auto Auction, Greensboro, N.C.; Interstate Auto Auction, Mercer, Pa.; Brasher's Sacramento Auto Auction, Rio Linda, Calif.; and St. Louis Auto Auction, Bridgeton, Mo.

Jan. 30 — Ohio Auto Auction, Grove City, Ohio, and Bay Cities Auto Auction, Hayward, Calif.

Jan. 31 — Albuquerque Auto Auction, Albuquerque, N.M.; Texas Hobby Auto Auction, Houston; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Chrysler Motors

Jan. 16 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Salt Lake City Auto Auction, Salt Lake City; South Seattle Auto Auction, Kent, Wash.; Greensboro Auto Auction, Greensboro, S.C.; and San Antonio Auto Auction, San Antonio, Texas.

Jan. 17 — A.D.E. of Birmingham, Moody, Ala.; Butler Auto Auction, Gibsonia, Pa.; and Denver Auto Auction, Aurora, Colo.

Jan. 18 — Northway Auto Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Big Sky Auto Auction, Billings, Mont.; Omaha Auto Auction, Omaha, Neb.; Golden Gate Auto Auction, Fremont, Calif.; and Ark-La-Tex Auto Auction, Shreveport, La.

Jan. 23 — Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, Warehouse Point, Conn.; Portland Auto Auction, Portland, Ore.; Nashville Auto Auction, Nashville, Tenn.; Southwest Auto Auction, Chandler, Ariz.; and Dallas Auction, Grand Prairie, Texas.

Model-year breakdown

General Motors

Jan. 16 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; Fresno Auto Dealers Auction, Fresno, Calif.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 17 — Albuquerque Auto Auction, Albuquerque, N.M.; Atlanta Auto Auction, Atlanta; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; and Omaha Auto Auction, Omaha, Neb.

Jan. 18 — Arena Auto Auction, Chicago; Columbus Fair Auto Auction, Columbus, Ohio; St. Louis Auto Auction, St. Louis; and Utah Auto Auction, West Bountiful, Utah.

Jan. 23 — A.D.E. of Birmingham, Moody, Ala.; National Auto Dealers Exchange, Bordentown, N.J.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 24 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Auto Auction, Plymouth, Minn.; and Statesville Auto Auction, Statesville, N.C.

Jan. 25 — Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; Nashville Auto Auction, Nashville, Tenn.; and Portland Auto Auction, Portland, Ore.

Jan. 30 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; Manheim Auto Auction, Manheim, Pa.; and Florida Auto Auction, Ocoee, Fla.

Toyota

Jan. 16 — Denver Auto Auction, Aurora, Colo.; Greater Chicago Auto Auction, Chicago; Newburgh Auto Auction, Newburgh, N.Y.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 18 — St. Louis Auto Auction, Bridgeton, Mo.; Clanton's Auto Auction, Darlington, S.C.

Jan. 23 — South Seattle Auto Auction, Kent, Wash.

Jan. 24 — Aptco Auto Auction, Taylor, Mich.

Jan. 25 — Dallas Auto Auction, Grand Prairie, Texas.

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IMPORT DAYS' SUPPLIES

	Jan. 1, 1990	Dec. 1, 1989	Jan. 1, 1989
Chevrolet	156	122	141
Chrysler Motors	158	119	188
Acura	77	81	65
Daihatsu	58	45	83
Honda	39	29	14
Isuzu	67	95	188
Lexus	36	27	—
Mazda	62	64	95
Mitsubishi*	169	146	105
Nissan†	135	86	86
Subaru	102	108	79
Suzuki	501	359	—
Toyota	56	62	19
JAPAN	85	74	56
Audi	154	143	159
BMW	87	73	86
Mercedes-Benz	32	35	31
Mercury	82	6	180
Porsche	95	87	80
VW	129	116	131
GERMANY	91	81	95
Alfa Romeo	109	177	125
Ford	116	122	136
Hyundai	67	58	66
Jaguar	46	31	38
Peugeot	90	90	95
Pontiac	139	100	75
Eagle/Chrysler	88	116	224
Saab	83	76	81
Sterling	72	73	155
Volvo	97	53	94
Yugo	130	119	149
Other Countries	85	88	90
Total Import Cars	86	74	86
Daihatsu	32	18	—
Geo Tracker	202	185	—
Isuzu	76	83	103
Mazda	88	64	79
Mitsubishi*	67	77	107
Nissan†	57	39	47
Range Rover	34	37	21
Suzuki	229	229	99
Toyota	42	56	37
Dodge	129	108	153
Total Imp. Trucks	71	68	68
Total Imp. Vehicles	83	73	67

†Estimate
*Includes domestic trucks

Sales famine fattens car stockpile

By Phillip Martha
AUTOMOTIVE NEWS STAFF REPORTER

New-car inventories and days'-supply figures rose in December even though eight assembly plants closed, the Big 3 bolstered their rebate programs and dealers' continued efforts to curb orders and cut their car supplies to the bare bones.

December's dismal sales pace pushed stocks and days' supply of domestic and imported cars beyond what is considered normal for the beginning of the year. New-car sales in December plunged 21.40 percent below December 1988.

Automakers and dealers paid dearly for late summer incentive excesses that robbed sales from the last three months of 1989.

In the final quarter, car sales never recovered from 1989's strong third-quarter performance. In every one of the nine 10-day sales periods in the fourth quarter, domestic sales lagged behind 1988 periods. Total domestic and import car deliveries plummeted nearly 340,000 units or 16.75 percent below the final quarter of 1988.

U.S. and import carmakers and dealers began 1990 with a bulging 90-day supply of new cars, up from an already-inflated 83 days on Dec. 1. A year ago, U.S. and import car stocks equaled a nearly ideal 67 days.

A 92-day domestic car supply was the highest for any Jan. 1 since 1984, which began with a 107-day supply of unsold cars. An equally bloated 86-day import car supply was the fattest since 1982, when *Automotive News* started tracking import stocks.

There was no recovery in retail sales during the last month of 1989, and dealers told *Automotive News* that they were keeping 30- to 45-day supplies and were not placing orders.

After last month's "disastrous sales," Bob Karlin, owner of Santa Monica (Calif.) Ford, said he was keeping a close watch on stocks and had a 30- to 45-day supply of cars.

"We're not buying anything — sales have been poor in all our stores and traffic is down," said Ed Walker, owner of Porsche, Audi, Subaru, Dodge, Volkswagen, Suzuki, Jeep-Eagle and Pontiac dealerships in Pittsburgh.

Greg Penske, vice president and new-car general sales manager at Longo Toyota in El Monte, Calif., said the largest U.S. Toyota store has a 30-day supply and is "right where we want to be according to plans for 1990."

On Jan. 1, combined stocks of import and U.S.-built cars totaled 2,333,110. That was up 53,049 units or 2.33 percent from Dec. 1.

Stocks of unsold U.S.-built cars numbered 1,669,374 on hand Jan. 1, just 10,871 more than on Dec. 1. But the Jan. 1 total was a 92-day stockpile vs. 88 a month earlier.

During December, import-car stocks grew to 663,736, up 42,178 units or 6.80 percent, for a hefty 86-day supply. Last month began with a 74-day supply.

Although the actual number of unsold cars grew slightly in December, the weak daily selling rate last month severely inflated days-supply statistics.

One year ago, there were more import cars in stock, but a faster daily selling rate yielded a lower 66-day supply.

Four of the eight companies that build cars in the United States reported over 100-day supplies of domestic and import autos on Jan. 1. Including captive imports, Chrysler Motors and General Motors reported supplies above 100 days. Ford Motor Co.'s days' supply was 98 days.

Two of the five transplants also topped 100-day supplies of U.S.-built and imported cars because of sluggish December sales.

In spite of sales gains in calendar 1989, Nissan began the year with more than five months' — 148 days — worth of cars in stock, transit or at ports.

Mitsubishi's refused to disclose its inventories of imported and U.S.-built cars. *Automotive News* estimated that on Jan. 1, it had a 219-day supply.

The other transplants — Honda, Toyota and Mazda — reported fatter combined car stocks than on Dec. 1. Honda began the month with a slim but higher 35-day supply. Toyota's total rose slightly but its days' supply dipped to 44, down 4. Mazda's 71-day supply was the same as on Dec. 1.

DOMESTIC DAYS' SUPPLIES

	Jan. 1, 1990	Dec. 1, 1989	Jan. 1, 1989
Talon	70	81	—
Premier	247	210	186
Total Eagle	139	138	186
Horizon	161	104	134
Laser	145	148	—
Sundance	92	58	70
Reliant	69	70	64
Acclaim	94	75	42
Caravelle	—	—	120
Gran Fury	—	—	43
Total Plymouth	106	80	75
LeBaron K	—	—	94
LeBaron J	122	154	79
LeBaron GTS	324	250	154
Fifth Avenue (rwd)	157	104	185
Fifth Avenue (fwd)	105	107	—
Imperial	50	92	—
New Yorker C	141	125	44
New Yorker E	—	—	177
Total Chrysler	115	130	71
Omni	142	116	125
Shadow	66	46	67
Daytona	150	152	118
Aries	66	68	53
Lancer	322	205	246
Spirit	85	82	29
Diplomat	—	—	52
Dynasty	60	59	38
Dodge 600	—	—	116
Total Dodge	84	76	65
CHRYSLER MTRS.	100	89	73
Escort	137	146	84
Mustang	123	92	79
Tempo	85	91	55
Taurus	62	64	59
Thunderbird	134	98	57
Probe	157	132	76
Crown Victoria	85	106	74
Total Ford Div.	102	101	69
Tracer/Lynx	85	73	185
Topaz	100	112	68
Sable	86	92	77
Cougar	122	100	54
Grand Marquis	87	83	61
Total Mercury	96	95	76
Continental	64	61	29
Town Car	56	33	45
Mark VII	125	83	124
Total Lincoln	64	45	48
Total L-M Div.	84	75	66
FORD MOTOR CO.	96	92	68
Skyhawk	92	74	167
Somerset/Skylark	105	101	116
Century	79	94	72
Regal	145	160	91
LeSabre	84	70	63
Reatta	205	83	177
Electra	122	101	101
Riviera	97	85	86
Total Buick	96	95	85
Cimarron	—	—	26
Allante	189	102	262
Seville	57	61	56
DeVille	96	76	42
Brougham	57	50	56
Eldorado	97	86	78
Total Cadillac	94	70	51
Geo Prizm/Nova	75	132	94
Cavalier	70	91	49
Camaro	211	146	75
Celebrity	119	109	82
Corsica/Beretta	158	138	99
Lumina/Monte Carlo	101	94	51
Caprice	77	76	64
Corvette	94	85	110
Total Chevrolet	102	108	71
Calais	96	87	104
Cutlass Ciera	111	83	65
Cutlass Supreme	133	156	92
88	105	104	95
98	115	90	70
Toronado	75	63	107
Total Oldsmobile	112	103	83
Fiero	—	—	64
Sunbird	75	93	52
Firebird	188	155	116
Grand Am	80	86	39
Pontiac 6000	85	99	70
Grand Prix	143	120	100
Bonneville H	99	96	92
Safari/Parisienne	—	55	107
Total Pontiac	98	101	67
GENERAL MTRS.	101	99	73
HONDA	32	30	12
MAZDA	110	114	69
MITSUBISHI	77	67	—
NISSAN	215	96	56
TOYOTA*	26	23	20
DOM. TOTAL	92	88	67
Subcompact	63	62	50
Compact	75	78	56
Intermediate	107	99	72
Standard	87	78	68
Specialty	116	86	117

*Estimate

Bruce expects Infiniti sales to improve

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

CARSON, Calif. — Infiniti insists it is not disappointed in early sales results but promises they will improve in the months ahead.

In the Nissan luxury division's first seven weeks of business, sales totaled 1,723 cars — 1,072 Q45s and 651 M30s. If taken as a single reporting period, the Nov. 8-Dec. 31 total works out to 34 cars for each of the 50 dealers open at the outset, said William Bruce, Infiniti general manager.

"That's about right on," Bruce said. "By yearend, we'll be averaging 40 a month for each dealer."

That is the closest Infiniti has come to publicly announcing a sales goal. Bruce has insisted all along Infiniti should not be judged on the basis of sales alone and that the division has a lower sales target than Toyota's Lexus luxury division, which opened Sept. 1.

The math for Infiniti works out to roughly 30,000 units for 1990, or half the recently lowered Lexus 1990 goal of 60,000 sales. Averaging 40 cars a month, the initial 50 dealers would account for 24,000 units. Additional sales would come from another 20 or so dealers scheduled to open this year.

Officials in Japan have indicated that U.S.-bound production of the M30 and Q45 would be about 32,000 units for the year.

Infiniti has sold 1,072 Q45s in its first seven weeks of business.

"A lot of people are wringing their hands because Infiniti is only selling at a third the level Lexus is, but Infiniti never intended to sell as many as Lexus," said George Peterson, president of the AutoPacific Group, a Newport Beach, Calif., consultancy.

"If they sell half as many as Lexus, they'll be successful in their own minds."

But Infiniti and its dealers will have to work hard to reach Bruce's sales-per-dealer target, said Christopher Cedergren, senior analyst at J.D. Power and Associates, Agoura Hills, Calif.

"The whole luxury car market is slowing down a bit," Cedergren said. Between the general economy and two new Japanese competitors, it's increasingly a buyers' market for luxury cars, he noted.

One surprise in the early report is that sales of the M30 entry-level coupe are running better than anticipated, at 38 percent of total sales. Officials in Japan had said the M30 would account for about one-third of production.

Lexus is struggling to boost sales of its entry-level model, the ES250 sedan. Despite new advertising that focuses directly on the car, some dealers are starting to deeply discount the smaller sedan.

While Lexus expects to sell its original target of 40,000 LS400 models in 1990, it will sell only 20,000 ES250s, not the original target of 30,000, said J. Davis Illingworth, general manager.

In 1989 Lexus sold 16,302 cars — 11,574 LS400s and 4,728 ES250s.

GM

FROM PAGE 2

1991 and 1992 model year programs are safe.

Programs under scrutiny are for the 1993 model year and beyond. Of those, high-volume, high-profit margin and low-investment programs are being protected.

The 1993 Buick Century and Oldsmobile Ciera program, high-volume cars in the bread and butter mid-size segment, are among the protected programs.

Those in jeopardy are niche vehicles that generate low volumes and no significant market share gains. Cadillac, for example, recently scrapped its LSS concept, an all-new model that was to compete against European and Japanese luxury models. An Oldsmobile exclusive model planned for 1995 was pushed back a year to 1996.

Minor year-to-year cosmetic redesigns also are being dumped.

GM will reinstitute programs to reduce the salaried workforce in North America which totals 107,000 people. The same programs were in effect from January to April 1988 and resulted in the cut of 40,000 jobs from mid-1986 to April 1988.

GM said no targets for headcount reduction have been set. But, late last year, an internal study indicated that GM could cut headcount by up to 5 percent annually over an unspecified timeframe.

Employees under age 53 will receive special payments to leave the company based on their length of service. The program is in effect from March 1 to June 30.

Employees 53 and older will be eligible for an early retirement incentive. Payment is based on length of service. The early retirement provisions are in effect from April 1 to September 1. Both programs require mutual agreement by employee and management.

EPA may cut hydrocarbons in gas-fueled vehicles

WASHINGTON — The EPA has proposed a rule that would reduce hydrocarbon vapors that escape from gasoline-fueled vehicles.

The EPA said the proposal would cut emissions of volatile organic compounds — a form of hydrocarbon that contributes to smog — from cars and light and heavy trucks by 5 percent.

To comply, manufacturers would most likely use larger charcoal canisters to capture more of the vapors and make changes that would more efficiently channel the vapors to the engine, the EPA said. The changes would add about $10 to the price of a new vehicle.

The EPA said the proposed rule would affect evaporative emissions from vehicles that are running or that are parked for more than a day.

The EPA proposes to remedy both problems by revising test procedures used to certify all vehicles.

Following publication of the proposal, the EPA will hold a public hearing and then allow a 30-day public comment period.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$1,000	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$750**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Dodge	**$1,000-$1,500**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Dodge Trucks	**$1,000 - $2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Eagle	**$1,000-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Plymouth	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
All minivans	**$1,000**	**3.9**	**4.9**	**7.9**	**9.9**	**Jan. 31**
*—Buyer will receive any increase in rebate through Sept. 30, 1990.						
Ford Motor Co. (1989 models)						
Ford cars	$750-$1,000	6.9	8.9	9.9	10.9	Feb. 5
Ford trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 5
Mercury	$1,000-$1,500	6.9	8.9	9.9	10.9	Feb. 5
Merkur	$3,000-$4,000					Feb. 5
Ford Motor Co. (1990 models)						
Ford cars	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Ford trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Lincoln Continental, Mark VII	**$1,500**					**Mar. 31**
Mercury Topaz, Cougar, Sable	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Finance incentives on Aerostar, Taurus, Taurus SHO and Sable are 4.9; 4.9; 4.9; and 10.9.						
General Motors (1989 models)						
Chevrolet cars	$300-$1,000	6.9	8.9	9.9	10.9	Feb. 2
Chevrolet trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
GMC	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
Olds Cutlass Supreme	$1,500	4.9	4.9	4.9	10.9	Feb. 2
Other Oldsmobile	None	6.9	8.9	9.9	10.9	Feb. 2
Pontiac Grand Prix	$1,000	4.9	4.9	4.9	10.9	Feb. 2
Other Pontiac	$750 - $1,000	6.9	8.9	9.9	10.9	Feb. 2
General Motors (1990 models)						
Buick	**$200-$1,250***	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet cars**	**$800-$1,500**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
GMC	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Olds Cutlass Supreme	**$1,500**	**4.9**	**4.9**	**4.9**	**10.9**	**Feb. 2**
Other Oldsmobile	**None**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Pontiac Grand Prix	**$1,000**	**4.9**	**4.9**	**4.9**	**10.9**	**Feb. 2**
Other Pontiac	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
*—Based on option packages selected. **—Finance rates on Chevrolet Lumina are 4.9; 4.9; 4.9; 10.9.						
Hyundai Excel (1989, 1990)	**$300-$1,000**					**Mar. 5**
Mitsubishi Eclipse (1990)	**$1,000**					**Jan. 31**
Sterling (1989 models)	$5,000					Mar. 31
Subaru (1989 models)						
Justy ECVT	$1,000					Feb. 22
Other Justy	$500					Feb. 22
XT, XT6	$1,000-$3,000*					Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.						
Suzuki (1989 models)						
Swift	$500-$2,000					Mar. 31
Samurai	$1,000					Mar. 31
Sidekick	$500-$3,000					Mar. 31

Automakers expand, revise incentives

By Arlene Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Several automakers and importers started the new year by adjusting, expanding or discontinuing their incentive programs.

Chrysler Corp. dropped the $250 dealer incentive on its 1990 minivans and expanded its "Guaranteed Rebate" program to customers to include 1990 Plymouth Sundance and Acclaim; Dodge Dynasty, Shadow and Spirit; and Chrysler New Yorker Landau and Salon models.

Retail purchasers or leasees taking delivery by Jan. 31 are eligible for a rebate of $1,000. If a higher rebate is offered on those vehicles by Sept. 30, Chrysler will pay the customer the difference.

Also, Chrysler increased the customer rebates on 1989 Dodge Shadow, Spirit and Dynasty; Chrysler New Yorker; and Plymouth Acclaim and Sundance models to $1,000.

Special finance rates ranging from 6.9 percent to 9.9 percent are available in lieu of rebates. The program runs indefinitely.

Ford Motor Co. increased the customer cash rebate on its 1990 Lincoln Continental from $1,000 to $1,500 and added the 1990 Lincoln Mark VII to the program. The offer ends March 31.

Also, Ford dropped some vehicles from its dealer incentive program that expired Jan. 9 and extended the program on others. Still included are the 1989 Ranger, $250 to 750; 1989-90 Taurus SHO, $500; 1990 Ranger, $250; and 1989-90 Bronco II, $250. The dealer rebates end Feb. 5.

Dealer incentives on Chevrolet cars and trucks, Pontiac cars and GMC Trucks have expired.

Dealer incentives on all Buicks except 1989 and 1990 Reatta, Riviera and Park Avenue Ultra also have expired. The Oldsmobile dealer rebates on 1989 and 1990 vehicles continue until Feb. 2.

Toyota Motor Sales U.S.A. announced a new dealer incentive program to replace one that ended Jan. 3. Rebates on Tercel, Camry and Corolla are $400 to $1,200 on 1989 models and $100 to $800 on 1990 models. The payment to dealers is $2,000 on 1989 Supras. Truck rebates to dealers are: 1990 4x4 pickup, $300; all 1989 and 1990 4x2 pickups except the base model, $600; 1989 and 1990 base model 4x2 pickup truck, $1,000; 1990 4Runner, $600; and 1989 cargo/panel and passenger vans, $3,000. Toyota's dealer incentive program expires Feb. 2.

Nissan Motor Corp. in U.S.A. is offering dealer incentives on several vehicles: 1988 and 1989 Pulsar NX, $2,000 in California and $1,000 elsewhere; 1988-90 Sentra and pickups, up to $1,000, varying by region; 1988-89 Pathfinder, $500; and 1990 Axxess, $1,000.

Peugeot Motors of America announced factory-to-dealer cash incentives on all 1989 and 1990 cars. Dealers earn $1,000 to $2,000 per car depending on the number of cars sold. The Peugeot program runs indefinitely.

Subaru of America adjusted its dealer and customer cash incentive programs. The 1989 XT and XT6 carry a $1,000 to $3,000 rebate, which goes to the customer in some regions and to the dealer in others.

The $200 dealer cash payment on the 1989 Justy ECVT has been extended, and a $1,000 customer rebate has been added to that car. All other 1989 Justy models carry a $500 customer rebate.

Suzuki of America announced the following customer rebates on 1989 vehicles:

Samurai, $1,000; Swift GT, manual transmission, $1,000; Swift GT, automatic, $2,000; Swift GA, California only, $500; Swift GLX, $1,000; Sidekick JA, $500; Sidekick JX, softtop, $2,000; Sidekick JLX, softtop, $3,000 in California and $2,000 elsewhere; Sidekick JX hardtop, $3,000 and Sidekick JLX, hardtop, $3,000.

Suzuki dealer incentives include the 1990 Swift GA, $400; 1990 Sidekick JX, softtop, $700 (softtop) and $1,500 (hardtop). The Suzuki programs expire March 31.

Volkswagen of America discontinued its cash-to-customer program on 1989 models and is now offering that cash exclusively to dealers on remaining 1989 cars and Vanagons.

Rebates are: Fox, $600-$1,000; Golf, $1,000; Golf GL, $1,200; GTI, $2,000; base Jetta, $1,000; Jetta GL, $1,500; Jetta Diesel, $1,500; Jetta Wolfsburg, $2,000; Jetta Carat, $2,000; Jetta GLI, $2,500; Cabriolet, $1,000; Vanagon, $3,000; and Vanagon Camper, $4,000.

Hyundai Motor America is offering its retail customers $500 on 1989-90 base Excels; $750 on 1989-90 Excel GL and GS; and $1,000 on 1989-90 Excel GLS. Hyundai dealers get a rebate of $500 on each 1989 Excel. Customer and dealer programs expire March 5.

Sterling Motor Cars is offering a $5,000 retail rebate on 1989 cars through March 31.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models)		
TC by Maserati	$6,000	None
Ford Motor Co. (1989 models)		
Taurus SHO	$500	Feb. 5
Ford Ranger	$250-$750, quota	Feb. 5
Bronco II	$250	Feb. 5
Ford Motor Co. (1990 models)		
Taurus SHO	**$500**	**Feb. 5**
Ford Ranger, Bronco II	**$250**	**Feb. 5**
General Motors (1989 models)		
Buick Regal	$1,500	Feb. 2
Chevrolet Corvette	$2,000-$4,000, quota	Feb. 2
Oldsmobile	$500-$2,500	Feb. 2
General Motors (1989-90 models)		
Buick (1990 only)	**$1,000-$2,000 on Reatta, Riviera, Park Avenue Ultra**	**Feb. 2**
Chevrolet Geo Tracker	**$1,000**	**Feb. 2**
Oldsmobile (1990 only)	**$300-$1,000, quota**	**Feb. 2**
Hyundai Excel (1989)	$500	Mar. 5
Isuzu (1989 models)		
Impulse, I-Mark	$300	Mar. 31
Trooper	$500-$1,500, quota	Mar. 31
Pickup	$500-$700	Mar. 31
Isuzu (1990 models)		
Trooper	**$500-$1,500, quota**	**Mar. 31**
Pickup	**$500-$700, quota**	**Mar. 31**
Nissan (1988-89 models)		
Pulsar NX	$1,000 $2,000 in Calif.	Jan. 31 Jan. 31
Pathfinder	$500	Mar. 2
Nissan (1988-90 models)		
Sentra, pickups	**Up to $1,000***	**Mar. 2**
1990 Axxess	**$1,000**	**Mar. 2**
*—Payment varies by regions.		
Peugeot (1989-90 models)	**$1,000-$2,000**	**None**
Subaru (1989 models)		
Justy ECVT	$200	Feb. 22
XT, XT6	$1,000-$3,000*	Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.		
Suzuki (1990 models)		
Swift	**$400**	**Mar. 31**
Sidekick	**$700-$1,500**	**Mar. 31**
Toyota (1989 models)		
Cars	$400-$2,000, some based on quota	Feb. 2
Trucks	$300-$3,000	Feb. 2
Toyota (1990 models)		
Cars	**$100-$800, some based on quota**	**Feb. 2**
Trucks	**$300-$1,000**	**Feb. 2**
Volkswagen (1989 models)		
Cars	$800-$2,500	None
Vanagon	$3,000-$4,000	None

PRODUCTION

Output blues spread to transplants

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Along with the 38 Big 3 assembly plants that have been or will be temporarily idled this month, one transplant and one joint-venture company will also scale back output.

Mazda Motor Manufacturing (U.S.A.) Corp. will trim its schedule later this month from 62 cars per hour to 55 per hour. Mazda will place workers in training programs instead of laying them off.

Also, Diamond-Star Motors, a joint venture between Chrysler Corp. and Mitsubishi, has eliminated overtime and plans to make minor line speed cutbacks this month.

Last week's scheduled auto production of 48,551 jumped 24.48 percent from the prior week but fell 66.83 percent from the year-ago week.

Last week's estimated production was split as follows: Ford Motor Co., 25.01 percent; Honda of America Manufacturing, 15.26 percent; General Motors, 14.79 percent; Toyota Motor Manufacturing U.S.A., 8.85 percent; Mazda, 8.85 percent; New United Motor Manufacturing Inc., 8.44 percent; Chrysler Motors, 7.00 percent; Diamond-Star Motors, 5.75 percent; Nissan Motor Manufacturing Corp. U.S.A., 4.90 percent; and Subaru-Isuzu Automotive, 1.15 percent.

Truckmakers planned production of 31,391 units last week, 12.39 percent below the previous week and 63.89 percent below the year-ago week.

All assembly plants are idle today in observance of Martin Luther King Jr. Day.

Ford extended the holiday for the remainder of the week at its Edison, N.J.; Lorain, Ohio; and St. Louis plants.

Chrysler's St. Louis No. 1 and Sterling Heights, Mich., plants are idle this week. The company's Warren, Mich., plant will be closed Jan. 22 to Feb. 5 because of sluggish sales.

Chrysler will shut down its Belvidere, Ill.; Toledo, Ohio; and Newark, Del., facilities Feb. 5 for one week to adjust inventory.

GM facilities that are closed until Jan. 22 due to poor sales are: Lansing, Mich., Grand Am line; Shreveport, La.; Flint, Mich.; Baltimore; Pontiac West in Pontiac, Mich.; Bowling Green, Ky.; Doraville, Ga.; and the Fairfax plant in Kansas City, Kan. The Van Nuys, Calif., plant will be closed until Feb. 5.

Canadian cars far behind '89

Canadian automakers targeted production of 10,525 cars last week, more than double the prior week's total but 44.21 percent below the year-ago week.

So far this year, 14,571 cars have been built, 53.50 percent below last year's tally at this time.

Truck output was scheduled at 11,224 units last week, 0.18 percent below the previous week and 41.56 percent below the year-ago week.

U.S. CAR	Week Ended Jan. 13, 1990	Week Ended Jan. 14, 1989	Week Ended Jan. 6, 1990	Jan. to Date	Jan. 1 to Jan. 13, 1990	Jan. 1 to Jan. 14, 1989
Horizon	0	0	897	897	897	0
Sundance	1,800	2,355	1,529	3,329	3,329	5,061
Acclaim	0	1,302	0	0	0	2,114
Total Plymouth	1,800	3,657	2,426	4,226	4,226	7,175
LeBaron J	0	2,259	0	0	0	4,684
LeBaron GTS	0	244	0	0	0	418
N. Yorker C-Class	0	2,212	0	0	0	4,937
Fifth Avenue	0	0	0	0	0	0
Imperial	0	0	0	0	0	0
Total Chrysler	0	4,715	0	0	0	10,039
Omni	0	0	1,027	1,027	1,027	0
Daytona	0	2,301	0	0	0	4,699
Shadow	1,600	2,181	1,775	3,375	3,375	4,956
Dynasty	0	2,785	0	0	0	6,389
Lancer	0	182	0	0	0	393
Spirit	0	1,320	0	0	0	2,406
Total Dodge	1,600	8,769	2,802	4,402	4,402	18,843
CHRYSLER MOTORS	3,400	17,141	5,228	8,628	8,628	36,057
Escort	3,000	9,185	2,156	5,156	5,156	15,862
Mustang	0	4,447	2,973	2,973	2,973	7,548
Tempo	0	4,040	0	0	0	7,065
Taurus	4,173	8,609	3,414	7,587	7,587	15,064
Thunderbird	0	3,063	0	0	0	5,547
Total Ford Div.	7,173	29,344	8,543	15,716	15,716	51,086
Topaz	0	1,490	0	0	0	2,666
Cougar	0	3,086	0	0	0	5,543
Sable	1,049	2,954	778	1,827	1,827	5,290
Total Mercury	1,049	7,530	778	1,827	1,827	13,499
Continental	868	1,566	827	1,695	1,695	3,012
Mark VII	431	781	397	828	828	1,505
Town Car	2,621	2,349	2,452	5,073	5,073	4,518
Total Lincoln	3,920	4,696	3,676	7,596	7,596	9,035
Total L-M Div.	4,969	12,226	4,454	9,423	9,423	22,534
FORD MOTOR CO.	12,142	41,570	12,997	25,139	25,139	73,620
Skyhawk	0	338	0	0	0	1,198
Skylark/Somerset	0	287	0	0	0	271
Century	0	3,451	0	0	0	6,050
Riviera	0	623	0	0	0	1,105
Electra	2,327	1,197	0	2,327	2,327	3,607
LeSabre (fwd)	0	0	0	0	0	0
LeSabre (rwd)	138	214	174	312	312	396
Reatta	189	288	0	189	189	500
Total Buick	2,654	6,379	174	2,828	2,828	13,127
Eldorado	0	751	0	0	0	1,280
Seville	0	562	0	0	0	973
Brougham (rwd)	0	1,077	0	0	0	2,078
DeVille (fwd)	0	4,121	0	0	0	7,446
Allante	75	75	60	135	135	135
Total Cadillac	75	6,586	60	135	135	11,912
Cavalier	0	9,220	0	0	0	16,314
Camaro	0	2,485	0	0	0	4,532
Celebrity	0	4,520	0	0	0	8,096
Corsica/Beretta	0	9,002	0	0	0	15,562
Caprice	1,385	3,484	1,046	2,431	2,431	6,509
Corvette	0	450	0	0	0	810
Total Chevrolet	1,385	29,161	1,046	2,431	2,431	51,823
Calais	0	479	0	0	0	454
Cutlass Ciera	0	1,678	0	0	0	3,028
Cutlass Supreme	0	3,646	0	0	0	3,630
Toronado	0	324	0	0	0	543
88 (fwd)	1,723	2,790	0	1,723	1,723	7,227
88 (rwd)	0	227	0	0	0	592
98	0	1,412	0	0	0	3,845
Total Oldsmobile	1,723	10,556	0	1,723	1,723	19,229
Sunbird	0	2,507	0	0	0	4,507
Grand Am	0	4,794	0	0	0	8,892
Firebird	0	1,574	0	0	0	2,850
Grand Prix	0	4,000	0	0	0	4,060
Pontiac 6000	0	2,223	0	0	0	3,887
Bonneville	1,339	939	0	1,339	1,339	4,187
Safari/Parisienne	0	115	0	0	0	209
Total Pontiac	1,339	16,152	0	1,339	1,339	28,392
GENERAL MOTORS	7,176	68,834	1,280	8,456	8,456	124,483
DIAMOND-STAR	2,791	644	1,951	4,742	4,742	864
HONDA	7,410	7,482	5,957	13,367	13,367	13,206
Civic	5,689	2,420	4,520	10,209	10,209	4,431
Accord	1,721	5,062	1,437	3,158	3,158	8,775
MAZDA†	4,297	4,905	3,209	7,506	7,506	8,309
NISSAN	2,380	2,737	1,585	3,965	3,965	4,352
NUMMI	4,100	3,067	2,855	6,955	6,955	5,354
Corolla	2,100	1,473	1,350	3,450	3,450	3,051
Geo Prizm/Nova	2,000	1,594	1,505	3,505	3,505	2,303
SUBARU-ISUZU*	560	0	560	1,120	1,120	0
TOYOTA	4,295	0	3,382	7,677	7,677	0
Total Cars, U.S.	48,551	146,380	39,004	87,555	87,555	266,265
Total Cars, Canada	10,525	18,866	4,046	14,571	14,571	31,333
U.S., Canada Cars	59,076	165,246	43,050	102,126	102,126	297,598
U.S., Canada Cars and Trucks	101,691	271,384	90,124	124,594	191,815	495,658

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Jan. 13, 1990	Week Ended Jan. 14, 1989	Week Ended Jan. 6, 1990	Jan. to Date	Jan. 1 to Jan. 13, 1990	Jan. 1 to Jan. 14, 1989
Monaco	1,000	0	830	1,830	1,830	0
Premier	275	1,297	190	465	465	1,275
CHRYSLER MOTORS	1,275	1,297	1,020	2,295	2,295	1,275
Tempo	0	4,537	0	0	0	6,920
Topaz	0	1,198	0	0	0	2,740
Crown Victoria	2,692	2,947	0	2,692	2,692	4,983
Grand Marquis	3,068	2,891	0	3,068	3,068	4,911
FORD MOTOR CO.	5,760	11,573	0	5,760	5,760	19,554
Celebrity	0	198	0	0	0	389
Cutlass Ciera	0	3,780	0	0	0	7,005
Lumina	0	61	0	0	0	55
Regal	0	233	0	0	0	158
GENERAL MOTORS	0	4,252	0	0	0	7,587
HONDA	2,100	1,564	1,752	3,852	3,852	2,612
HYUNDAI*	310	0	310	620	620	0
TOYOTA	900	0	820	1,720	1,720	0
VOLVO	180	180	144	324	324	305
Total Cars, Canada	10,525	18,866	4,046	14,571	14,571	31,333

U.S. TRUCK	Week Ended Jan. 13, 1990	Week Ended Jan. 14, 1989	Week Ended Jan. 6, 1990	Jan. to Date	Jan. 1 to Jan. 13, 1990	Jan. 1 to Jan. 14, 1989
Caravan	1,900	2,444	2,193	4,093	4,093	4,416
Dakota	1,300	2,138	0	1,300	1,300	3,446
Caravan C/V	100	208	142	242	242	383
Ram pickups	1,600	2,141	0	1,600	1,600	3,443
Total Dodge	4,900	6,931	2,335	7,235	7,235	11,688
Cherokee	0	3,732	0	0	0	5,737
Comanche	0	636	0	0	0	1,081
Grand Wagoneer	0	350	0	0	0	585
Wagoneer	0	193	0	0	0	221
Total Jeep	0	4,911	0	0	0	7,604
Voyager	1,900	2,288	1,922	3,822	3,822	4,221
Town & Country	50	0	63	113	113	0
Total C-P Div.	1,950	2,288	1,985	3,935	3,935	4,221
CHRYSLER MOTORS	6,850	14,128	4,320	11,170	11,170	23,513
Aerostar	0	4,955	3,200	3,200	3,200	8,779
Bronco	1,153	1,878	0	1,153	1,153	3,502
Bronco II	0	2,761	2,212	2,212	2,212	4,659
Econoline	0	5,217	3,185	3,185	3,185	9,107
Mediums/Heavies	1,282	1,294	1,030	2,312	2,312	2,356
Light trucks	4,772	11,808	4,816	9,588	9,588	19,961
Ranger	0	7,441	3,196	3,196	3,196	12,243
Total Ford Div.	7,207	35,354	17,639	24,846	24,846	60,607
FORD MOTOR CO.	7,207	35,354	17,639	24,846	24,846	60,607
Astro	0	3,566	0	0	0	6,064
Blazer	0	539	0	0	0	1,033
Lumina APV	1,313	0	977	2,290	2,290	0
Mediums/Heavies	252	0	228	480	480	0
P-Model	0	0	0	0	0	0
Pickups	167	5,027	149	316	316	19,175
S-10	3,792	7,070	2,690	6,482	6,482	10,538
S-10 Blazer	123	4,246	0	123	123	7,136
Sportsvan/Van	0	1,331	0	0	0	2,803
Suburban	0	1,514	0	0	0	2,600
Total Chevrolet	5,647	23,293	4,044	9,691	9,691	49,349
Jimmy	0	160	0	0	0	290
Mediums/Heavies	408	0	185	593	593	0
P-Model	0	0	0	0	0	0
Pickups	70	1,716	42	112	112	6,431
S-15	833	1,407	1,215	2,048	2,048	2,558
S-15 Jimmy	36	1,335	0	36	36	1,872
Safari	0	930	0	0	0	1,511
Suburban	0	571	0	0	0	1,243
Vandura/Rally Vans	0	444	0	0	0	762
Total GMC	1,347	6,563	1,442	2,789	2,789	14,667
Olds Silhouette	533	0	429	962	962	0
Pontiac Trans Sport	1,105	0	973	2,078	2,078	0
GENERAL MOTORS	8,632	29,856	6,888	15,520	15,520	64,016
NAVISTAR	1,632	1,592	905	2,537	2,537	2,757
NISSAN	3,060	3,252	2,068	5,128	5,128	5,104
SUBARU-ISUZU*	560	0	560	1,120	1,120	0
AM GENERAL*	450	450	450	900	900	810
MISCELLANEOUS*	3,000	2,300	3,000	6,000	6,000	4,140
Total Trucks, U.S.	31,391	86,932	35,830	67,221	67,221	180,947

CANADIAN TRUCK	Week Ended Jan. 13, 1990	Week Ended Jan. 14, 1989	Week Ended Jan. 6, 1990	Jan. to Date	Jan. 1 to Jan. 13, 1990	Jan. 1 to Jan. 14, 1989
Caravan	3,234	3,230	3,071	6,305	6,305	6,005
Caravan C/V	204	206	171	375	375	382
Ram Wagon	0	677	0	0	0	1,249
Ram Van	0	1,763	0	0	0	3,073
Total Dodge	3,438	5,876	3,242	6,680	6,680	10,709
Voyager	2,706	2,718	1,888	4,594	4,594	4,840
Total Plymouth	2,706	2,718	1,888	4,594	4,594	4,840
Wrangler	0	968	0	0	0	1,648
Total Jeep	0	968	0	0	0	1,648
CHRYSLER MOTORS	6,144	9,562	5,130	11,274	11,274	17,197
FORD MTR. (lt. trks.)	0	3,506	2,258	2,258	2,258	6,365
Light trucks	3,380	2,834	2,726	6,106	6,106	6,336
Vans	0	1,482	2	2	2	2,655
Total Chevrolet	3,380	4,316	2,728	6,108	6,108	8,991
Light trucks	1,500	1,016	971	2,471	2,471	2,913
Vans	0	534	1	1	1	1,164
Total GMC	1,500	1,550	972	2,472	2,472	4,077
GENERAL MOTORS	4,880	5,866	3,700	8,580	8,580	13,068
NAVISTAR	200	272	156	356	356	483
Total Trks., Canada	11,224	19,206	11,244	22,468	22,468	37,113
U.S., Canada Trks.	42,615	106,138	47,074	89,689	89,689	198,060

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News

January 22, 1990

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Pentagon cutback no Big 3 calamity

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Automakers and suppliers involved in defense work will lose business as Pentagon spending declines during a new era of peace and arms control.

But the No. 2 man at the Pentagon said the losses are unlikely to be painful.

The Big 3 no longer make the tanks, heavy artillery and sophisticated weapons systems that are most at risk, said Donald Atwood, the former General Motors vice chairman who became deputy secretary of defense under President Bush. Atwood, 65, is credited with making GM one of the top 10 defense contractors through the purchase and operation of Hughes Aircraft Co.

Chrysler Corp. and Ford Motor Co. have put their defense operations on the block. Their operations are minuscule compared with GM's.

General Motors is the seventh largest defense contractor, with contracts valued at $3.55 billion for fiscal 1988, the latest figures available from the Pentagon. The biggest part of GM's defense business is Hughes Aircraft Co., acquired in 1985 for about $5 billion in a bidding war with Ford.

Despite the fading threat of the Warsaw Pact and Soviet Union, U.S. armed forces will continue to need conventional vehicles, which all three automakers can provide, Atwood said.

He sees defense electronics as a growth area for GM and Hughes as well as for Ford Motor Co.'s Ford Aerospace subsidiary.

Atwood considers defense electronics a growth area for GM Hughes and Ford Aerospace

RANDY SANTOS

Ford tries to sell Aerospace, Page 45

Their expertise in the area would be needed in the next 10 to 20 years," Atwood said in an interview.

"I foresee that Hughes has a tremendous research and development capability, which would still be a major player. Ford Aerospace and its BDM subsidiary are viable organizations that would continue to do research and development activity for the Department of Defense," Atwood said.

Lawrence Korb, assistant defense secretary from 1981-85, said that because the auto companies are defense subcontractors, "they really won't be hurt much at all."

Korb predicts a 5 percent loss in automakers' government contracts.

He is sympathetic with Ford and Chrysler management: "If defense is not your main business, it would be a good idea to get out now."

In the long term, reductions in defense spending could help the auto industry, said Christopher Caton, director of forecasting for DRI/McGraw-Hill. Defense cuts through 1994 would lower the federal deficit enough for interest rates to drop 1.4 percentage points. The lower cost of borrowing would increase car sales 2.9 percent in 2000, Caton said.

Politicians and academicians versed in the give-and-take of defense budgets predict that big-bucks weaponry, such as the $500 million-a-copy B-2 Stealth bomber, will take the first hits.

Among the Big 3, only GM stands to lose if those big projects go down. It won the contract to build the engine for the $20 mil-

DEFENSE, page 45

Jury slams Toyota over allocations

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

A Missouri jury has landed another blow to the controversial turn-to-earn allocation system with a $5 million award to Fred Angle, an ex-Toyota dealer from Kansas City. The formula is used by many automakers to dispense cars to dealers.

Toyota Motor Sales U.S.A. says it will challenge the award given to Angle. The jury ruled the company had driven Angle's Toyota dealership out of business by purposely shorting its allocation of cars.

Angle, owner of Fred Angle Nissan, also in Kansas City, declined comment on the verdict handed down Jan. 12 in Clay County Circuit Court.

But his lawsuit focused on the turn-to-earn system, showing it can be used not only to reward dealers but also to punish them.

"Turn-to-earn" allocation systems, used by most domestic and import automakers, are based on the idea that dealers with high turnover get relatively more cars when there are product shortages. The jury ruled Toyota had misused the system to cut his allocation to six cars a month and drive Angle out of business.

Toyota declined comment on

see TOYOTA, page 50

Chrysler to reduce sales of Mitsubishi cars, trucks

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chrysler Motors will rely less on Mitsubishi Motors in 1990, importing and selling 37 percent fewer vehicles built by its Japanese partner than in 1989.

The cutback to 85,000 vehicles is the result of slackened product demand, diminished per-unit profits and reduced dependence on Mitsubishi by Chrysler.

The reduction in Chrysler Motors orders will probably force Mitsubishi Motors to cut production in Japan, a Mitsubishi spokesman said.

Mitsubishi also is expected to try to export to other global markets and to sell more Japanese-built units through Mitsubishi Motor Sales of America.

Michael Hammes, Chrysler Motors vice president of international operations, said the chief reason for the drop in 1990 Mitsubishi car volume is the softening of the U.S. auto market.

The decline in truck units is due to both a weakened U.S. industry and weak profit margins in the lower end of the pickup truck market, Hammes said.

He said Chrysler's dependence on Mitsubishi is waning as the U.S. company develops more globally competitive products. The cutback in Japanese units also reflects Chrysler's desire to use its marketing muscle — and money — to develop its own brand images. And it reflects a weakening of the yen against the dollar, which has put pressure on Mitsubishi's profitability.

Hammes said he expects built-up import volumes to decline further in the future, although the most recent series of negotiations covered only 1990.

"As we get more competitive with the Japanese — and we are a lot more competitive with them — our use of Japanese products is going to keep declining," he said. "I do not see the relationship of imported vehicles growing. I see it declining over time. But that is not a surprise to Mitsubishi, ourselves or anybody else."

Chrysler and Mitsubishi Motors recently concluded 18 months of contract negotiations under which Chrysler in the 1990 calendar year agreed to sell an estimated 70,000 Mitsubishi cars and 15,000 Mitsubishi trucks.

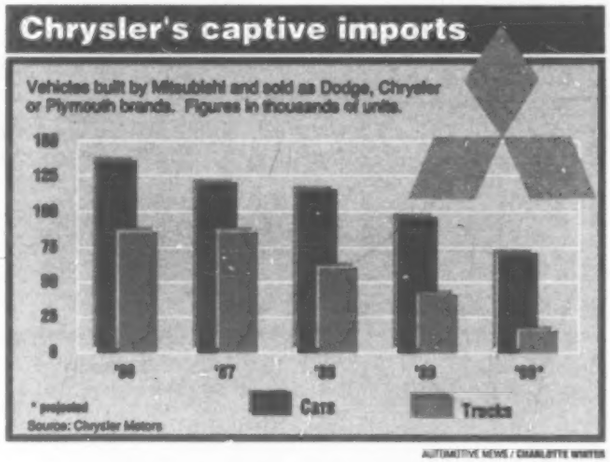
Chrysler in 1989 sold 95,000 Mitsubishi cars and 40,000 Mitsubishi trucks. As recently as 1986, Chrysler retailed 220,000 Mitsubishi-built units annually, which was its peak year.

Chrysler will also cut its 1990 purchases of Mitsubishi-built V-6 engines to 485,000 units, down from 520,000 engines in 1989. Chrysler introduced its own V-6 last year.

Chrysler in 1990 is dropping from its showrooms the Mitsubi-

see CHRYSLER, page 48

Chrysler's captive imports



AUTOMOTIVE NEWS / CHARLOTTE WHITE

New year brings sales upturn; cars, trucks up

By Charles M. Thomas and Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTERS

Economists and analysts have predicted slow sales for the first six months of the year. But apparently somebody failed to tell the customers.

A new round of incentives and warmer weather helped improve sales and shave bloated inventories in early January as U.S. car and light-truck makers reported a 45.50 percent surge over last year's slow Jan. 1-10 period. General Motors was the big gainer.

Chrysler minivan sales soar, Page 48

The rise in the daily selling rate was 27.32 percent because this year's period had eight selling days, one more than last year's. Last year's first 10 days were sluggish because rebates were scarce and there was payback from strong holiday sales in De-

see SALES, page 48

Another Europe record:
Car sales rose 4 percent for 1989, to a record 13.4 million units, despite predictions a year earlier of a softer market. VW crossed the wire with 2 million cars; Fiat was a nose behind. Page 3.

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Hopes fade for saving Omni/Horizon, Chrysler Detroit plant

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The UAW still has a glimmer of hope that Chrysler's Jefferson Avenue plant here can be saved with limited production of the Plymouth Horizon and Dodge Omni, but the prognosis is not good.

At a meeting with UAW officials last week, Chrysler Motors executives said they would consider the UAW proposal to market a barebones model in areas where the cars sell well, but the company was not too optimistic.

"We will take a look at it," said Chrysler spokesman Lee Sechler. "But we don't hold out a great deal of hope."

The plant is scheduled to close Feb. 2 when Omni/Horizon production ends.

A union proposal to produce minivans at Detroit Jefferson also was turned down by the company because of high costs to retool the plant.

"It's probably too late to turn (the plant) around, but they said they would check with the marketing department to see what could be done with the Omni and Horizon," said Frank Monaghan, president of UAW Local 889, which represents the secretarial force at Jefferson.

Monaghan said another meeting is scheduled for this week. In addition, he said UAW President Owen Bieber and Chrysler Corp. Chairman Lee Iacocca will meet Jan. 30 on the issue. Bieber also is a Chrysler director.

The union wants to produce an Omni/Horizon model that would retail for about $6,000 and basically target first-time buyers. Research by the union shows there is such a market.

Sechler said that when the decision was made in November to close the plant, it was producing 470 cars a day but sales were averaging just 230 a day.

On Jan. 1, the company had a 161-day supply of Horizons and a 142-day supply of Omnis.

Ninety percent of the dealers queried by the union blamed the autos' demise on poor marketing and styling.

"We need a $6,000 automobile," said Clayton Smith, a salesman at Lochmoor Chrysler-Plymouth in Detroit. He said the imported Colt will be the only low-priced model that Chrysler can offer after Omni/Horizon production ends, "but many people want to buy American."

A survey by the union showed the cars sell well in industrial towns such as Detroit. Smith said that when Chrysler offered rebates on the Horizon last fall, "we almost sold out of them."

Said Joe Asterpaul, new-car sales manager at South Bay Chrysler-Plymouth in Torrance, Calif.: "The car has looked the same since 1980. I've shown it many times to young people, and they just laugh at me."

Union leaders said Chrysler will also consider their proposal to allow unionized engineers, production and secretarial workers to perform all interim jobs that are needed as the company prepares for the scheduled 1992 opening of the new Jefferson plant.

AUTOMOTIVE NEWS/JOE WILSEMS

Time may be running out on workers at the Jefferson Avenue plant in Detroit.

2-million seller tops Europe's record year

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — In 1989, at least one carmaker became the first ever to sell more than 2 million autos in Western Europe in a year.

Chrysler expands in Europe, Page 49

There is still some debate as to which it was. Volkswagen Group finished first in the European sales rankings for the fifth straight year, according to industry estimates compiled by Automotive News — surpassing 2 million sales and achieving a 15 percent share of the market.

Other independent sources give the top spot to VW, though Fiat is challenging the outcome and claiming that it finished ahead of its West German rival.

European new-car sales were expected to decline in 1989, but instead set a record. But the long-expected downturn may be at hand as sales in Europe dropped in December.

Official tabulations from the 17 Western European markets will not be complete for a few months, but Automotive News estimates show sales totaled 13,447,600, a 4 percent increase over 1988, the previous record.

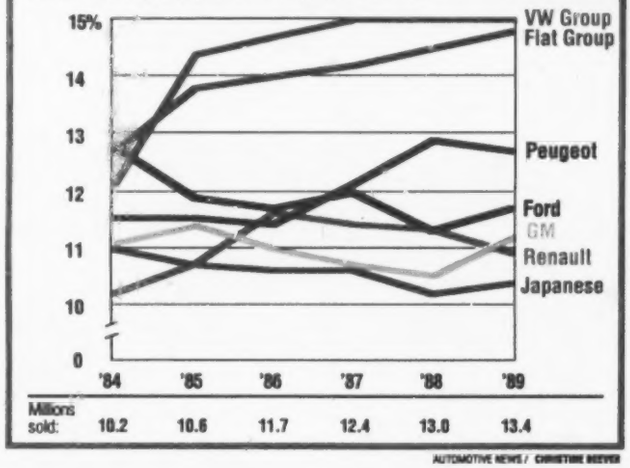
Sales in December slipped 11 percent to 820,300, impacted by declines in France and Great Britain. But the size of the French decline is uncertain because of a strike of civil service employees that resulted in a number of new-car sales going unregistered.

General Motors was the Europe's

see EUROPE, page 49

Share of Europe's passenger car market

Chart shows percent of market for the six largest automakers and all Japanese nameplates combined.



AUTOMOTIVE NEWS/ CHRISTINE REEVER

Stage set in Senate for clean-air battle

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The fight to pass clean-air legislation will move to center stage in the Senate this week, and the auto industry will be doing all it can to alter its course.

The industry will have to act fast. Environmentalists are pushing for a clean-air bill to be signed April 22, the 20th anniversary of Earth Day. Other government observers predict a bill will be signed by President Bush by midyear.

But the bill in the Senate — particularly its tough tailpipe emissions standards — has the potential to force changes in the size, shape and availability of cars and trucks, industry officials say. And that has domestic makers, importers and their dealers up in arms.

"The Senate bill is our worst nightmare," said Timothy MacCarthy, director of federal liaison for the Motor Vehicle Manufacturer's Association. "Taken as it is written, it would totally affect the auto industry and the products we produce."

The auto industry is not against new clean-air legislation. It expressed guarded support for Bush's clean-air proposal when it was introduced last year. And it backs the clean-air bill — again guardedly — as it is has been amended in the House of Representatives.

The tailpipe emissions provisions of that bill are virtually locked in by an agreement between the two adversarial leaders of the House debate, Rep. John D. Dingell, D-Mich., and Rep. Henry A. Waxman, D-Calif. They have agreed to a package of emissions controls that mirror those set to take effect in California and eight Northeast states in 1993.

Further House debate is anticipated over alternative fuels.

But the action in the House is likely to start later this year, following the Senate action.

To combat the momentum in the Senate, the MVMA is planning a major media campaign.

A General Motors spokesman said the automakers may place advertisements in major newspapers. The ads will essentially say the Senate measure will cripple indus-

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Informality seeps into Japanese management

Nissan leads way in new approach

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Nissan Director Kiyofumi Morimoto remembers his first board meetings at Nissan Motor Co. Only the top executive spoke. The rest were silent.

After 27 years in government, before joining Nissan in 1981, Morimoto was struck by the lack of communication in the corporate world.

But in 1985, there was a break in the hushed, rather autocratic formality that characterized Nissan's corporate style. Yutaka Kume became president and, in his inaugural speech, instructed employees to call him by his name, not his title.

Kume "opened a door," Morimoto said. Since then, employees have been encouraged to speak up; women staffers no longer have to wear uniforms; and salaries are based on ability and performance, not just seniority. Written and unwritten strictures have fallen rapidly. Morimoto calls the developments "drastic."

Now, other companies are coming to Nissan for advice, because they recognize not only a change in management style at Nissan, but also a greater spontaneity in the company's product development as a result. Both Mazda Motor Corp. and Isuzu Motors Ltd. have approached Nissan executives for tips on how they did it.

Toyota Motor Corp., while not acknowledging any influence from Nissan, has recently introduced its own reform program.

This rush to shake off what has been a traditional style of Japanese management may seem unusual to Westerners accustomed to the continual praise of Japanese management techniques. But there is a distinction between management in the factory and management in the head office.

On the plant floor, Japanese management tends to be much more egalitarian than American or European management, with more worker participation and fewer titles. Managers and workers dress in the same uniform and eat in the same cafeteria.

But at the head office, the lines of authority are clearly drawn. A Japanese board tends to be overloaded with titles, more than would be the case in the United States or Europe.

What is happening now is a gradual internationalization in Japanese business practice at the executive level. In some aspects of management style, in the office at least, Morimoto said, "We have a lot of things to learn from Americans and Europeans."

Sometimes Japanese decision-making is not so clear, and that can be frustrating for overseas staff, according to Morimoto. "Behind-the-curtain negotiating is sometimes needed, but it is difficult for others to know what is going on in a company."

In August, Toyota Motor Corp. introduced its plan to simplify the management structure and obtain greater flexibility. For one thing, the company decided there were too many titles. Too many people had to apply their hanko, or seal, to every proposal. As a result, making an immediate decision was impossible, according to managing director Iwao Isomura.

The company had simply become too big. It had outgrown the old system of management.

The world is changing rapidly, and customer needs are changing rapidly too, but at Toyota, "by the

see SHAKEUP, page 33

DECEMBER TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1989	TOTAL 1988
CHRYSLER-PLYMOUTH	MO	17,923						17,923	15,280
	YR	186,755						186,755	192,273
DODGE	MO	43,193						43,193	45,579
	YR	548,429						548,429	571,036
JEEP	MO	16,313						16,313	21,912
	YR	249,170						249,170	253,454
TOYOTA	MO	16,654						16,654	19,430
	YR	221,694						221,694	247,077
NISSAN	MO	10,153						10,153	14,309
	YR	153,412						153,412	169,591
MAZDA	MO	4,644						4,644	6,381
	YR	78,539						78,539	93,287
ISUZU	MO	10,369						10,369	8,756
	YR	103,373						103,373	90,405
MITSUBISHI	MO	4,274						4,274	3,302
	YR	38,707						38,707	43,516
SUZUKI	MO	1,051						1,051	3,610
	YR	24,172						24,172	57,064
RANGE ROVER	MO	588						588	444
	YR	4,822						4,822	3,427
FORD	MO	97,211	2,038		360	1,798	740	102,147	111,521
	YR	1,376,346	25,648		9,526	32,531	13,994	1,458,046	1,523,215
FREIGHTLINER	MO						1,893	1,893	2,256
	YR						23,381	23,381	24,164
CHEVROLET	MO	88,436		20	1,020	496		89,972	110,809
	YR	1,309,837		234	7,424	8,272		1,325,767	1,354,491
GMC	MO	25,707		256	279	1,025		27,267	28,639
	YR	353,788		4,458	5,371	12,780		376,397	386,174
OLDSMOBILE	MO	926						926	
	YR	2,122						2,122	
PONTIAC	MO	1,263						1,263	
	YR	3,226						3,226	
KENWORTH	MO					27	1,235	1,262	1,608
	YR					388	17,806	18,194	17,204
MACK	MO				98	132	1,268	1,498	2,492
	YR				1,819	2,417	19,035	23,271	26,731
MERCEDES-BENZ	MO				56	104		160	243
	YR				796	1,241		2,037	3,006
NAVISTAR	MO		8	5	657	1,953	2,791	5,414	6,791
	YR		226	152	11,795	31,341	34,671	78,185	84,909
PETERBILT	MO					63	1,378	1,441	1,637
	YR					546	16,557	17,103	16,701
VOLVO/GM HEAVY	MO					75	2,123	2,198	2,638
	YR					1,012	17,340	18,352	18,541
HINO	MO	22		40	35	57		154	156
	YR	262		465	503	911		2,141	2,123
NISSAN DIESEL	MO	52		64	47	48		211	149
	YR	582		762	435	611		2,390	2,043
ISUZU TRUCK	MO	1,102	80	17	53	45		1,297	724
	YR	6,066	653	230	743	669		8,361	6,687
MITSUBISHI FUSO	MO	152		46	14	54		266	357
	YR	1,694		686	317	611		3,308	3,001
SCANIA	MO						7	7	19
	YR						116	116	163
IVECO TRUCKS	MO	149	39	14	12			214	229
	YR	1,422	504	256	175			2,357	2,816
WESTERN STAR	MO						86	86	106
	YR						1,419	1,419	1,440
OTHER DOMESTICS	MO				30		15	45	97
	YR				224	116	748	1,088	919
GRAND TOTAL	MO	340,182	2,165	462	2,661	5,877	11,536	362,883	409,546
	YR	4,664,418	27,031	7,243	39,128	93,446	145,068	4,976,334	5,195,458
1988 YR to DATE		4,861,007	21,181	8,268	53,599	103,042	148,361		

NOTE: 1988 year-to-date includes 10 Subaru Brats; Class 1-3 sales data reported by individual manufacturers. Class 4-8 reported by Motor Vehicle Manufacturers Association.

TRUCK INDUSTRY

Truck sales just miss another 5 million year

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Truck sales in the United States were just shy of 5 million units in calendar 1989, their second-best performance ever.

Sales of 4,976,334 trucks were 4.22 percent below calendar 1988 sales.

Among the truck segments, medium-duty models experienced the sharpest downturn, followed by light duties. Heavy Class 8 truck sales held up the best.

The industry retailed 4,664,418 Class 1-3 light trucks in calender 1989, down 4.04 percent from 1988, according to the Motor Vehicle Manufacturers Association.

It retailed 166,848 Class 4-7 trucks, down 10.34 percent from a year earlier, MVMA said.

Sales of heavies dipped 2.27 percent to 145,068, MVMA figures show.

Net new orders for heavy trucks totaled 9,753 in November, down 37.51 percent from a year earlier, according to Deutsche Bank Capital, a New York-based financial institution.

November orders were off only slightly from October's 10,092. It ended a modest seasonal decline and was a further indication of the slow improvement that has been taking place since August when orders bottomed out at 6,700.

Frank Prezelski, an analyst with Deutsche Bank, predicted that fluctuations will continue on a month-to-month basis, but that the general trend will be upward.

Order rates for December and January are still expected to show declines from December 1988 and January 1989, respectively, because the latter were exceptionally strong months.

January 1989 drew an all-time monthly record of 23,664 Class 8 orders. December 1988 posted a very strong 18,581 orders.

If order rates continue near current levels through the early part of this year and then begin to rise, the industry will see retail sales of about 125,000 Class 8s, Prezelski said.

Meanwhile, Class 8 production rates have been somewhat higher than the order intake, reducing the backlog of unfilled orders.

The November backlog was just over 40,000 units, down from October's 42,000.

The cancellation rate on new truck orders improved in November to just under 10 percent from about 16 percent in October, further indicating that demand is stabilizing, Deutsche Bank said.

Luxury conversions

Centurion Vehicles of White Pigeon, Mich., has introduced two luxury conversions, built on Ford's chassis. Both the three-quarter-ton Classic 150 model and the one-ton Classic 350 provide seating for up to nine.

Truck Industry Alliance revived to study '90s issues

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Trucking Industry Alliance, an informal forum of trucking industry representatives, has been reactivated to discuss national highway and transportation policy.

The group, which includes participants from the Motor Vehicle Manufacturers Association, truck manufacturers, trucking companies and associations — with the notable exception of executives from the American Trucking Associations — was formed in 1983 to promote the safety and image of the commercial trucking industry.

It established the Professional Truck Driver Institute of America to certify truck driving schools, but had not met since 1986.

Thomas H. Hanna, MVMA president and chief executive officer, said the group has been reactivated as a result of interest from participating organizations in the development of a national transportation policy; the environment, including global warming and alternative fuels; taxation; regulation; trucking image; and safety.

Representatives from the Highway Users Federation for Safety and Mobility presented that group's plan for a new national highway program at a meeting of the Trucking Industry Alliance. The Federal-Aid Highway Program is due to be re-authorized by Congress in 1991.

Jack C. Martin, public affairs director of the Highway Users Federation, said, "We think Congress will put off (the debate over) highway legislation until 1991. We should start pushing and prodding (to gain congressional interest) now."

Tony Kane, director of the Transportation Department's national transportation policy team, said the National Transportation Policy will include plans to rebuild and improve the highway infrastructure, to protect the quality of the environment and to foster innovation through research and development efforts in conjunction with the private sector.

SERVICE MANAGEMENT

Training and equipment stressed

Ford official lists priorities for success in collision repair field

DALLAS — Investment in equipment and training today will be the key to success in the collision repair industry tomorrow.

That was the conclusion of Kenneth W. Myers, parts and service marketing manager for Ford parts and service division, in an address at the National Autobody Congress and Exposition here.

Evolutionary developments in automobiles, more demanding customers, tighter environmental standards and increasing insurance industry pressure are among the forces squeezing collision repairers, Myers said.

Myers

But the perceptive, progressive collision repairer will make the investments necessary to complete high-quality, lower-cost repairs; to forge vital partnerships that will allow better management of those forces and, most important, to place customer satisfaction as the overriding objective, he said.

Achieving those goals, Myers said, will assure collision repairers a chance to take part in the tremendous opportunities that will exist in the coming decade.

Outlining apparent shortcomings in the repair industry, Myers cited industry statistics showing that from 1981 to 1988, the cost of the average collision repair for vehicles in their first two years of use rose from $1,200 to more than $2,100.

In that period, labor costs for sheet metal rose 16 percent; paint, 45 percent; mechanical/electric, 66 percent; and body straightening, 76 percent, Myers said.

"It's taking collision repairers more time to do as good a job in the areas where the most dramatic evolutionary automotive developments have occurred," he said. "Are you planning to acquire the tools and equipment necessary to reduce the time and costs involved?

"If we compare automotive developments in the 1980s to a snowball, the advancements to come in the 1990s will be the equivalent of an avalanche. Are you ready?" Myers asked the group.

He said the largest repair shops — those with $750,000 or more in annual sales — are growing at the fastest rate. Those shops, he noted, have the best equipment, the largest number of certified technicians and the most comprehensive training programs.

"Those who invest in leading-edge equipment will be better able to manage automotive evolution," Myers said.

"Those who are committed to ongoing employee training will be better able to meet the increasingly rapid changes that will confront the industry. And those who diversify their businesses beyond the basic frame, body and paint work will achieve a one-stop service capability for the electro-mechanical systems repair needs that will exist in the next decade."

Myers also asked the group to understand and to help address the dilemma faced by the insurance industry to hold down auto insurance premium costs.

"If I were to address this gathering 10 years from now, I would surely like to be able to report that one of the most dramatic developments of the past decade had been the emergence of a climate in which the automakers, collision repairers and insurers all worked to achieve maximum customer satisfaction with its obvious benefits to all," he said.

Myers said, insurers have been "writing their own estimates, granting preferred body-shop status, using computerized estimating and parts locating systems and increasing the use of imitation parts of questionable quality."

Myers said Ford Motor Co. is interested in assisting the repair industry. As an example, he cited the company's increased emphasis on production of collision repair reference and resource material and the meeting between the Automotive Service Association and Ford's vehicle design, repairability and serviceability staffs to analyze how concepts related to reducing repair costs could be designed into new vehicles.

Heated windshield system

A new windshield system that melts ice three to five times faster than a conventional defroster has been developed and is being manufactured by Libbey-Owens-Ford Co. of Toledo, Ohio, and General Motors Delco Remy Division of Anderson, Ind. Called the ElectriClear, the system is demonstrated by Donald Paulson, systems engineer for Delco Remy. An invisible micro-thin coating between the glass layers of the windshield conducts heat without obscuring vision.

Dallas firm offers free oil reclamation

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

To stem the flow of used motor oil into the environment, Chief Auto Parts, a Dallas retailer of automotive replacement parts, has begun a motor oil recycling program.

The program, initially offered by selected stores in California, is the first of its kind in the country, said Mike Manor, Chief president.

Manor said the company wants to expand the free program rapidly to Chief's 495 stores in nine states.

As more reclamation centers open, Chief plans to provide recycling at regional centers located in stores in California, Texas, Nevada, Arizona, Oklahoma, Tennessee, Kentucky, Alabama and Arkansas.

People who want to dispose of their used oil will be able to deposit it in a state and federally approved receptacle at any participating Chief store, according to Manor. The oil, he said, will be taken to a processing plant for recycling.

"Each year, Americans dump 400 million gallons of used motor oil into our environment. That's 35 times the amount of oil that was spilled in the Alaskan oil disaster," Manor said.

"As a major provider of motor oil and motor oil products to the public, we believe that Chief has an obligation to prevent such needless dumping of used motor oil — oil that should be recycled," he said.

The program, Manor said, is supported by most federal, state and local government agencies as well as by most environmental organizations. Many state agencies, he said, are offering a toll-free number to call for information on the nearest recycling center.

Manor said the recycling program is part of Chief's commitment to the environment. Earlier, Chief introduced the Specially Adapted for the Environmment Program, which will offer many new environmentally safe products.

The recycling program, he said, also provides for an in-store educational presentation explaining the availability of environmentally safe products as well as proper use and disposal of hazardous chemicals.

Service volume posts '89 gain despite downturn in December

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Despite a decline in December, new-car dealers' service and parts business for all of 1989 recorded a modest gain, according to the Automotive News Service Index.

Shop volume in dealerships in 1989 amounted to 101.4 percent of the business for all of 1988. December's volume dipped to 96.3 percent of the total recorded by dealers in the year-ago month.

All indicators used in the Service Index, except repair orders written, made gains in the 12-month period. In December, all five indicators were below the volume posted in the same month a year earlier.

Gross profit on all labor, parts and accessories — the most important indicator to dealers — gained 2.2 percent over the previous 12-month period. In December, profits were down 5.8 percent.

Repair orders written dipped 2.2 percent for the year and 6.1 percent for December, while total labor sales (customer-paid and warranty) were up 2.0 percent for the year and down 2.5 percent for the month.

Shop parts sales (customer-paid and warranty) advanced 0.5 percent in 1989 and declined 6.5 percent in December, while sales of parts and accessories climbed 0.7 percent for the year and fell 3.0 percent for the month.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealers.

SERVICE INDEX
96.3★

	Dec., '89 vs. Dec., '88	Jan.-Dec., '89 vs. Jan.-Dec., '88
Gross Profit on All Labor and P&A Sales	−5.8%	+2.2%
Repair Orders Written	−6.1%	−2.2%
Total Labor Sales (Customer & Warranty)	−2.5%	+2.0%
Shop Parts Sales (Customer & Warranty)	−6.5%	+0.5%
Sales of All P&A	−3.0%	+0.7%

★ Survey by Automotive News shows that dealers' service and parts business in December 1989 was 96.3 percent of business in December 1988. Service business in the first 12 months of 1989 was 101.4 percent of business in the corresponding period in 1988.

Study says parts market is growing at snail's pace

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Competition, tight profit margins and tough technological requirements are expected to continue to have a negative impact on original equipment manufacturers and aftermarket parts and markets.

According to a study by Business Communications Co. of Norwalk, Conn., the market for parts and materials is growing very slowly, about 1 percent annually.

That slow growth, Business Communications said, is likely to continue for the foreseeable future as competition from abroad and transplants hold profit margins down and smaller producers continue to have problems meeting requirements of the Big 3 automakers and other producers.

The study is titled "Competitive U.S. Market for Automotive Parts: OEM, Aftermarket and Japanese Producers." It said that while the market for original equipment sales to the Big 3 is somewhat stagnant, the market for parts and materials for Japanese cars built in the United States promises to soar as production capacity increases.

In 1987, Nissan Motor Manufacturing Corp. U.S.A. purchased 30 percent of its outsourced parts from U.S.-based firms and planned to double that percentage by the end of last year. Much of that market is expected to go to Japanese transplants, although those firms have been open to joint ventures with American-based partners, the study said.

Business Communications estimates that by 1994, the overall original equipment market for parts and materials for Japanese cars produced in the United States will be $7.4 billion.

Currently, the firm estimates that Japanese automakers spend $3.7 billion in the United States for parts and materials for vehicles built in this country.

As the company sees it, the breakdown of current original equipment spending by the Japanese includes: electrical/electronic, 33 percent; body parts, 30 percent; materials, 15 percent; engine parts, 12 percent; chassis/drivetrain, 8 percent; and accessories, 2 percent.

Although the growth rate in the U.S. transplant markets for the past several years has been much higher for Japanese companies than for European companies, the total volume of European investment in the U.S. auto parts industry is comparable to Japanese investment, according to Business Communications.

West Germany, for example, has invested about half as much as Japan, although that investment has not received nearly as much publicity as Japanese investment in the U.S. auto parts industry, the report said.

Since 1985, new Japanese investment has been about four times as great as new European investment, although growth rates from Europe have remained relatively high, the firm said.

According to the study, U.S. firms also will have to contend with competition from U.S. direct investment in the parts-producing industries of the Third World. Farseeing U.S. auto parts companies have started to invest in those industries, especially in South Korea, the report said.

Approximately 30 percent of the value of the parts in a typical South Korean automobile is contributed by foreign manufacturers, so the rising South Korean industry also represents a good potential market as well as a threat, the report said.

The study also noted:

- The percentage of value added by outside firms is expected to increase in the United States.
- Large firms will increasingly dominate the U.S. parts industry.
- In materials, plastics will be used in increasing amounts in body parts and aluminum in engines. Ceramics and advanced composites will also find new applications.
- The growth rate in the aftermarket is considerably brighter than in the original equipment market — especially for Japanese vehicles.

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Import sales drop 25% in dismal December

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — December was dismal for many importers. A 25.54 percent sales decline for the month dragged the 1989 import car market 8.82 percent below the 1988 total.

Japanese import models outperformed the market in 1989, while European, Korean and Brazilian models fared worse. Of 28 makes in business long enough to have comparative numbers, only seven posted gains — five Japanese, one Korean and one European.

Nissan, Acura, Suzuki, Daihatsu and Mitsubishi were the Japanese import gainers. Overall, Japanese imports were off 5.2 percent for the year, but a surge in production and sales from Japan's North American assembly plants more than made up for that dip.

Volvo was the lone European to gain for the year, and Ford's Festiva, built by Kia Motors, was the only Korean gainer.

December was volatile. Fourteen import makes posted sales declines of 30 to 62 percent, but Audi, Daihatsu and Mitsubishi gained 45 to 53 percent for the month.

Some of the most interesting results were in the import luxury market.

Lexus and Infiniti are already affecting the segment after only a few months on the market.

Lexus recorded a strong December. It exceeded its target of 16,000 sales for the calendar year, although it has scaled back its 1990 goal from 75,000 to 60,000 sales. Infiniti's first sales report, for November and December, was a less than rousing 1,723 units.

BMW had a nightmarish December. Its final-month sales drop of 37.75 percent pushed the 1989 loss into double digits, and upstart Lexus outsold BMW for the month, 4,545 to 4,463.

The newcomers' effect on the rest of the import luxury segment was mixed. Audi, Mercedes-Benz, Volvo and Acura posted gains for the month, including a record December for Volvo that pushed it over 100,000 sales for the year.

Jaguar, Peugeot and Sterling recorded small December declines, but their losses were not as great as the overall import market. Saab, Porsche and Merkur had losses of 46 to 62 percent.

Among established luxury and near-luxury imports only Acura and Volvo recorded increases for the year. Acura was up 10.78 percent, and Volvo was up 4.19 percent.

Jaguar and Audi were down a bit less than the 8.82 percent dip for all imports. Mercedes, Peugeot and BMW were just above the average decline. Saab, Porsche, Sterling and the lame-duck Merkur took heavy losses.

December was a bad month for Korean imports.

Hyundai's month-to-month declines had gotten progressively smaller through the fall, but December sales dropped 50.60 percent and pushed 1989 losses back over 30 percent. Sales of the Mitsubishi Precis, built by Hyundai, were off 83.20 percent for the month and 30.43 percent for the year.

The Pontiac LeMans, built by Daewoo, fell nearly 86 percent for the month and was off 30.29 percent for the year. The only bright spot for Korean automakers was the Ford Festiva, up 0.23 percent for the year despite falling 28.49 percent in December.

Brazil's only import entry, the Volkswagen Fox, was off 33.86 percent for 1989.

IMPORT CAR SALES BY MODEL

	Dec. 1989	Dec. 1988	12 Mos., 1989	12 Mos., 1988
ACURA	9,857	9,830	142,061	128,238
Integra	5,415	3,804	77,423	57,468
Legend	4,442	6,026	64,638	70,770
ALFA ROMEO	171	359	2,917	4,476
Milano	48	249	1,078	2,325
Spider	123	110	1,839	2,151
AUDI	1,890	1,306	21,283	22,941
4000	0	8	103	573
5000	7	72	357	7,254
80	499	319	4,591	5,702
90	257	397	4,423	6,106
V8 Quattro	122	0	889	0
Coupe Quattro	74	0	420	0
100/200	786	366	8,473	2,429
100/200 Quattro	145	144	2,027	877
BMW	4,463	7,169	64,881	73,359
3-Series	1,919	3,381	31,174	36,672
5-Series	1,700	2,264	20,219	18,628
635 CSi	60	119	1,483	1,863
7-Series	708	1,119	10,399	13,308
M3	64	110	979	1,675
M5	5	68	273	547
M6	7	108	354	666
CHEVROLET/GEO	7,902	9,012	115,669	116,435
Geo Storm/Spectrum	4,003	5,255	62,232	68,347
Geo Metro/Sprint	3,899	3,757	53,437	48,088
CHRYSLER MOTORS	4,877	8,988	102,187	128,512
Colt	2,785	4,919	58,299	79,885
Conquest	114	492	5,026	9,873
Medallion	44	767	3,907	14,712
Summit	793	1,525	19,121	4,603
Vista	553	1,285	12,910	19,439
TC	588	0	2,924	0
DAIHATSU	1,215	823	15,118	11,460
FORD Festiva	4,103	5,738	69,328	69,167
HONDA	20,335	33,008	251,569	265,122
Civic/CRX	3,685	7,933	61,088	97,962
Accord	15,248	19,646	147,599	114,619
Prelude	1,402	5,429	42,882	52,541
HYUNDAI	10,548	21,352	183,261	264,282
Excel	8,088	21,352	153,197	264,282
Sonata	2,460	0	30,064	0
ISUZU	577	1,522	16,296	24,520
I-Mark	512	1,295	11,816	17,310
Impulse	65	227	4,480	7,210
INFINITI	1,723	0	1,723	0
M30	651	0	651	0
Q45	1,072	0	1,072	0
JAGUAR	1,879	2,040	18,967	20,727
XJ6	1,383	1,629	14,509	15,944
XJS	496	411	4,458	4,783
LEXUS	4,545	0	16,302	0
ES 250	1,563	0	4,728	0
LS 400	2,982	0	11,574	0
MASERATI	20	17	280	733
MAZDA	16,770	17,668	221,794	224,719
323	2,042	6,610	60,965	90,822
Protege	2,828	0	9,935	0
626	3,279	4,483	52,770	66,354
MX-6	33	231	2,222	8,031
Miata	3,295	0	23,052	0
929	1,187	1,724	19,390	25,981
RX-7	741	2,016	16,249	27,814
MPV	3,365	2,604	37,211	5,717
MERCEDES BENZ	7,113	6,647	75,714	83,627
190	1,300	1,161	14,503	16,740
300E 2.6/260E	635	427	5,404	6,370
300	2,040	1,530	22,650	21,165
300 SE	503	734	6,333	5,331
300SDL Turbo	0	0	2	90
300SEL	316	329	3,822	4,826
420SEL	714	678	7,493	8,500
560SEL	646	636	5,460	5,829
560SL	591	828	7,477	11,844
560SEC	225	166	1,702	1,652
Tourist	143	158	868	1,280
MERKUR	298	782	8,765	15,261
XR4Ti	61	333	4,017	5,745
Scorpio	237	449	4,748	9,516
MITSUBISHI	8,396	5,483	79,751	69,975
Starion	2	154	686	3,016
Cordia	0	410	382	5,919
Tredia	0	2	12	477
Mirage	5,689	722	29,135	11,997
Galant	2,125	1,748	32,266	20,625
Sigma	111	0	345	0
Precis	369	2,197	15,037	21,613
Van/Wagon	100	250	1,888	6,328
NISSAN	21,393	31,183	405,147	360,745
Sentra	4,229	10,820	118,158	137,396
Pulsar	453	1,211	23,909	44,317
Stanza	2,253	2,310	42,736	46,636
Axxess	1,229	0	9,776	0
Maxima	7,253	8,772	109,429	74,451
240SX/200SX	3,325	4,617	68,213	31,900
300ZX	1,509	995	26,387	19,357
Hawaii	1,142	2,458	6,539	6,684
PEUGEOT	474	492	6,095	6,713
PONTIAC LeMans	917	6,501	44,641	64,037
PORSCHE	659	1,227	9,476	15,732
924S	0	128	136	2,321
944	82	337	1,320	3,722
944S	108	87	566	544
944 Turbo	76	213	807	1,880
911 Coupe/Carrera 4/2	308	152	2,757	2,962
911 Turbo	7	77	1,043	1,104
911 Cabriolet/Speedster	32	87	1,914	1,777
928S	46	146	833	1,427
SAAB	1,444	2,700	31,576	38,490
900	176	453	6,071	6,593
900S	270	604	7,861	9,982
900 Turbo	434	653	8,539	9,331
9000S	126	251	2,674	3,596
9000 CD	245	0	3,109	0
9000 Turbo	186	724	3,052	8,262
Tourist	7	15	270	726
STERLING	361	382	5,907	8,901
SUBARU	7,546	12,749	136,112	155,946
Hatchback	105	326	2,681	5,327
3-Door	114	636	7,512	9,105
4-Door Sedan	251	3,758	27,381	34,389
Legacy	4,337	0	32,762	0
Loyale	1,103	0	12,200	0
XT/XT6	262	809	12,042	14,077
Station Wagon	188	4,703	19,998	65,735
Justy	1,286	2,517	21,536	27,313
SUZUKI	306	280	6,009	524
TOYOTA	39,798	57,007	494,969	616,529
Corolla	10,874	15,425	118,774	159,040
Tercel	7,908	11,867	97,577	104,655
Celica	6,704	4,935	61,936	66,331
Supra	790	1,431	14,544	19,596
Camry	7,091	18,415	126,279	212,423
Cressida	719	2,200	23,934	14,195
Land Cruiser	344	447	5,091	6,024
Van	370	416	4,702	5,341
4Runner SR 5	4,837	1,493	36,927	20,880
MR2	161	378	5,205	8,044
VOLKSWAGEN	8,511	10,115	133,650	143,861
Cabriolet	403	569	9,891	12,791
Corrado	269	0	1,403	0
Jetta	4,117	3,508	55,504	51,036
Golf/GTI	1,098	1,584	22,247	10,901
Vanagon	363	424	5,147	5,416
Quantum	7	202	936	3,031
Scirocco	3	264	867	3,754
Fox	2,251	3,564	37,655	56,932
VOLVO	5,898	5,604	102,620	98,497
240 Series	2,067	2,426	40,881	41,837
740 Series	3,112	2,629	47,098	42,642
760 Series	635	485	11,811	11,688
780	27	51	2,057	1,681
Tourist	57	13	773	649
YUGO	628	1,531	10,576	31,545
IMPORT TOTAL	194,717	261,515	2,794,644	3,065,073

Volkswagen has reported sales of U.S.-built Golf and GTI models as imports after June 30, 1988.

Compiled by Karen Dabrowski

Japan renews export quota for another year at 2.3 million

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Japan will retain voluntary restrictions on auto exports to the United States for the ninth straight year. The 1990-1991 limit will be the current level of 2.3 million cars.

Hikaru Matsunaga, minister of international trade and industry, said exports to the United States during the current fiscal year, which ends March 31, will fall below the ceiling.

Estimates are around 2 million cars.

In Detroit, the UAW and the Big 3 criticized the announcement.

UAW President Owen Bieber welcomed the restraint, but added, "We are deeply dissatisfied by the high level that was announced."

Chrysler Corp. Vice Chairman Gerald Greenwald described Japanese export restraint as a "meaningless political gesture."

Ford Motor Co. said a case could be made to reduce the Japanese export ceiling because of the low local content of Japanese cars made in the United States.

"The automotive deficit will continue to increase as the volume of transplants increases," Ford said.

General Motors said, "We believe it is time now to focus on the very real structural barriers that American firms face when selling products in Japan, rather than spending time and effort on a policy that works largely to the benefit of the Japanese."

Responding to the criticism, Mazda Motor Corp. President Norimasa Furuta said Americans may have some anxiety about exports disrupting the market. But he said he believed exports would not reach the maximum. He predicted that the rate of exports will continue to decline and will not reach the point where they will disrupt the market.

Mazda will not take any "excessive" action to try to meet a particular quota, he said.

Furuta added that he thought it was improper to combine the sales of imports with the locally produced vehicles to come up with a figure for Japanese market share in the United States.

Matsunaga said the Japanese government wants "to confirm the declining trend of exports" before deciding whether to drop the voluntary export restraints.

Last year, when the Ministry of International Trade and Industry extended quotas for another year, it left open a possibility that restraints could be scrapped even in midyear if exports showed a decided decline.

Trade problems between the United States and Japan, current difficulties facing American companies and the 30 percent share of the U.S. new-car market now claimed by Japanese makers formed the background to making the decision, according to the ministry.

But the ministry insisted that the deciding factor was the export total itself.

Industry reaction was low key and predictable. The decision was inevitable in view of the current economic relationship between the two countries, according to the Japan Automobile Manufacturers Association.

Shoichiro Toyoda, president of Toyota Motor Corp., said the decision had to be made, but he "regretted" the consequences of having trade limits for another year.

Yutaka Kume, president of Nissan Motor Co., called it a "realistic choice" in view of the difficult trade relations and the slowdown in the U.S. market.

In general, companies that might be able to sell more cars in the United States — Toyota and Honda Motor Co. — accepted the extension of volutary export restraints as a second-best solution.

SALES

FROM PAGE 1

cember 1988.

Incentive programs, put in place during mid-December, may be producing higher sales than expected, said Wendy Beale Needham of Smith Barney Harris Upham & Co. in New York. She also said a balmy January after a cold December brought people into showrooms.

The big jump came chiefly from individual buyers. Fleet sales, often used by automakers to smooth out the valleys in overall car sales, were not the mainstay this time.

Officials at both Hertz Corp. and Budget Rent A Car Corp. said they have taken delivery on some vehicles, but not enough to account for a surge in total sales.

In early January, U.S. car and light-truck makers sold 259,854 new vehicles, compared to 178,594 last year.

Seven of the eight domestic manufacturers scored gains. Nissan was the only U.S. car and light-truck maker to sell fewer vehicles.

Sales rose about 81,000 units for the industry, and GM was responsible for half of that increase. GM's car and light truck sales jumped 55.43 percent, or 36.00 percent based on the daily selling rate.

First-ever rebates on Chrysler's market-leading minivans added fuel to light-truck sales. "The minivans are leading the way," said James P. Holden, Chrysler's director of sales and marketing analysis. Chrysler's light-truck sales rose 64 percent for Jan. 1-10.

Besides the new rebates on minivans, Chrysler guaranteed consumers that they would get the difference if Chrysler raised rebates on certain models during the model year. That helped Chrysler sell 47.94 percent more cars and light trucks than a year ago (29.46 percent daily rate).

Ford Motor Co.'s combined vehicle sales rose 30.73 percent in the period (14.39 percent daily rate).

In early January, U.S. makers sold 158,315 cars, up 49.04 percent over last year's period, or 30.41 percent on a daily rate basis.

In early January, cars sold at an average annual rate of 8.1 million domestic cars, based on a Commerce Department formula that factors in seasonal selling patterns. That was considerably stronger than last year's depressed 5.2 million rate.

GM's car deliveries soared 60.51 percent this year. Ford retailed 33.59 percent more cars and Chrysler boosted car sales 30.76 percent. It was the first time since mid-September that Chrysler has posted a year-to-year gain for a 10-day period.

Except for Nissan, transplant car sales rose.

Toyota sold seven times as many U.S.-built Corollas and Camrys as in 1989. Last year, Toyota had just begun to sell Camrys produced at its new plant in Georgetown, Ky.

Honda sold 38.55 percent more domestically produced Civics and Accords while Mazda sold nearly three times as many U.S.-made MX-6s — 713 vs. 261.

The four U.S. light-truck makers sold 40.30 percent more trucks than they did a year ago (22.76 on a daily-rate basis).

DOMESTIC SALES

CARS

	Jan. 1-10, 1990	Jan. 1-10, 1989
Eagle	1,101	552
Chrysler	3,727	3,739
Dodge	8,873	7,633
Plymouth	6,663	3,649
Chrysler Motors	20,364	15,573
Ford	34,325	26,584
Lincoln	4,109	3,226
Mercury	10,475	6,802
Ford Motor Co.	48,909	36,612
Buick	9,821	7,580
Cadillac	5,871	3,959
Chevrolet	30,933	17,235
Oldsmobile	13,145	11,247
Pontiac	16,647	7,587
General Motors	76,417	47,608
Honda	5,531	3,992
Mazda	713	261
Mitsubishi	1,344	51
Nissan	914	1,538
Toyota	4,123	588
U.S. Car Total	**158,315**	**106,223**

TRUCKS

Chrysler	122	—
Dodge	14,462	9,024
Jeep	5,148	4,330
Plymouth	7,252	3,077
Chrysler Motors	26,984	16,431
Ford Motor Co.	32,868	25,940
Chevrolet	31,272	20,909
GMC	8,616	6,868
Oldsmobile	348	—
Pontiac	516	—
General Motors	40,752	27,777
Nissan	935	2,223
U.S. Truck Total	**101,539**	**72,371**
U.S. Car-Truck Total	**259,854**	**178,594**

AUTOMOTIVE NEWS/JOE WILSSENS

FBI stings parts counterfeiters

Leon Hardiman, general parts distribution manager for Chrysler Corp., addresses a Detroit press conference at which the FBI showed counterfeit auto parts confiscated in 30 raids on manufacturing and retail outlets. The Big 3 aided the FBI in a 15-state sting operation called Partsman. The bureau said it intends to prosecute. No warrants have been issued yet.

CHRYSLER

FROM PAGE 1

shi-built Dodge Raider sport-utility, and the Chrysler Conquest TSi sport specialty coupe has been discontinued.

Chrysler will continue to sell through Dodge and Plymouth the Mitsubishi-built Colt subcompact, Colt Vista wagon and Colt DL wagon. Dodge will still market the Mitsubishi-built Ram 50 small pickup. And later this year, Chrysler will begin selling the Stealth, a sport specialty coupe it developed with Mitsubishi.

Under Japan's voluntary export restraints, Mitsubishi is permitted to sell nearly 195,000 car units — its own brand and those badged as Chryslers — in the U.S. market during the 12 months ending March 31. With Chrysler taking fewer imported cars, Mitsubishi theoretically could sell more through its own network. Mitsubishi dealers plan to import about 21,000 fewer vehicles from Japan even though they expect to sell more vehicles than before.

Richard Recchia, executive vice president of Mitsubishi Motor Sales of America, said the company in 1990 will receive 55,000 additional units from Diamond-Star Motors, the Chrysler-Mitsubishi joint venture in Illinois.

Recchia said Mitsubishi Motor Sales of America expects to sell 185,000 cars and trucks in 1990 as its dealer network grows from the current 410 to nearly 500 points this year. Mitsubishi dealers sold 151,000 units in 1989.

The sales company sold 32,000 Diamond-Star units in 1989 but in 1990 will receive 87,000 U.S.-built cars. Diamond-Star builds the Mitsubishi Eclipse (also Plymouth Laser and Eagle Talon) and will begin producing the Mitsubishi Mirage for the 1991 model year.

"We're going to try to sell the maximum number of imported vehicles we can and also all of the Diamond-Star vehicles," Recchia said. "We will have the availability from Japan. Whether we have the ability is another question."

Hammes described the negotiations between Chrysler and Mitsubishi as "a long and protracted series of discussions" that concluded to the mutual satisfaction of both companies. "It wasn't just a question of volume. It was a multi-dimensional discussion about what model availability there would be and what type of (marketing) support would come from the factory versus the distributor," he said.

Automotive News Staff Reporter Mary Ann Maskery in Tokyo contributed to this report.

$1,000 rebates set off Chrysler minivan sales surge

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chrysler Motors minivan sales have skyrocketed 50 percent from year-ago levels, propelled by a $1,000 consumer incentive.

Chrysler in the first 10 days of January held 62 percent of the U.S. minivan market.

On Dec. 15 Chrysler began offering a minivan rebate for the first time since the vehicles were introduced in the 1984 model year. From Dec. 11 through Jan. 10, sales of Chrysler minivans climbed 50 percent over year-earlier levels.

Union representatives at the two assembly plants where the Dodge Caravan and Grand Caravan, Plymouth Voyager and Grand Voyager and Chrysler Town & Country are built said the rebate has assured there will be no cuts in scheduled production and overtime through the end of January.

Tentative February schedules also include overtime, the union representatives said.

The minivan rebate will expire Jan. 31.

Chrysler said when the rebate was designed to boost showroom traffic and protect first quarter minivan production schedules.

The company then will build minivan stocks to 25,000-30,000 units in anticipation of model changeovers this summer.

"Prior to the rebates we had less than 15 days worth of orders," said Ken Lewenza, chairperson of Canadian Auto Workers Local 444 at the Chrysler Windsor, Ontario, assembly plant where the models are built.

"Now we have 31 days of orders," he said.

Chrysler said last week the Caravan/Grand Caravan dealer stock stood at a 36-day supply and Voyager/Grand Voyager at a 40-day supply.

The Chrysler Town & Country stood at a 100-day supply.

From Dec. 11, 1989 through Jan. 10, 1990 Chrysler sold 26,225 Caravan/Grand Caravan units, up 43 percent from one year earlier, and 21,693 Voyager/Grand Voyager units, up 57 percent from one year earlier.

The company also sold 323 Town & Country units.

EUROPE

FROM PAGE 3

biggest gainer in 1989, with sales rising 10 percent to 1,501,800 and market share climbing from 10.5 percent in 1988 to 11.1 percent. The jump was due primarily to the brisk-selling Opel Vectra/Vauxhall Cavalier compact introduced late in 1988.

West Germany finished strong and remains Europe's largest new-car market.

Elsewhere, sales records were established in the United Kingdom, France, Italy and Spain.

Automotive News figures that the VW Group was the European leader with 1989 sales of 2,018,000 cars, ahead of Fiat's 1,991,300.

Fiat put its 1989 European passenger-car sales at 2,007,733 and said VW's total was 1,970,000. It maintains that Volkswagen's figures are inflated by inclusion of car-derived commercial vehicles that are registered as passenger cars in Germany, but not in Italy. Fiat said it deducted such units from Europe-wide figures and came up with a total market of 13,322,647 — claiming a 15 percent share for itself.

Last year, Fiat called the 1988 Fiat-VW sales race a virtual draw while others crowned Volkswagen. This time, the Italian company is more assertive.

"This year we're saying that Fiat is No. 1 in Europe," said a spokesman. "Nobody seems to agree with Fiat," said John May of the British research group Automotive Industry Data.

May put the market at 13.42 million for the year and said his figures show that VW was No. 1 — the first to top 2 million in Europe — while Fiat had 1.98 million.

Automotive News figures indicate VW Group sales, including VW, Audi and Seat, rose 4.1 percent to 2,018,200. Gains by VW and Seat overcame a 4.2 percent decline to 358,600 suffered by Audi across Europe in 1989. VW AG has yet to release its own sales figures for the year.

Fiat Group sales, including Fiat, Lancia, Alfa Romeo and Ferrari, improved 5.7 percent to 1,991,300, good for a 14.8 percent market share, according to Automotive News sources.

Peugeot S.A. suffered the largest decline in market share among the six volume manufacturers, dropping from 12.9 percent in 1988 to 12.6 last year on sales of 1,704,300. Volume was up 1.8 percent. Peugeot S.A., including Peugeot and Citroen, had been the fastest-growing of the volume makers for two years, but it was hurt by a seven-week strike last fall.

Renault improved 5.3 percent to 1,392,200, a 10.3 percent share. But both Peugeot's and Renault's December figures were skewed by the apparently inaccurate French registration statistics. Preliminary figures show Renault sales in Europe declined 24 percent to 89,700 in December, while Peugeot plummeted 40 percent to 47,700. The French makers say the figures do not reflect actual sales because of a public employee strike.

Ford increased its market share from 11.3 percent in 1988 — when it suffered a disabling strike — to 11.6 percent on sales of 1,562,000, a gain of 6.6 percent.

Japanese makers combined lost 0.4 of a percentage point in market share in 1989 as sales finished almost exactly at the previous year's figure. Sales totaled 1,456,800, down 0.1 percent from the year before and a 10.8 percent share.

BMW, a big gainer in the first half of the year, lost some ground in the second half, but still finished with sales of 377,300, a 6.2 percent rise over the year before and a slight market share increase from 2.7 to 2.8 percent.

Archrival Mercedes-Benz declined for the year, with European volume dropping 2.1 percent to 434,400 and market share falling from 3.4 to 3.2 percent. But Mercedes has regained momentum. Sales rose 18 percent to 33,900 in December, while BMW was down 11.8 percent to 20,300.

Among national markets, West German sales were up 3.4 percent in December to 232,000 and finished the year at 2,851,700, a 1.6 percent increase over the previous year.

The United Kingdom posted a record 2,300,900 sales, a 3.9 percent improvement over 1988. But British sales appear to have begun a widely predicted decline resulting from tighter credit policies. Volume was off 5.3 percent to 86,800 in December.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	12 months 1989	Pct. Change vs. 1988
Germany	2,851,700	+ 1.6
Italy	2,362,400	+ 8.1
United Kingdom	2,300,900	+ 3.9
France	2,275,100	+ 2.6
Spain	1,128,600	+ 6.2
Netherlands	499,000	+ 3.2
Belgium-Luxembourg	475,600	+ 2.8
Switzerland	335,700	+ 4.4
Sweden	306,600	– 10.9
Austria	276,600	+ 9.3
Portugal	196,400	– 7.8
Finland	176,500	+ 2.1
Greece	82,600	+43.2
Denmark	78,000	– 11.3
Ireland	76,900	+26.6
Norway	55,000	– 19.0
Total	13,447,600	+ 4.0

EUROPEAN SALES

Manufacturer	12 Mos 1989	1989 share*	12 mos. 1988	Volume Change '89 vs '88
VW-Audi-Seat	2,018,200	15.0	1,939,100	+ 4.1
Fiat Auto**	1,991,300	14.8	1,884,100	+ 5.7
Peugeot S.A.***	1,704,300	12.6	1,673,800	+ 1.8
Ford	1,562,000	11.6	1,465,200	+ 6.6
General Motors****	1,501,800	11.1	1,365,800	+10.0
Renault	1,392,200	10.3	1,322,100	+ 5.3
Mercedes-Benz	434,400	3.2	443,600	– 2.1
Rover	412,100	3.1	447,200	– 7.9
Nissan	392,800	2.9	382,900	+ 2.6
BMW	377,300	2.8	355,300	+ 6.2
Toyota	343,700	2.6	351,800	– 2.3
Volvo	264,400	2.0	267,300	– 1.1
Mazda	235,700	1.8	246,700	– 4.5
Mitsubishi	164,700	1.2	159,100	+ 3.5
Honda	136,800	1.0	139,900	– 2.2
Others	545,900	4.1	517,500	+ 5.5
Total	13,477,600	100.0	12,961,400	+ 4.0

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia, Ferrari
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, GM U.S./Canada

Chrysler targets Italy, Spain, Portugal

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

BRUSSELS, Belgium — Chrysler will enter the Italian, Spanish and Portuguese markets later this year as it extends sales of its North American vehicles across the Western European continent.

Chrysler's return to Europe after a 10-year absence began in 1988 in West Germany, Holland, Belgium, Switzerland and Austria. France was added this year.

"We expect to open up Chrysler in Spain and Italy for the 1991 model year," said Klaus Hadulla, director of European operations at Chrysler International Corp. "We will probably go into Portugal when we start Spain."

Hadulla said Chrysler will operate through existing distributors in the new markets. Completion of distribution arrangements is expected within the next two months. Renault currently holds Jeep distribution rights in Italy and Spain — as well as France — and will after a start-up 17,090 in 1988. Last year's totals included 18,796 Jeep Cherokees, 3,350 Jeep Wranglers, 7,792 Voyager minivans and 2,062 LeBaron convertibles. The remaining 7,000-plus units were composed of the Chrysler Saratoga, full-sized van and other vehicles.

The biggest market was West Germany, with combined Chrysler and Jeep sales of 10,828 units. In France, Renault-distributed Jeep sales totaled 7,209 and Chrysler sales came to 2,160. Sales of Jeep by Renault in Italy totaled 4,717.

Combined Chrysler-Jeep sales in Switzerland totaled 4,154 units; Belgium, 2,937; Holland, 2,281; Austria, 1,659; and 3,423 in other European and Scandinavian countries.

Hadulla declined to forecast 1990 sales in Europe but Chrysler Import Deutschland, Chrysler's German distributor, has projected sales of 13,500 this year. Chrysler Chairman Lee Iacocca has fore-

"We're happy with what we achieved in 1989," said Hadulla. "All the markets did better than we expected. Two years ago there were a lot of people in Europe belittling Chrysler. People said we wouldn't make it, but that's all gone."

The dealer count stood at 749 outlets in Europe late last year including 327 with both Chrysler and Jeep franchises, 342 with Jeep only and 80 with Chrysler only.

Except for the entrance of Chrysler in Spain and Italy, Hadulla predicted as much as 15 percent growth in the size of the retail network this year.

"There will be no big increase in the number of dealers, maybe another 15 percent this year in overall dealer numbers in countries where we already do business," he said.

Europe will get Chrysler's facelifted minivan — including the four-wheel-drive option — for the 1991 model year.

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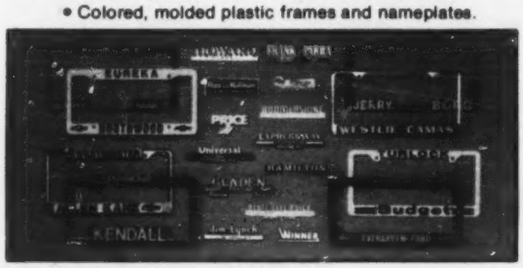

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Chevrolet	4,941	210	Mazda	854	105
Chrysler-Plymouth	3,037	165	Oldsmobile	3,208	165
Datsun-Nissan	1,198	105	Pontiac	3,012	165
Dodge	2,704	150	Renault	529	105
Ford	4,729	210	Subaru	845	105
Honda	999	105	Toyota	1,174	105
Isuzu	598	105	Volkswagen	845	105

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INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$1,000	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$750**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Dodge	**$1,000-$1,500**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Dodge Trucks	**$1,000 - $2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Eagle	**$1,000-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Plymouth	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
All minivans	**$1,000**	**3.9**	**4.9**	**7.9**	**9.9**	**Jan. 31**
*—Buyer will receive any increase in rebate through Sept. 30, 1990.						
Ford Motor Co. (1989 models)						
Ford cars	$750-$1,000	6.9	8.9	9.9	10.9	Feb. 5
Ford trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 5
Mercury	$1,000-$1,500	6.9	8.9	9.9	10.9	Feb. 5
Merkur	$3,000-$4,000					Feb. 5
Ford Motor Co. (1990 models)						
Ford cars	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Ford trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Lincoln Continental, Mark VII	**$1,500**					**Mar. 31**
Mercury Topaz, Cougar, Sable	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Finance incentives on Aerostar, Taurus, Taurus SHO and Sable are 4.9; 4.9; 4.9; and 10.9.						
General Motors (1989 models)						
Chevrolet cars	$300-$1,000	6.9	8.9	9.9	10.9	Feb. 2
Chevrolet trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
GMC	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
Olds Cutlass Supreme	$1,500	4.8	4.8	4.8	10.9	Feb. 2
Other Oldsmobile	None	6.9	8.9	9.9	10.9	Feb. 2
Pontiac Grand Prix	$1,000	4.8	4.8	4.8	10.9	Feb. 2
Other Pontiac	$750 - $1,000	6.9	8.9	9.9	10.9	Feb. 2
General Motors (1990 models)						
Buick	**$200-$1,250***	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet cars**	**$800-$1,500**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
GMC	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Olds Cutlass Supreme	**$1,000**	**4.8**	**4.8**	**4.8**	**10.9**	**Feb. 2**
Other Oldsmobile	**None**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Pontiac Grand Prix	**$1,000**	**4.8**	**4.8**	**4.8**	**10.9**	**Feb. 2**
Other Pontiac	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
*—Based on option package selected						
**—Finance rates on Chevrolet Lumina are 4.9; 4.9; 4.9; 10.9.						
Hyundai Excel (1989, 1990)	**$500-$1,000**					**Mar. 5**
Mitsubishi Eclipse (1990)	**$1,000**					**Jan. 31**
Sterling (1989 models)	$5,000					Mar. 31
Subaru (1989 models)						
Justy ECVT	$1,000					Feb. 22
Other Justy	$500					Feb. 22
XT, XT6	$1,000-$3,000*					Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.						
Suzuki (1989 models)						
Swift	$500-$2,000					Mar. 31
Samurai	$1,000					Mar. 31
Sidekick	$500-$3,000					Mar. 31

TOYOTA

FROM PAGE 1

the award except to say that it disagreed with the verdict and will challenge it.

Angle charged that Toyota engaged in conduct that caused damage to his franchise; refused to deliver vehicles in reasonable quantities in a reasonable time; and imposed unreasonable standards of performance in violation of the Missouri Motor Vehicle Franchise Practices Act.

This isn't the first time Toyota has tangled with a dealer on the issue and lost. In what has been hailed as a benchmark decision, a federal jury in 1986 awarded $2 million to a Hazelwood, Mo., Toyota dealer after finding the company had violated state franchise law by delivering too few cars to the dealership.

The automaker will be in court again this week defending the turn-to-earn system. Tom Pappas Toyota, of St. Charles, Mo., and Miranda Toyota in Cranston, R.I., have sued the automaker for allegedly failing to provide a sufficient number of cars.

In North Carolina, Rice's Toyota World settled out of court recently after filing suit against Florida-based Southeast Toyota Distributors involving the turn-to-earn formula. Sources have pegged the settlement at more than $25 million.

Lyman Ostlund, marketing professor at the University of Arizona, said similar suits with other makers have been settled out of court. Nissan is engaged in such a suit in Oregon, he said.

Ostlund, who was called by Angle as a witness, says every "allocation system that works off the velocity of sales has the capacity to be self-corruptive." He is president of Tucson-based Fontana Group, dealer consultants.

"Allocation plans are needed only under conditions of shortages," he said. "It's nothing more than a rationing plan. But when a rationing plan persists longer than it is needed, then it leads to excessive power." Ostlund said that without significant policing of the system, dealers will cheat on sales reports, as will district managers so they can show better performance.

Toyota's allocation system is based on a formula instituted at a time when there was a shortage of vehicles. The number and mix of cars allocated to a dealership in a given period depend on its sales for the previous period.

But the formula also contains provisions for a pool of vehicles that can be given to dealers at the discretion of regional managers for special promotions, new franchises.

Angle filed his suit in 1987, the same year he says his Toyota dealership was sold at a loss. He had the franchise for four years.

Angle, who has been an import dealer for 27 years, began fighting with Toyota over the location of his service department. He had consolidated his Toyota service facility into one serving his Nissan facility as well. Although showrooms were separate, Toyota asked him to split up the service departments. He complied for a year, but recombined them to save $130,000.

Toyota then began dropping his allocation until he was receiving only six cars a month.

Testimony showed Toyota went back as far as eight months to find mismatches between Angle's claimed sales and his actual sales, then used discrepancies to whittle his allocation down. In the first two years he owned the franchise, Toyota adjusted his allocation five times; in the last 18 months, he had 78 sales adjustments, said Alvin Shapiro, Angle's lawyer.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models)		
TC by Maserati	$6,000	None
Ford Motor Co. (1989 models)		
Taurus SHO	$500	Feb. 5
Ford Ranger	$250-$750, quota	Feb. 5
Bronco II	$250	Feb. 5
Ford Motor Co. (1990 models)		
Taurus SHO	**$500**	**Feb. 5**
Ford Ranger, Bronco II	**$250**	**Feb. 5**
General Motors (1989 models)		
Buick Regal	$1,500	Feb. 2
Cadillac	$500-$1,000, quota	Jan. 31
Chevrolet Corvette	$2,000-$4,000, quota	Feb. 2
Oldsmobile	$500-$2,500	Feb. 2
General Motors (1990 models)		
Buick	**$1,000-$2,000 on Reatta, Riviera, Park Avenue Ultra**	**Feb. 2**
Cadillac	**$500-$1,000, quota**	**Jan. 31**
Chevrolet Geo Tracker	**$1,000**	**Feb. 2**
Oldsmobile	**$500-$1,000, quota**	**Feb. 2**
Hyundai Excel (1989)	$500	Mar. 5
Isuzu (1989 models)		
Impulse, I-Mark	$300	Mar. 31
Trooper	$500-$1,500, quota	Mar. 31
Pickup	$500-$700	Mar. 31
Isuzu (1990 models)		
Trooper	**$500-$1,500, quota**	**Mar. 31**
Pickup	**$500-$700, quota**	**Mar. 31**
Mitsubishi trucks (1990)	**$1,000, quota**	**Jan. 31**
Nissan (1988-89 models)		
Pulsar NX	$1,000 $2,000 in Calif.	Jan. 31 Jan. 31
Pathfinder	$500	Mar. 2
Nissan (1988-90 models)		
Sentra, pickups	**Up to $1,000***	**Mar. 2**
1990 Axxess	**$1,000**	**Mar. 2**
*—Payment varies by regions.		
Peugeot (1989-90 models)	**$1,000-$2,000**	**None**
Subaru (1989 models)		
Justy ECVT	$200	Feb. 22
XT, XT6	$1,000-$3,000*	Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.		
Suzuki (1990 models)		
Swift	**$400**	**Mar. 31**
Sidekick	**$700-$1,500**	**Mar. 31**
Toyota (1989 models)		
Cars	$400-$2,000, some based on quota	Feb. 2
Trucks	$300-$3,000	Feb. 2
Toyota (1990 models)		
Cars	**$100-$300, some based on quota**	**Feb. 2**
Trucks	**$300-$1,000**	**Feb. 2**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

Mitsubishi, Cadillac add dealer spiffs

Factory-to-dealer incentives are available on Mitsubishi trucks and all Cadillac models except Allante.

Until Jan. 31, Mitsubishi dealers who sell at least 26 percent of their quotas earn $1,000 on 1989 and 1990 Monteros, 1989 and 1990 four-wheel-drive pickups and 1989 and 1990 two-wheel-drive pickups.

Cadillac dealers earn incentives based on performance against quotas. The payments are: $500 per sale for up to 49 percent of quota; $750 for 50 to 99 percent; and $1,000 for 100 percent. The Cadillac program also ends Jan. 31.

Output rises, but it's far below 1989

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers scheduled 87,058 cars last week, 74.84 percent more than the prior week but 43.27 percent below the year-ago week as several plants remain idle to adjust inventory.

Companies split last week's estimated production as follows: General Motors, 38.76 percent; Ford Motor Co., 22.39 percent; Chrysler Motors, 10.45 percent; Honda of America Manufacturing, 8.88 percent; New United Motor Manufacturing Inc., 4.71 percent; Toyota Motor Manufacturing U.S.A., 4.94 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.94 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.73 percent; Diamond-Star Motors, 2.56 percent; and Subaru-Isuzu Automotive, 0.64 percent.

Truckmakers targeted 53,114 units for assembly last week, 62.83 percent above the prior week but 43.74 percent below the year-ago week.

GM will eliminate the second shift at its Linden, N.J., plant Feb. 26, affecting 1,600 hourly workers. Also, the plant will be idle the week of Jan. 29 because of high inventories.

GM laid off 450 workers at its Wilmington, Del., facility when it reduced the line speed Jan. 26. Beginning today, its Buick City plant in Flint, Mich., will operate on a single shift until Feb. 12.

GM's Lakewood, Ga., plant was shut down today to adjust inventory. The plant is expected to resume operations Feb. 5.

GM's Shreveport, La., plant will be closed the weeks of Feb. 5 and Feb. 12. The Lordstown, Ohio, van plant closed today and will be down until Feb. 5, and the Van Nuys, Calif., plant remains idle until Feb. 5 for model changeover.

The following GM plants were expected to reopen today after being down because of sluggish sales: Lansing, Mich., Grand Am line; Flint, Mich.; Baltimore; Pontiac West in Pontiac, Mich.; Bowling Green, Ky.; Doraville, Ga.; and the Fairfax plant in Kansas City, Kan.

Ford's Edison, N.J.; Lorain, Ohio; and St. Louis plants resumed operations today after being closed to adjust inventory.

Chrysler's Warren, Mich., plant is idle this week because of poor sales. The plant is expected to resume operations Jan. 29.

Canada trails last year, too

Last week's scheduled Canadian auto production was 13,190, 36.87 percent more than the previous week but 33.42 percent below the year-ago week.

Truckmakers targeted 14,264 units to be assembled last week, 13.90 percent more than the prior week but 33.50 percent fewer than the year-ago week.

Chrysler Motors' Bramalea, Ontario, and Brampton, Ontario, plants remain idle until Jan. 29 because of poor sales.

U.S. CAR	Week Ended Jan. 20, 1990	Week Ended Jan. 21, 1989	Week Ended Jan. 13, 1990	Jan. to Date	Jan. 1 to Jan. 20, 1990	Jan. 1 to Jan. 21, 1989
Horizon	900	0	0	1,797	1,797	0
Sundance	0	2,600	1,917	3,446	3,446	6,916
Acclaim	1,600	1,394	0	1,600	1,600	3,416
Total Plymouth	2,500	3,994	1,917	6,843	6,843	10,332
LeBaron J	0	2,289	0	0	0	6,543
LeBaron GTS	0	246	0	0	0	662
N. Yorker C-Class	400	2,370	0	400	400	6,649
Fifth Avenue	500	0	0	500	500	0
Imperial	400	0	0	400	400	0
Total Chrysler	1,300	4,905	0	1,300	1,300	13,854
Omni	900	0	0	1,927	1,927	0
Daytona	0	2,276	0	0	0	6,600
Shadow	0	2,453	2,175	3,950	3,950	6,637
Dynasty	2,200	3,115	0	2,200	2,200	8,674
Lancer	0	207	0	0	0	575
Spirit	2,200	1,371	0	2,200	2,200	3,626
Total Dodge	5,300	9,422	2,175	10,277	10,277	26,112
CHRYSLER MOTORS	9,100	18,321	4,092	18,420	18,420	50,298
Escort	0	8,771	2,943	5,099	5,099	24,925
Mustang	0	4,462	0	2,973	2,973	11,923
Tempo	2,651	3,959	0	2,651	2,651	11,156
Taurus	7,361	8,582	4,218	14,993	14,993	23,735
Thunderbird	3,095	4,344	0	3,095	3,095	10,000
Total Ford Div.	13,107	30,098	7,161	28,811	28,811	81,739
Topaz	869	1,468	0	869	869	4,105
Cougar	1,350	3,110	0	1,350	1,350	8,664
Sable	1,027	2,990	1,030	2,835	2,835	8,254
Total Mercury	3,246	7,568	1,030	5,054	5,054	21,023
Continental	696	1,566	871	2,394	2,394	4,827
Mark VII	347	780	434	1,178	1,178	2,409
Town Car	2,093	2,346	2,615	7,160	7,160	7,239
Total Lincoln	3,136	4,692	3,920	10,732	10,732	14,475
Total L-M Div.	6,382	12,260	4,950	15,786	15,786	35,498
FORD MOTOR CO.	19,489	42,358	12,111	44,597	44,597	117,237
Skyhawk	0	331	0	0	0	1,536
Skylark/Somerset	1,380	839	0	1,380	1,380	1,127
Century	1,500	3,399	0	1,500	1,500	9,411
Riviera	407	657	0	407	407	1,728
Electra	1,704	2,002	2,100	3,804	3,804	4,804
LeSabre (fwd)	3,112	0	0	3,112	3,112	0
LeSabre (rwd)	60	172	105	339	339	526
Reatta	159	277	189	348	348	769
Total Buick	8,322	7,677	2,394	10,890	10,890	19,901
Eldorado	448	766	0	448	448	2,031
Seville	504	590	0	504	504	1,535
Brougham (rwd)	744	1,080	0	744	744	3,165
DeVille (fwd)	2,876	4,430	0	2,876	2,876	11,567
Allante	60	75	75	195	195	210
Total Cadillac	4,632	6,941	75	4,767	4,767	18,508
Cavalier	3,801	8,567	0	3,801	3,801	24,897
Camaro	0	2,420	0	0	0	7,062
Celebrity	0	4,555	0	0	0	12,716
Corsica/Beretta	4,780	9,038	0	4,780	4,780	24,449
Caprice	2,436	3,269	1,404	4,886	4,886	9,558
Corvette	0	520	0	0	0	1,330
Total Chevrolet	11,017	28,369	1,404	13,467	13,467	80,012
Calais	1,500	1,429	0	1,500	1,500	1,927
Cutlass Ciera	1,668	1,661	0	1,668	1,668	4,686
Cutlass Supreme	0	3,623	0	0	0	7,211
Toronado	433	314	0	433	433	867
88 (fwd)	1,989	3,997	1,531	3,520	3,520	10,022
88 (rwd)	96	226	0	96	96	714
98	1,024	2,162	0	1,024	1,024	5,257
Total Oldsmobile	6,710	13,412	1,531	8,241	8,241	30,684
Sunbird	650	2,149	0	650	650	6,679
Grand Am	0	4,819	0	0	0	13,486
Firebird	0	1,566	0	0	0	4,459
Grand Prix	0	4,000	0	0	0	8,080
Pontiac 6000	1,192	2,194	0	1,192	1,192	6,115
Bonneville	1,226	2,357	1,370	2,596	2,596	5,121
Safari/Parisienne	0	52	0	0	0	294
Total Pontiac	3,068	17,137	1,370	4,438	4,438	44,214
GENERAL MOTORS	33,749	73,536	6,774	41,803	41,803	193,319
DIAMOND-STAR	2,225	549	2,458	6,634	6,634	1,536
HONDA	7,730	7,607	8,562	22,249	22,249	20,738
Civic	1,920	2,593	2,059	8,499	8,499	6,925
Accord	5,810	5,014	6,503	13,750	13,750	13,813
MAZDA†	3,426	5,004	4,343	10,978	10,978	13,210
NISSAN	2,380	2,367	2,346	6,311	6,311	6,673
NUMMI	4,100	3,730	4,225	11,180	11,180	9,321
Corolla	2,100	1,574	2,128	5,578	5,578	4,624
Geo Prizm/Nova	2,000	2,156	2,097	5,602	5,602	4,697
SUBARU-ISUZU*	560	0	560	1,680	1,680	0
TOYOTA	4,299	0	4,323	12,004	12,004	0
Total Cars, U.S.	87,056	153,472	49,794	175,856	175,856	412,332
Total Cars, Canada	13,190	19,811	9,637	26,873	26,873	51,268
U.S., Canada Cars	100,248	173,283	59,431	202,729	202,729	463,600
U.S., Canada Cars and Trucks	167,626	289,150	104,573	362,323	362,323	768,984

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Jan. 20, 1990	Week Ended Jan. 21, 1989	Week Ended Jan. 13, 1990	Jan. to Date	Jan. 1 to Jan. 20, 1990	Jan. 1 to Jan. 21, 1989
Monaco	0	0	1,064	1,894	1,894	0
Premier	0	1,291	211	401	401	2,572
CHRYSLER MOTORS	0	1,291	1,275	2,295	2,295	2,572
Tempo	3,552	4,515	0	3,552	3,552	11,457
Topaz	1,248	1,170	0	1,248	1,248	3,938
Crown Victoria	1,870	2,953	2,136	4,006	4,006	7,930
Grand Marquis	2,930	2,910	2,550	5,480	5,480	7,802
FORD MOTOR CO.	9,600	11,548	4,686	14,286	14,286	31,127
Celebrity	0	199	0	0	0	567
Cutlass Ciera	0	3,820	0	0	0	10,765
Lumina	0	123	0	0	0	200
Regal	0	1,140	0	0	0	1,376
GENERAL MOTORS	0	5,282	0	0	0	12,908
HONDA	2,100	1,510	2,138	5,990	5,990	4,176
HYUNDAI*	310	0	310	930	930	0
TOYOTA	1,000	0	1,048	2,868	2,868	0
VOLVO	180	180	180	504	504	485
Total Cars, Canada	13,190	19,811	9,637	26,873	26,873	51,268

U.S. TRUCK	Week Ended Jan. 20, 1990	Week Ended Jan. 21, 1989	Week Ended Jan. 13, 1990	Jan. to Date	Jan. 1 to Jan. 20, 1990	Jan. 1 to Jan. 21, 1989
Caravan	1,500	2,078	1,938	5,631	5,631	6,560
Dakota	1,400	2,305	1,734	3,134	3,134	5,784
Caravan C/V	50	186	123	315	315	541
Ram pickups	1,700	2,301	1,886	3,586	3,586	5,784
Total Dodge	4,650	6,870	5,681	12,666	12,666	18,669
Cherokee	3,500	4,718	0	3,500	3,500	10,089
Comanche	150	766	0	150	150	1,717
Grand Wagoneer	200	350	0	200	200	915
Wagoneer	50	216	0	50	50	464
Total Jeep	3,900	6,050	0	3,900	3,900	13,165
Voyager	1,300	1,966	2,122	5,344	5,344	6,207
Town & Country	50	0	67	180	180	0
Total C-P Div.	1,350	1,966	2,189	5,524	5,524	6,207
CHRYSLER MOTORS	9,900	14,886	7,870	22,090	22,090	38,041
Aerostar	0	4,751	0	3,200	3,200	13,725
Bronco	939	2,148	1,060	1,999	1,999	5,666
Bronco II	2,110	2,819	0	4,322	4,322	7,583
Econoline	3,356	5,176	0	6,541	6,541	14,308
Mediums/Heavies	815	1,315	1,300	3,145	3,145	3,654
Light trucks	7,533	11,822	4,783	17,132	17,132	31,778
Ranger	4,760	7,320	0	7,956	7,956	19,618
Total Ford Div.	19,513	35,351	7,143	44,295	44,295	96,332
FORD MOTOR CO.	19,513	35,351	7,143	44,295	44,295	96,332
Astro	0	3,487	0	0	0	9,586
Blazer	0	806	0	0	0	1,894
Lumina APV	1,184	0	1,539	3,700	3,700	0
Mediums/Heavies	206	0	341	775	775	0
P-Model	374	868	0	374	374	693
Pickups	5,134	10,639	163	5,446	5,446	24,954
S-10	3,003	6,212	3,908	9,601	9,601	16,762
S-10 Blazer	97	3,763	0	97	97	10,636
Sportsvan/Van	0	1,872	0	0	0	3,290
Suburban	0	1,573	0	0	0	4,478
Total Chevrolet	9,998	29,120	5,951	19,993	19,993	72,093
Jimmy	0	177	0	0	0	474
Mediums/Heavies	338	0	280	803	803	0
P-Model	36	44	0	36	36	297
Pickups	2,735	3,302	75	2,852	2,852	8,595
S-15	659	1,088	869	2,743	2,743	3,854
S-15 Jimmy	29	906	0	29	29	3,112
Safari	0	888	0	0	0	2,485
Suburban	0	674	0	0	0	2,111
Vandura/Rally Vans	0	642	0	0	0	1,057
Total GMC	3,797	7,721	1,224	6,463	6,463	21,985
Olds Silhouette	484	0	576	1,489	1,489	0
Pontiac Trans Sport	1,044	0	1,190	3,207	3,207	0
GENERAL MOTORS	15,323	36,841	8,941	31,152	31,152	94,078
NAVISTAR	1,308	1,771	1,641	3,854	3,854	4,349
NISSAN	3,060	2,817	3,014	8,142	8,142	7,868
SUBARU-ISUZU*	560	0	560	1,680	1,680	0
AM GENERAL*	450	450	450	1,350	1,350	1,260
MISCELLANEOUS*	3,000	2,300	3,000	9,000	9,000	6,440
Total Trucks, U.S.	53,114	94,416	32,619	121,563	121,563	248,368

CANADIAN TRUCK	Week Ended Jan. 20, 1990	Week Ended Jan. 21, 1989	Week Ended Jan. 13, 1990	Jan. to Date	Jan. 1 to Jan. 20, 1990	Jan. 1 to Jan. 21, 1989
Caravan	3,234	3,339	3,756	10,061	10,061	9,235
Caravan C/V	204	204	242	617	617	588
Ram Wagon	0	682	0	0	0	1,926
Ram Van	0	1,768	0	0	0	4,836
Total Dodge	3,438	5,993	3,998	10,678	10,678	16,585
Voyager	2,706	2,694	3,311	7,905	7,905	7,558
Total Plymouth	2,706	2,694	3,311	7,905	7,905	7,558
Wrangler	0	1,304	0	0	0	2,952
Total Jeep	0	1,304	0	0	0	2,952
CHRYSLER MOTORS	6,144	9,991	7,309	18,583	18,583	27,095
FORD MTR. (lt. trks.)	3,040	3,522	0	5,298	5,298	9,871
Light trucks	3,380	3,960	3,892	9,998	9,998	9,420
Vans	0	1,462	0	2	2	4,137
Total Chevrolet	3,380	5,422	3,892	10,000	10,000	13,557
Light trucks	1,500	1,622	1,121	3,592	3,592	4,040
Vans	0	619	0	1	1	1,698
Total GMC	1,500	2,241	1,121	3,593	3,593	5,738
GENERAL MOTORS	4,880	7,863	5,013	13,593	13,593	19,295
NAVISTAR	200	275	201	557	557	755
Total Trks., Canada	14,264	21,451	12,523	38,031	38,031	57,016
U.S., Canada Trks.	67,378	115,867	45,142	159,594	159,594	305,384

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News

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GM gives green light to new Camaro and Firebird

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors last week approved the next-generation Pontiac Firebird and Chevrolet Camaro, moving the sporty, image cars closer to production.

Approval of the product itself removes a major hurdle. The business case for the models, which includes the marketing plans, sales forecast and amount of investment, and location for their assembly have yet to be approved. Those approvals are expected in the next two months.

While GM refuses official comment on future product programs, three officials confirmed the product won the go-ahead.

The future of the sporty cars has been uncertain for many months, particularly in recent weeks as GM disclosed plans to cut costs by $1 billion in 1990. Some of the cost-cutting is to come from cancellation or deferral of future product programs, mainly those beyond the 1992 model year that have not received corporate approval to move toward production.

But last Monday, the new F-cars, as they are known, won management approval.

Camaro and Firebird have been produced in the same form with only minor year-to-year changes since 1982; the new versions will debut in the spring of the 1992 model year but likely will be badged as 1993 models. The brands debuted in 1967-68.

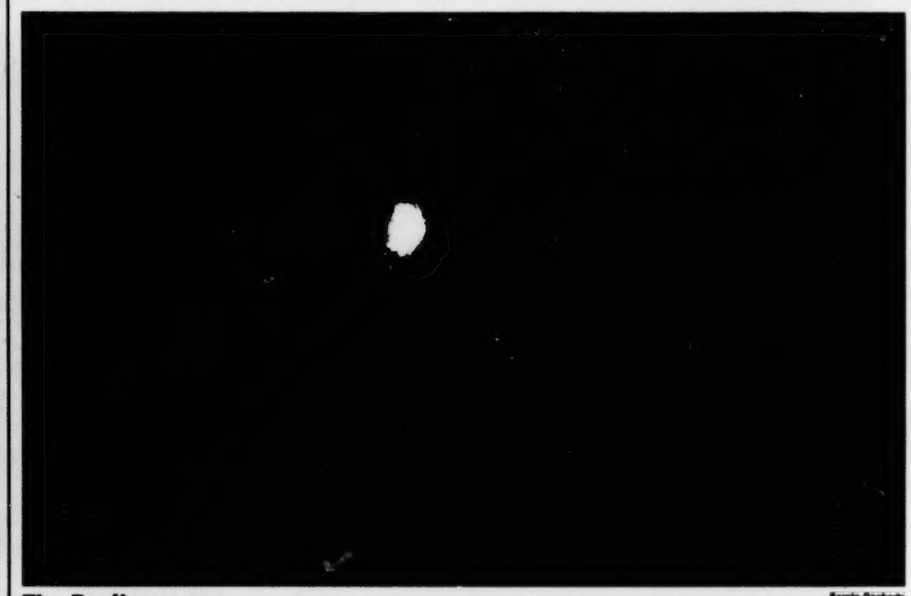
Even before the most recent round of cost-cutting, debate raged about the future of the cars. One faction within GM, mostly financial people, argued that sales forecasts showed a continued slide in the 1990s, and the investment would not be worth it. The prospect for tougher fuel economy and exhaust standards further clouded the matter.

The peak sales year for each car was 1978 — 251,983 for Camaro and 177,192 for Firebird. Chevrolet sold 95,469 Camaros in 1989, down 6 percent from the previous year. Pontiac sold 55,030 Firebirds last year, also down about 6 percent. The Van Nuys, Calif., plant that now produces the cars was down to one shift, had been idled for slow sales repeatedly and now is closed

see F-CARS, page 43

Chevrolet Camaro's next generation, like Saturn, has a skin of composite and steel on a space frame.

AUTOWEEK/Bernie Sala



The Devil you say

Sergio Goeberto

Lamborghini's Diablo, a $191,000 successor to the Countach, is ready for production at Sant'Agata Bolognese, Italy, and for admiration at February's Chicago Auto Show. Story, Page 41.

Spring option specials cut Dodge truck prices

Changes slated for vans, pickups

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Dodge Division will announce a new series of specially priced spring truck packages to its dealers this week. Coupled with rebates, they will enable dealers to sell well-equipped Dakota pickups for less than $9,000 and well-equipped full-sized Ram pickups for less than $10,000.

Base prices are $9,700 for Dakota and $11,425 for Ram pickups.

Chrysler Motors also will make a series of product design and powertrain changes in its 1991 and 1992 minivans and mid-sized and full-sized pickups to boost their competitiveness.

Trucks, vans and sport-utilities account for about 49 percent of Chrysler Motors' vehicle sales.

The changes include:

- Intercooling the popular Cummins turbodiesel, introducing a new heavy-duty four-speed automatic transmission for it and targeting the full-sized Ram Club Cab pickup as the best new candidate for that engine.
- A 1991-model facelift for the full-sized pickups.
- Revamping the Dodge Caravan and Mini Ram Van/Plymouth Voyager/Chrysler Town & Country minivans with new styling and features.

They include all-wheel-drive availability on both long- and short-wheelbase models; rear anti-lock brakes; "Quad Command" captain's chairs available in three trim levels, including leather; a Convert-A-Bed feature for the long-wheelbase models; rear shoulder belts; rear center high-mounted lights as part of the new glass design; thin-back molded

see CHRYSLER, page 43

Big 3 engineers will keep more work inside

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

The Big 3 will outsource fewer big projects in the 1990s, reversing a decade's rapid growth in contracted large-scale engineering projects.

Even as top-level suppliers and contract engineering firms prepare for more complicated and comprehensive projects, domestic auto companies are questioning the efficiency of turning major vehicle programs over to outsiders.

High-level engineers at U.S. car companies said that in the future, in-house engineering departments would handle many projects that might have gone to outside firms in recent years. They said that despite their potential, the benefits of modular manufacturing and contract engineering have been exaggerated.

> "There are definitely some risks with not having complete control."
>
> **Jim Kennedy**
> Ford

This tough perspective comes just as first-tier suppliers Dana Corp. and TRW Inc. announced plans to form a super-supplier joint venture to do more, larger turn-key product development and supply programs for Ford Motor Co., General Motors and Chrysler Motors.

Super suppliers like the TRW-Dana combine — with the capability to engineer, develop, coordinate the efforts of smaller suppliers and deliver tested and complete system modules to assembly plant back doors — might gobble the lion's share of a shrinking contract-engineering market.

A super supplier, unlike a contract-engineering firm, would have no interest in simple engineering contracts. Its intention is to provide one-stop shopping for automakers seeking engineering and system supply.

"It all goes back to need," says Marty Hermanns, vice president, systems engineering at Dana. "OEMs have made a conscious decision to reduce their engineering capacity. And we're filling the need for a supplier that can design and engineer a product."

But carmakers say they will be more wary of turning over vehicle systems to an outside vendor. The dangers cited in-

see INSIDE, page 43

Tonkin

TV says it is crucial to cars

Television stations must convince auto dealers that television advertising is crucial to the recovery of the auto industry.

That message went to more than 600 television stations last Friday when the Television Bureau of Advertising sent its member stations "Auto Boom . . . Or Bust."

Ron Tonkin, National Automobile Dealers Association president, was featured on the program. He said expected ad cuts could be alleviated if factory sponsored auto associations are abolished.

— Ariena Sawyers

42-year dealer warns GM:
In our guest opinion column, dealer Archie Huebner shares his advice to General Motors. He warns of a "bloodbath" in the '90s and implores GM to be the first of the Big 3 to shun rebates. Page 14.

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Gordon Buehrig, design giant, dies

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Gordon Buehrig, one of the titans of automobile design, died last Monday at his home in Grosse Pointe Woods, Mich., of complications from a fall. He was 85.

"This is a sad day for anybody who has been involved in transportation design," said Thomas C. Gale, vice president of product design at Chrysler Motors. "Mr. Buehrig was one of the founders and forefathers of the industrial design profession as it related to automobiles. We will miss him."

Buehrig's best known work was the low-slung 810 Cord, a V-8-powered front-wheel-drive car with hideaway headlights. Introduced at the New York auto show in November 1935, it was a sensation. It is acknowledged by car collectors today as a classic automotive design.

Buehrig is generally credited with the invention of the T-top, which he patented in 1951. While at Ford Motor Co., he built a prototype 1955 Thunderbird with a T-top, but the company did not adopt the design for production. General Motors installed a T-top on the 1968 Corvette without acknowledging Buehrig. When the designer threatened to sue, the company settled out of court for $15,000.

Last year, Buehrig was inducted into the Automotive Hall of Fame at Northwood Institute in Midland, Mich.

In recent years, Buehrig was an outspoken opponent of "wind-tunnel" design, which he claimed sacrifices vehicle character for a low coefficient of drag.

"It's about time the automobile companies sent their aerodynamic experts on a slow boat to China and let the real designers put some personality into their cars," he said in a 1986 interview. "Take the Ford Taurus and Sable. They look like the ultimate in aero. But where do you go from there?"

Noting that there are automotive wind tunnels all over the world, Buehrig said, "They give you the same answers in any language — English, German, Japanese. The wind tunnel is a completely impersonal gadget without a soul. Its goal is to produce an object that will go through the air best. And that shouldn't be the total purpose of an automobile."

Buehrig was born June 18, 1904, in Mason City, Ill. As a child, he was fascinated by automobiles — and frustrated because his family didn't have one.

In high school, he got his first experience in automobile design. He and his brother Donald ac-

see BUEHRIG, page 41

AUTOMOTIVE NEWS/JOE WILKENS

Buehrig is generally credited with the invention of the T-top.

Trucks lead mid-month sales gain

Light trucks helped the domestic market continue its sales thaw in mid-January.

Sales of U.S.-built trucks in mid-January climbed 9.36 percent while sales of U.S.-built cars rose only 0.53 percent for an overall sales increase of 4.02 percent over last year. Both periods had nine selling days.

In mid-January, 155,803 U.S.-built cars were sold, compared to 154,979 last year.

Sales of U.S.-built trucks totaled 110,762, compared to 101,286 last year.

Chrysler Motors reported the biggest jump in truck sales.

The company's truck sales climbed 35.61 percent over last year, buoyed by a consumer rebate on minivans.

Truck sales were up 5.88 percent at General Motors and 0.19 percent at Ford Motor Co. Nissan truck sales fell 42.07 percent in the 10-day period.

Car sales were off at each of the Big 3. The declines were 1.48 percent at GM, 9.13 percent at Ford and 8.85 at Chrysler.

At GM, Buick and Chevrolet posted gains while Cadillac, Oldsmobile and Pontiac reported fewer sales for this 10-day period than the year-ago period.

At Ford, Lincoln was the only make to show a sales increase.

At Chrysler, Eagle and Plymouth sales were up while Chrysler and Dodge sales declined.

Except for Nissan, transplant car sales increased.

Car sales were up 14.86 percent at Honda, 55.41 percent at Mazda, 516.72 percent at Mitsubishi and 371.36 percent at Toyota.

Mitsubishi sold 1,918 units in the period and Toyota sold 7,405.

Nissan car sales were off 12.49 percent.

DOMESTIC SALES

CARS

	Jan. 11-20, 1990	Jan. 11-20, 1989
Eagle	1,232	972
Chrysler	4,681	6,361
Dodge	8,091	9,405
Plymouth	5,992	5,418
Chrysler Motors	20,196	22,156
Ford	32,124	36,848
Lincoln	6,113	4,870
Mercury	8,355	9,554
Ford Motor Co.	46,592	51,272
Buick	13,445	10,513
Cadillac	5,343	6,261
Chevrolet	27,862	25,895
Oldsmobile	10,789	14,354
Pontiac	12,261	13,722
General Motors	69,700	70,745
Honda	7,241	6,304
Mazda	1,049	675
Mitsubishi	1,918	311
Nissan	1,702	1,945
Toyota	7,405	1,571
U.S. Car Total	**155,803**	**154,979**

TRUCKS

Chrysler	147	—
Dodge	17,306	12,688
Jeep	5,480	6,572
Plymouth	9,211	4,444
Chrysler Motors	32,144	23,704
Ford Motor Co.	35,777	35,708
Chevrolet	32,247	30,567
GMC	7,769	8,191
Oldsmobile	437	—
Pontiac	583	—
General Motors	41,036	38,758
Nissan	1,805	3,116
U.S. Truck Total	**110,762**	**101,286**
U.S. Car-Truck Total	**266,565**	**256,265**

Smyrna to assemble V-6 for 1992 Ford-Nissan minivan

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

SMYRNA, Tenn. — Nissan Motor Manufacturing Corp. U.S.A. will add V-6 engine assembly to its production center here by 1992.

Smyrna trade to increase, Page 41

The engine will be used in the new minivan, code-named VX54, that Nissan will build with Ford Motor Co. at Avon Lake, Ohio, for 1992 introduction.

Nissan will spend $25 million to build the V-6 assembly line.

It will begin production in October 1992 with a targeted output of 135,000 units annually.

The line will have a maximum capacity of 150,000 units a year and should reach full production by the end of 1992, according to Emil Hassan, vice president of engineering.

Plans for the minivan call for production of 135,000 vehicles a year, giving Smyrna a potential excess capacity of 15,000 engines annually.

Despite the increased number of models planned for Smyrna, Hassan said the new engine, a 3-liter version of the the V-6 currently used in Nissan trucks, will be used only in the Ford-Nissan minivan.

Smyrna currently builds Sentras and pickup trucks and has begun a $490 million expansion program to add a larger vehicle to replace the Stanza in 1992.

Nissan also has indicated it wants to move production of its Pathfinder sport-utility vehicle from Japan to the Smyrna plant, but it has no firm schedule for when that will happen.

Hassan said the V-6 will not fit any of the other vehicles built at the Smyrna plant.

Nissan originally was to supply Japanese-made engines for the minivan.

The company's decision to invest in U.S. production sends a signal that the minivan is moving forward.

The venture bogged down late last year for unexplained reasons.

Hassan said the project went through a "re-evaluation period," but added, "We at Nissan are merely a supplier to the project, and we kept working on our part of it all along. As far as we are concerned, it never left the drawing board."

The V-6 project, which will require 250 addi-

see SMYRNA, page 41

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Aro boss caught in Romanian revolution

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — The Romanian-American president of Aro of North America found himself in the middle of a revolution on a business trip to Romania last month.

"Everybody's happy there now," said Catalin Tutunaru, president of the company that is seeking to import the Aro Hunter, a Ford-powered, Romanian-built sport-utility vehicle. The import firm is based in Saco, Maine.

"There were a lot of wounded and killed people, but now they're more free. There's enthusiasm like you wouldn't believe," Tutunaru said.

Tutunaru was in Romania for meetings with Auto Dacia factory officials when the shooting started. It culminated in the Dec. 22 revolution in Bucharest.

During lulls in the fighting, Tutunaru said he helped carry food to rebels who were attacked by government troops when they took over the state-controlled radio and television center in the capital.

When the fighting died down, he flew to Switzerland on a U.S. military plane because commercial flights had been suspended.

Greater democracy in Romania could improve long-term prospects for U.S. import of the Aro Hunter, but the revolution has again delayed the project.

"There's going to be a little bit of delay, obviously, while some changes are made," said William P. Miller, chief operating officer of Aro of North America.

Tutunaru said the changes he saw in Romania are profound. He said that before the revolution, Romanian assembly-line workers worked under difficult conditions, though he said there was no forced labor as in some other Eastern Bloc countries.

"There was a shortage of heat and light. In the plant, it might be 35 or 40 degrees, with no lights. Now, things are bright and the heat is on," Tutenaru said.

And since the communists have been ousted, communications with the factory are more normal, he said. "Every phone was tapped," he said. "You had to have government permission to use the fax machine. Not every person was allowed to handle it.

"If anything, it's easier to do business without the higher government officials wasting money, and without the Securitate (secret police) watching me just because I am an American-Romanian," he said.

"Before, they just wanted to take advantage of us. Now, they want to cooperate. That's the feeling of everybody on the street."

But the revolution has worried some of Aro's 16 would-be dealers.

"It's a good product, and they have a good organization. They have done a good job trying to communicate with their dealers," said Lee M. Horner, president of Wyman Ford in Maplewood, N.J., who signed up for a franchise.

see ARO, page 41

Anglo offers new financing plan

Anglo American Auto Auctions will introduce a dealer financing plan called the Gold Card Program to new-car dealers at the Nashville Auto Auction. The program begins Feb. 1.

Under the program, dealers may return any vehicle purchased with the card within 30 days, and be guaranteed 95 percent of the original price or the subsequent resale price, whichever is more.

Anglo American, of Nashville, Tenn., eventually will offer the program to its 21 other auctions.

"Dealers should use the Gold Card Program to diminish risk and diversify into the lucrative used-car market," said Michael J. Richardson, president of Anglo American.

Anglo American will issue the Gold Card to a select group of new-car dealers meeting its lenders' requirements for credit approval. Third National Bank of Nashville will provide financing for the pilot program.

According to Bob Rauschenberg, executive vice president of Anglo American Auction Services, interest rates will differ slightly among dealers.

"Anglo's program, with a 45-day repayment period and a 30-day buyback guarantee, is clearly an attractive program for dealers," he said.

A service window will be dedicated to card holders at the auction.

It will act as a branch of the bank at the auction. A bank representative will attend every auction sale for the first several months.

AUCTION BRIEFS

CHARLES THOMAS

The Gold Card Program is similar to one offered by GE Capital Auto Auctions, of Barrington, Ill., to improve dealer cash flow and increase their buying power.

GE's Plus 10 program allows registered car dealers at several of its auctions to buy a vehicle then hold the car in their inventory for 10 calendar days before paying for it.

When the payment is received, GE clears the vehicle title for the dealer.

The Plus 10 program is applicable on all cars and trucks up to a $20,000 limit per vehicle. Individual credit lines are negotiated.

Retail leases gain

Vehicle leasing is surging and has ever since the 1986 Tax Reform Act phased out deductions for interest paid on car loans.

As a result, many lending institutions that bought lease paper when the upswing began are now considering alternatives for remarketing the first wave of end-of-term lease cars.

According to the Consumer Banking Association, demand for leasing is on the upswing and there are no signs that the growth will stop.

Between 1981 and 1989, consumer leasing increased 175 percent. This year an estimated 5.5 million vehicles will be leased.

Because more lease vehicles are sold at auctions, some auctions are now tailoring special programs for financial institutions.

One of them is Anglo American Auto Auctions, which recently introduced its EOT Program. The program works because the company has 22 locations.

First, financial institutions must secure an agreement with Anglo American, then notify it 30 days before of the number of vehicles coming to the end of term.

Lessees take their cars to the closest auction outlet and within half an hour of delivery, Anglo produces a vehicle condition report, collects any fees due and provides the lessee with a return ride to their home or office.

Anglo makes a recommendation on whether it is advisable for the car to undergo reconditioning or mechanical work.

The financial institution is then apprised of where and when the car is sold.

Canada vehicle sales off 5.2% in '89; Dec. drops 15.6%

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — Canada ended a less than robust 1989 on an even softer note as combined sales of domestic and imported cars and trucks fell 15.66 percent in December.

Sales of domestic and imported vehicles were off 5.23 percent for the calendar year, dropping below the 1.5 million mark to 1,457,428 units.

In December, domestic cars suffered a 17.19 percent decline, while imports fell 11.10 percent. Chrysler Canada and General Motors of Canada dropped 29.04 and 27.22 percent, respectively. Ford managed a 7.26 percent gain, paced by brisk sales of the Tempo, which captured the title as Canada's best-selling car for the fourth consecutive calendar year.

On a year-over-year basis, domestic cars were off 9.57 percent. Imported cars, which had been rising while overall sales fell, declined in December, down 11.1 percent. Toyota, Honda, Nissan, Suzuki, Ford and Volvo were among the gainers. Hyundai sales were off 51.6 percent, and Volkswagen plunged 48.7 percent.

The imports still barely managed to stay slightly ahead on the calendar year, however, by 1.86 percent. Total domestic and imported car sales for the calendar year were down 5.98 percent.

Truck sales also fell in December for the domestics. They were down 20.39 percent as each of the Big 3 posted declines.

Ford, GM and Chrysler each suffered on a 12-month basis with their domestic volume collectively falling 8.1 percent.

Import truck models managed a 14.69 percent gain for the month and a year-long increase of 32.71 percent. For the year, Toyota, Nissan, Mazda, GM, Suzuki and even Lada were up. Only Chrysler and Volkswagen sold fewer imported trucks last year than in 1988.

The strong import truck performance wasn't enough to keep overall truck sales ahead of last year, however. Sales fell 3.62 percent.

Bill Atkinson, vice president of marketing at General Motors of Canada, summed up the Canadian year: "1989 was a challenging year for the automobile business. Consumer spending for the first three quarters of 1989 was so strong that some economic contraction was inevitable in the fourth quarter.

"The automobile industry is very interest rate sensitive and contin-

Tempo again wins Canada sales race

TORONTO — For the fourth year in a row, the Ford Tempo was the best-selling car in Canada.

Ford of Canada sold 48,975 Tempos last year, about 2,000 fewer than in 1988. A vigorous promotional and incentive campaign in December pushed Tempo into first place.

Rounding out the top 10 were: Chevrolet Cavalier, 47,396; Honda Civic, 37,684; Mercury Topaz, 35,905; Chevrolet Corsica/Beretta, 33,086; Honda Accord, 32,181; Pontiac Sun-

CANADIAN CAR AND TRUCK SALES

Domestic cars	Dec. 1989	Dec. 1988	12 mos., 1989	12 mos., 1988
General Motors	17,669	24,277	309,696	352,210
Ford	14,056	13,105	190,604	201,240
Chrysler	6,112	8,614	119,773	145,553
Honda	1,494	2,309	25,383	18,686
Hyundai	582	0	2,194	0
Volvo	285	235	3,760	2,685
Domestic car total	**40,198**	**48,540**	**651,410**	**720,374**
Import cars				
Toyota	4,484	4,372	77,618	70,400
Honda	3,276	2,687	59,045	56,358
GM	1,673	1,723	30,580	27,369
Volkswagen	1,534	2,992	29,212	35,552
Nissan	1,383	1,342	28,145	29,812
Mazda	1,361	1,418	26,162	27,656
Hyundai	1,028	2,123	26,504	31,013
Chrysler	983	1,174	20,920	13,107
Suzuki	400	251	7,328	6,588
Ford	389	250	8,356	6,299
Subaru	314	534	6,171	7,759
Mercedes-Benz	277	275	4,063	4,221
BMW	230	366	4,311	5,016
Volvo	229	163	3,253	3,491
Jaguar	125	162	1,606	2,154
Lada	49	54	673	971
Saab	44	105	1,212	1,369
Peugeot	6	0	223	78
Skoda	4	19	344	378
Import car total	**17,789**	**20,019**	**335,726**	**329,991**
TOTAL — ALL CARS	**57,987**	**68,559**	**987,136**	**1,049,965**
Domestic trucks (including vans)				
General Motors	10,205	12,794	158,019	175,552
Ford	7,948	10,331	138,791	148,336
Chrysler	6,796	8,213	102,499	110,590
Domestic truck total	**24,949**	**31,338**	**399,309**	**434,478**
Import trucks (including vans)				
Toyota	1,480	1,424	16,987	15,736
Mazda	1,148	700	17,868	11,597
Nissan	1,033	736	13,571	13,118
GM	716	847	11,442	3,594
Suzuki	424	305	7,781	5,438
Chrysler	120	167	2,339	2,910
Volkswagen	28	128	768	934

AUCTION DATES

Chrysler Motors

Jan. 30 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Salt Lake Auto Auction, Salt Lake City; South Seattle Auto Auction, Kent, Wash.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas.

Jan. 31 — A.D.E. of Birmingham, Moody, Ala.; Butler Auto Auction, Gibsonia, Pa.; and Denver Auto Auction, Aurora, Colo.

Feb. 1 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Omaha Auto Auction, Omaha, Neb.; Ark-La-Tex Auto Auction, Shreveport, La.; Golden Gate Auto Auction, Fremont, Calif.; Amarillo Auto Auction, Amarillo, Texas, and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 2 — Manheim Auto Auction, Manheim, Pa.

Feb. 6 — Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Portland Auto Auction, Portland, Ore.; Nashville Auto Auction, Nashville, Tenn.; Southwest Auto Auction, Chandler, Ariz.; and Dallas Auto Auction, Grand Prairie, Texas.

Feb. 7 — Columbus Fair Auto Auction, Columbus, Ohio, and Minneapolis Auto Auction, Plymouth, Minn.

Feb. 8 — Indianapolis Auto Auction, Indianapolis; Fredericksburg Auto Auction, Fredericksburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Riverside Auto Auction, Riverside, Calif.; and Southern States Vehicle Auction of Atlanta, Newman, Ga.

Feb. 9 — St. Louis Auto Auction, Bridgeton, Mo., and Tri-State Auto Auction, Cicero, N.Y.

Ford Motor Co.

Jan. 30 — Ohio Auto Auction, Grove City, Ohio, and Bay Cities Auto Auction, Hayward, Calif.

Jan. 31 — Albuquerque Auto Auction, Albuquerque, N.M.; Texas Hobby Auto Auction, Houston; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

Feb. 1 — Billings Auto Auction, Billings, Mont.; Minneapolis Auto Auction, Plymouth, Minn.; Nashville Auto Auction, Nashville, Tenn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Feb. 6 — Greater Chicago Auto Auction, Chicago; Newburgh Auto Auction, Newburgh, N.Y.; and South Seattle Auction, Kent, Wash.

Feb. 7 — Northway Exchange, Clifton Park, N.Y.; Concord Auto Auction, Acton, Mass.; Clanton's Auto Auction, Darlington, S.C.; Fort Worth Auto Auction, Fort Worth, Texas; Mississippi Auto Auction, Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif.; and Omaha Auto Auction, Omaha, Neb.

Feb. 8 — Manheim Auto Auction, Manheim, Pa.; Southwest Auto Auction, Chandler, Ariz.; and St. Louis Auto Auction, Bridgeton, Mo.

General Motors

Jan. 30 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; Manheim Auto Auction, Manheim, Pa.; and Florida Auto Auction, Ocoee, Fla.

Feb. 1 — Southwest Auto Auction, Phoenix, Ariz.; Mid Ark Auto Auction, North Little Rock, Ark.; Arena Auto Auction, Chicago; Columbus Fair Auto Auction, Columbus, Ohio; and St. Louis Auto Auction, Bridgeton, Mo.

Feb. 6 — A.D.E. of Birmingham, Moody, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; National Auto Dealer Exchange, Bordentown, N.J.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 7 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif.; and Statesville Auto Auction, Statesville, N.C.

Feb. 8 — Amarillo Auto Auction, Amarillo, Texas; Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; Big H Auto Auction, Houston, Texas; Nashville Auto Auction, Nashville, Tenn.; Arena Auto Auction, Chicago; and St. Louis Auto Auction, Bridgeton, Mo.

Toyota

Feb. 1 — Greater Chicago Auto Auction, Chicago.

Feb. 6 — Southern Auto Auction, East Windsor, Conn., and Bay Cities Auto Auction, Hayward, Calif.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$1,000	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$750**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Dodge	**$1,000-$1,500**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Dodge Trucks	**$1,000 - $2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Eagle	**$1,000-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
Plymouth	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Jan. 31**
All minivans	**$1,000**	**3.9**	**4.9**	**7.9**	**9.9**	**Jan. 31**
***—Buyer will receive any increase in rebate through Sept. 30, 1990.**						
Ford Motor Co. (1989 models)						
Ford cars	$750-$1,000	6.9	8.9	9.9	10.9	Feb. 5
Ford trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 5
Mercury	$1,000-$1,500	6.9	8.9	9.9	10.9	Feb. 5
Merkur	$3,000-$4,000					Feb. 5
Ford Motor Co. (1990 models)						
Ford cars	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Ford trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Continl., Mark VII	**$1,500**					**Mar. 31**
Mercury Topaz, Cougar, Sable	**$750-$1,300**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Finance incentives on Aerostar, Taurus, Taurus SHO and Sable are 4.9; 4.9; 4.9; and 10.9.						
General Motors (1989 models)						
Chevrolet cars	$300-$1,000	6.9	8.9	9.9	10.9	Feb. 2
Chevrolet trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
GMC	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 2
Cutlass Supreme	$1,500	4.8	4.8	4.8	10.9	Feb. 2
Other Oldsmobile	None	6.9	8.9	9.9	10.9	Feb. 2
Pontiac Grand Prix	$1,000	4.8	4.8	4.8	10.9	Feb. 2
Other Pontiac	$750 - $1,000	6.9	8.9	9.9	10.9	Feb. 2
General Motors (1990 models)						
Buick	**$250-$1,250***	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet cars**	**$800-$1,500**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Chevrolet trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
GMC	**$600-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Cutlass Supreme	**$1,000**	**4.8**	**4.8**	**4.8**	**10.9**	**Feb. 2**
Other Oldsmobile	**None**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
Pontiac Grand Prix	**$1,000**	**4.8**	**4.8**	**4.8**	**10.9**	**Feb. 2**
Other Pontiac	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 2**
***—Based on option package selected**						
****—Finance rates on Chevrolet Lumina are 4.9; 4.9; 4.9; 10.9.**						
Hyundai Excel (1989, 1990)	**$500-$1,000**					**Mar. 5**
Mazda 323 (1989)	$200-$600					Feb. 2
Trucks (1989)	$750					Feb. 2
Mazda 626 (1990)	**$750**					**April 11**
MX-6 (1990)	**$1,000**					**April 11**
Trucks (1990)	**$750-$1,000**					**April 3**
Mitsu. Eclipse ('90)	**$1,000**					**Jan. 31**
Sterling (1989 models)	$5,000					Mar. 31
Subaru (1989 models)						
Justy	$500-$1,000					Feb. 22
XT, XT6	$1,000-$3,000*					Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.						
Suzuki (1989 models)						
Swift	$500-$2,000					Mar. 31
Samurai	$1,000					Mar. 31
Sidekick	$500-$3,000					Mar. 31

VOLVO

FROM PAGE 2

end to 240 production. The North American spokesman said the 240 "will continue to be the entry-level car for some years to come."

Gyllenhammar told the Swedish business magazine *Veckans Affarer* that Volvo is investing $3 billion in the new car, which will have front-wheel drive and an all-new engine.

"I have been test driving the new Volvo and the car looks very tough," he told the magazine.

He would give no more details, but added that the timing of the introduction is also a question of investment.

Volvo's cuts come as the automaker is increasing capacity at its new Uddevalla plant and expanding output at Ghent, Belgium. Specifically:

- Approximately 13,000 fewer 240-series units and 1,000 fewer 700-series units will be made at the main Torslanda plant in Gothenburg. The work force of about 9,000 will be cut by 250.
- 760-series output at Kalmar will be cut from 23,000 to 20,000 units. Nine Friday production stops are planned this spring.
- Assembly of the 700-series at Uddevalla, which opened last spring, will be increased by about 12,800 cars, resulting in an expected 1990 output of 22,000 cars. The final production goal at Uddevalla is 40,000 cars a year.
- Two production stops of three days each will reduce output of the 700-series at Ghent by 2,500 cars. The plant is in the process of being expanded to produce 125,000 cars in 1992 compared with this year's 95,000.

Automotive News Special Correspondent Knut Moberg in Oslo, Norway, contributed to this report.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models)		
TC by Maserati	$6,000	None
Ford Motor Co. (1989 models)		
Taurus SHO	$500	Feb. 5
Ford Ranger	$250-$750, quota	Feb. 5
Bronco II	$250	Feb. 5
Ford Motor Co. (1990 models)		
Taurus SHO	**$500**	**Feb. 5**
Ford Ranger, Bronco II	**$250**	**Feb. 5**
General Motors (1989 models)		
Buick Regal	$1,500	Feb. 2
Cadillac	$500-$1,000, quota	Jan. 31
Chevrolet Corvette	$2,000-$4,000, quota	Feb. 2
Oldsmobile	$500-$2,500	Feb. 2
General Motors (1990 models)		
Buick	**$1,000-$2,000 on Reatta, Riviera, Park Avenue Ultra**	**Feb. 2**
Cadillac	**$500-$1,000, quota**	**Jan. 31**
Chevrolet Geo Tracker	**$1,000**	**Feb. 2**
Oldsmobile	**$500-$1,000, quota**	**Feb. 2**
Hyundai Excel (1989)	$500	Mar. 5
Isuzu (1989 models)		
Impulse, I-Mark	$300	Mar. 31
Trooper	$500-$1,500, quota	Mar. 31
Pickup	$500-$700	Mar. 31
Isuzu (1990 models)		
Trooper	**$500-$1,500, quota**	**Mar. 31**
Pickup	**$500-$700, quota**	**Mar. 31**
Mitsubishi trucks (1990)	**$1,000, quota**	**Jan. 31**
Nissan (1988-89 models)		
Pulsar NX	$1,000 $2,000 in Calif.	Jan. 31 Jan. 31
Pathfinder	$500	Mar. 2
Nissan (1988-90 models)		
Sentra, pickups	**Up to $1,000***	**Mar. 2**
1990 Axxess	**$1,000**	**Mar. 2**
***—Payment varies by regions.**		
Peugeot (1988-90 models)	**$1,000-$2,000**	**None**
Subaru (1989 models)		
Justy ECVT	$200	Feb. 22
XT, XT6	$1,000-$3,000*	Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.		
Suzuki (1990 models)		
Swift	**$400**	**Mar. 31**
Sidekick	**$700-$1,500**	**Mar. 31**
Toyota (1989 models)		
Cars	$400-$2,000, some based on quota	Feb. 2
Trucks	$300-$3,000	Feb. 2
Toyota (1990 models)		
Cars	**$100-$300, some based on quota**	**Feb. 2**
Trucks	**$300-$1,000**	**Feb. 2**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

LEVIN

FROM PAGE 2

more than $100 a car, based on Office of Technology Assessment figures. EPA estimates are higher, $6.5 billion or $500 a car.

Levin said that money, using the lower $1.5 million cost figure, would be better spent developing an electric car, a project he supports but has not discussed with the Big 3. An alternative may be to exempt automakers that had demonstrated a certain level of research and development with alternative fuel cars from having to meet the final tailpipe requirement, he said.

While Levin's sympathy with the Big 3 is known, the senator's support has become more vocal during the past several weeks while Congress has been in recess. During that time, General Motors and Chrysler Motors have been working with Levin's office, drumming up support for an amendment to the bill by the Senate Environment and Public Works Committee.

Dozens of senators were approached by the automakers, but Levin, whose second term expires in 1991, has been the most receptive to the domestic automaker's concerns, said Edward Kavjian, a lobbyist for GM.

"We have never made any headway in the Senate committee. Business interests get the short shrift in the committee. We just haven't gotten a fair hearing there," Kavjian said.

Rob Liberatore, executive director of public policy and legislative affairs for Chrysler, said Chrysler has been in contact with Levin's staff. "We have been meeting several times a week with him since before Christmas," Liberatore said.

Levin is still vague on the specifics of his proposed amendment and is clearly calculating his political support. His focus is the issue of cost, which has become a vital one in the clean air debate.

The cost question was raised by President Bush, days before the Jan. 23 return of Congress, sent a letter to Senate leaders warning that the bill drafted by the Senate committee would cost the industry and consumers $40 billion a year by the year 2000. Bush argued that his bill would achieve nearly the same benefits but cost $19 million. Bush's letter was interpreted by some as a thinly veiled veto threat.

Hardliners in the Senate, including Mitchell, retaliated with emotional speeches imploring that the value of human health does not carry a price tag.

"It costs the United States more in health care and lost productivity than it would to clean up air pollution. This bill will save the American people money," Mitchell said, the day Congress returned.

Automakers said the health ar-

PRODUCTION

Car output rises again; 121,380 built

By Karen Detkowski
SPECIAL CORRESPONDENT

U.S. carmakers continue to increase weekly production schedules as more plants return from shutdowns caused by lagging sales.

Automakers targeted 121,380 units last week, 44.29 percent above the prior week but 23.84 percent below the year-ago week.

Last week's estimated production was split as follows: General Motors, 43.08 percent; Ford Motor Co., 27.00 percent; Chrysler Motors, 9.64 percent; Honda of America Manufacturing, 6.52 percent; Toyota Motor Manufacturing U.S.A., 3.54 percent; New United Motor Manufacturing Inc., 3.38 percent; Diamond-Star Motors, 2.33 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 2.09 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.96 percent; and Subaru-Isuzu Automotive, 0.46 percent.

Truckmakers scheduled 77,815 units last week, 42.58 percent above the previous week, but 18.91 percent below the year-ago week.

GM extended downtime at its Fairfax plant in Kansas City, Kan., and the Doraville, Ga., plant last week. Both plants are expected to resume output today.

GM's Oklahoma City plant will be idle this week to adjust inventories. The plant is expected to resume operations Feb. 5. As previously reported, the Linden N.J., plant is also idle this week; it is slated to reopen Feb. 5.

GM's Pontiac East truck plant in Pontiac, Mich., will be closed this week to adjust inventory. The Baltimore plant will be down the week of Feb. 5 because of high inventories.

GM expects to reopen its Van Nuys, Calif., plant next week. The plant was down for changeover to the 1991 Chevrolet Camaro and Pontiac Firebird.

Ford's Edison, N.J., plant will be down this week. The Kansas City, Mo., plant and the Kentucky Truck plant in Louisville will be idle the week of Feb. 5.

Ford slated daily and Saturday overtime last week at its Wixom, Mich., assembly plant. The plant assembles Lincoln Town Car, Mark VII and Continental.

Chrysler's Toledo, Ohio, plant will be idle this week and next to adjust inventory of the Jeep Grand Wagoneer. The line was down the first three weeks of the year.

Production of the 1990 Chrysler LeBaron four-door sedan began Jan. 25 at Chrysler Motors' Newark, Del., assembly plant.

Canada's build nears 20,000

Canadian automakers targeted output of 19,950 cars last week, 48.88 percent above the previous week, but 4.05 percent below the year-ago week.

GM's No. 2 plant in Oshawa, Ontario, will be closed the week of Feb. 5 to adjust inventory.

Chrysler's Bramalea, Ontario, and Brampton, Ontario, plants are expected to resume output today after being down for two weeks.

U.S. CAR	Week Ended Jan. 27, 1990	Week Ended Jan. 28, 1989	Week Ended Jan. 20, 1990	Jan. to Date	Jan. 1 to Jan. 27, 1990	Jan. 1 to Jan. 28, 1989
Horizon	1,200	0	1,017	3,114	3,114	0
Sundance	0	3,053	0	3,446	3,446	10,116
Acclaim	2,000	1,628	1,416	3,416	3,416	4,810
Total Plymouth	3,200	4,681	2,433	9,976	9,976	14,926
LeBaron J	0	2,727	0	0	0	9,332
LeBaron GTS	0	285	0	0	0	908
N. Yorker C-Class	600	2,831	463	1,063	1,063	9,519
Fifth Avenue	700	0	568	1,268	1,268	0
Imperial	500	0	448	948	948	0
Total Chrysler	1,800	5,843	1,479	3,279	3,279	19,759
Omni	1,200	0	907	3,134	3,134	0
Daytona	0	2,750	0	0	0	9,376
Shadow	0	2,900	0	3,950	3,950	9,490
Dynasty	2,800	3,635	2,377	5,177	5,177	12,389
Lancer	0	258	0	0	0	782
Spirit	2,700	1,666	2,427	5,127	5,127	4,997
Total Dodge	6,700	11,209	5,711	17,388	17,388	37,034
CHRYSLER MOTORS	11,700	21,733	9,623	30,643	30,643	71,719
Escort	2,981	9,465	0	8,080	8,080	34,039
Mustang	3,688	4,097	0	6,661	6,661	16,404
Tempo	3,228	4,049	2,618	5,846	5,846	15,079
Taurus	9,233	8,564	7,373	24,238	24,238	32,307
Thunderbird	3,893	3,791	3,024	6,917	6,917	13,700
Total Ford Div.	23,023	29,966	13,015	51,742	51,742	111,529
Topaz	1,172	1,481	902	2,074	2,074	5,609
Cougar	1,652	2,541	1,319	2,971	2,971	11,138
Sable	1,255	2,946	1,027	4,090	4,090	11,229
Total Mercury	4,079	6,968	3,248	9,135	9,135	27,976
Continental	1,261	1,564	694	3,653	3,653	6,145
Mark VII	619	769	348	1,798	1,798	3,057
Town Car	3,792	2,345	2,094	10,953	10,953	9,217
Total Lincoln	5,672	4,678	3,136	16,404	16,404	18,419
Total L-M Div.	9,751	11,646	6,384	25,539	25,539	46,395
FORD MOTOR CO.	32,774	41,612	19,399	77,281	77,281	157,924
Skyhawk	0	340	0	0	0	1,867
Skylark/Somerset	1,725	1,150	1,269	2,994	2,994	2,283
Century	1,888	3,470	1,526	3,414	3,414	12,970
Riviera	595	591	306	901	901	2,384
Electra	2,138	2,003	1,549	5,787	5,787	6,826
LeSabre (fwd)	4,068	546	2,724	6,792	6,792	552
LeSabre (rwd)	0	217	81	360	360	782
Reatta	196	0	140	525	525	766
Total Buick	10,610	8,317	7,595	20,773	20,773	28,430
Eldorado	455	689	330	785	785	2,798
Seville	640	511	386	1,026	1,026	2,125
Brougham (rwd)	1,048	1,072	747	1,795	1,795	4,230
DeVille (fwd)	3,775	4,646	2,247	6,022	6,022	16,217
Allante	75	75	60	270	270	285
Total Cadillac	5,993	6,993	3,770	9,898	9,898	25,655
Cavalier	7,478	8,954	3,387	10,865	10,865	33,814
Camaro	0	2,499	0	0	0	9,472
Celebrity	0	4,478	0	0	0	17,076
Corsica/Beretta	4,954	9,365	4,398	9,352	9,352	33,702
Caprice	1,653	3,466	2,393	6,496	6,496	13,262
Corvette	560	520	0	560	560	1,850
Total Chevrolet	14,645	29,282	10,178	27,273	27,273	109,176
Calais	1,875	1,987	1,394	3,269	3,269	3,903
Cutlass Ciera	2,465	1,663	1,779	4,244	4,244	6,322
Cutlass Supreme	0	3,620	0	0	0	10,919
Toronado	590	303	323	913	913	1,181
88 (fwd)	2,465	4,020	1,948	5,944	5,944	14,035
88 (rwd)	130	211	102	232	232	920
98	1,425	2,156	807	2,232	2,232	7,439
Total Oldsmobile	8,950	13,960	6,353	16,834	16,834	44,719
Sunbird	4,192	2,283	310	4,502	4,502	9,042
Grand Am	4,800	4,784	0	4,800	4,800	18,305
Firebird	0	1,584	0	0	0	6,010
Grand Prix	0	4,001	0	0	0	11,655
Pontiac 6000	1,433	2,220	1,241	2,674	2,674	8,339
Bonneville	1,664	2,200	1,105	4,139	4,139	7,238
Safari/Parisienne	0	148	0	0	0	421
Total Pontiac	12,089	17,220	2,656	16,115	16,115	61,010
GENERAL MOTORS	52,287	75,772	30,552	90,893	90,893	268,990
DIAMOND-STAR	2,830	509	2,195	9,434	9,434	2,078
HONDA	7,910	8,371	8,615	31,044	31,044	26,625
Civic	2,069	2,810	2,086	10,734	10,734	9,764
Accord	5,841	5,561	6,529	20,310	20,310	16,861
MAZDA†	2,539	4,909	3,118	13,209	13,209	18,218
NISSAN	2,380	2,352	2,409	8,720	8,720	9,040
NUMMI	4,100	4,120	3,378	14,558	14,558	13,151
Corolla	2,100	1,631	1,753	7,331	7,331	5,998
Geo Prizm/Nova	2,000	2,489	1,625	7,227	7,227	7,153
SUBARU-ISUZU*	560	0	560	2,240	2,240	0
TOYOTA	4,300	0	4,271	16,276	16,276	0
Total Cars, U.S.	121,380	159,378	84,120	294,298	294,298	569,745
Total Cars, Canada	19,950	20,792	13,400	47,033	47,033	72,361
U.S., Canada Cars	141,330	180,170	97,520	341,331	341,331	642,106
U.S., Canada Cars and Trucks	235,539	297,434	165,423	595,659	595,659	1,065,719

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Jan. 27, 1990	Week Ended Jan. 28, 1989	Week Ended Jan. 20, 1990	Jan. to Date	Jan. 1 to Jan. 27, 1990	Jan. 1 to Jan. 28, 1989
Monaco	0	0	0	1,894	1,894	0
Premier	0	1,285	0	401	401	3,863
CHRYSLER MOTORS	0	1,285	0	2,295	2,295	3,863
Tempo	3,840	4,278	3,419	7,259	7,259	15,972
Topaz	960	1,150	1,204	2,164	2,164	5,108
Crown Victoria	0	2,895	1,903	4,039	4,039	10,883
Grand Marquis	0	2,841	2,873	5,423	5,423	10,712
FORD MOTOR CO.	4,800	11,164	9,399	18,885	18,885	42,675
Celebrity	523	207	0	523	523	784
Cutlass Ciera	3,037	4,030	0	3,037	3,037	14,923
Lumina	6,909	225	0	6,909	6,909	464
Regal	1,091	1,957	0	1,091	1,091	3,301
GENERAL MOTORS	11,560	6,419	0	11,560	11,560	19,472
HONDA	2,100	1,744	2,434	8,424	8,424	5,686
HYUNDAI*	310	0	310	1,240	1,240	0
TOYOTA	1,000	0	1,077	3,945	3,945	0
VOLVO	180	180	180	684	684	665
Total Cars, Canada	19,950	20,792	13,400	47,033	47,033	72,361

U.S. TRUCK	Week Ended Jan. 27, 1990	Week Ended Jan. 28, 1989	Week Ended Jan. 20, 1990	Jan. to Date	Jan. 1 to Jan. 27, 1990	Jan. 1 to Jan. 28, 1989
Caravan	2,000	2,232	2,063	8,194	8,194	9,038
Dakota	0	2,273	1,475	3,209	3,209	8,089
Caravan C/V	100	228	106	471	471	777
Ram pickups	0	2,262	1,981	3,867	3,867	8,085
Total Dodge	2,100	6,995	5,625	15,741	15,741	25,989
Cherokee	4,400	5,186	3,546	7,946	7,946	15,887
Comanche	200	863	142	342	342	2,683
Grand Wagoneer	0	350	260	260	260	1,265
Wagoneer	50	251	71	121	121	730
Total Jeep	4,650	6,650	4,019	8,669	8,669	20,565
Voyager	1,800	2,544	1,941	7,785	7,785	8,473
Town & Country	50	0	66	246	246	0
Total C-P Div.	1,850	2,544	2,007	8,031	8,031	8,473
CHRYSLER MOTORS	8,600	16,189	11,651	32,441	32,441	55,027
Aerostar	4,000	4,737	0	7,200	7,200	18,436
Bronco	1,210	1,870	944	3,214	3,214	7,532
Bronco II	2,734	2,890	2,128	7,074	7,074	10,440
Econoline	4,191	5,200	3,351	10,727	10,727	19,474
Mediums/Heavies	1,003	1,314	761	4,094	4,094	4,966
Light trucks	9,385	11,505	7,567	26,551	26,551	43,306
Ranger	6,131	7,605	4,806	14,133	14,133	27,158
Total Ford Div.	28,654	35,121	19,557	72,993	72,993	131,312
FORD MOTOR CO.	28,654	35,121	19,557	72,993	72,993	131,312
Astro	2,707	3,577	0	2,707	2,707	13,073
Blazer	432	539	0	432	432	2,197
Lumina APV	1,640	0	1,266	5,422	5,422	0
Mediums/Heavies	266	0	250	1,085	1,085	0
P-Model	640	503	391	1,031	1,031	1,562
Pickups	6,420	10,662	6,170	12,902	12,902	35,727
S-10	5,921	5,985	3,450	15,969	15,969	23,168
S-10 Blazer	2,323	3,729	43	2,366	2,366	15,005
Sportsvan/Van	0	2,235	0	0	0	5,198
Suburban	1,293	1,646	0	1,293	1,293	5,850
Total Chevrolet	21,642	28,876	11,570	43,207	43,207	101,780
Jimmy	200	170	0	200	200	646
Mediums/Heavies	434	0	259	1,158	1,158	0
P-Model	60	122	31	91	91	121
Pickups	3,417	3,295	1,224	4,758	4,758	11,763
S-15	1,367	1,654	253	3,704	3,704	5,295
S-15 Jimmy	686	1,185	44	730	730	3,942
Safari	1,053	809	0	1,053	1,053	3,373
Suburban	884	482	0	884	884	2,672
Vandura/Rally Vans	0	671	0	0	0	2,139
Total GMC	8,101	8,388	1,811	12,578	12,578	29,951
Olds Silhouette	700	0	493	2,198	2,198	0
Pontiac Trans Sport	1,413	0	1,084	4,660	4,660	0
GENERAL MOTORS	31,856	37,264	14,958	62,643	62,643	131,731
NAVISTAR	1,635	1,852	1,328	5,509	5,509	6,098
NISSAN	3,060	2,785	3,073	11,215	11,215	10,685
SUBARU-ISUZU*	560	0	560	2,240	2,240	0
AM GENERAL*	450	450	450	1,800	1,800	1,710
MISCELLANEOUS*	3,000	2,300	3,000	12,000	12,000	8,740
Total Trucks, U.S.	77,815	95,961	54,577	200,841	200,841	345,303

CANADIAN TRUCK	Week Ended Jan. 27, 1990	Week Ended Jan. 28, 1989	Week Ended Jan. 20, 1990	Jan. to Date	Jan. 1 to Jan. 27, 1990	Jan. 1 to Jan. 28, 1989
Caravan	3,234	3,278	2,506	12,567	12,567	12,574
Caravan C/V	204	205	168	785	785	792
Ram Wagon	660	684	0	660	660	2,608
Ram Van	1,470	1,724	0	1,470	1,470	6,604
Total Dodge	5,568	5,891	2,674	15,482	15,482	22,578
Voyager	2,706	2,815	2,528	10,433	10,433	10,252
Total Plymouth	2,706	2,815	2,528	10,433	10,433	10,252
Wrangler	0	1,508	0	0	0	4,460
Total Jeep	0	1,508	0	0	0	4,460
CHRYSLER MOTORS	8,274	10,214	5,202	25,915	25,915	37,290
FORD MTR. (lt. trks.)	3,040	3,484	2,985	8,283	8,283	13,393
Light trucks	3,661	3,531	2,905	13,184	13,184	13,130
Vans	0	1,525	0	2	2	5,599
Total Chevrolet	3,661	5,056	2,905	13,186	13,186	18,729
Light trucks	1,219	1,635	2,032	5,343	5,343	5,551
Vans	0	641	0	1	1	2,317
Total GMC	1,219	2,276	2,032	5,344	5,344	7,868
GENERAL MOTORS	4,880	7,332	4,937	18,530	18,530	26,597
NAVISTAR	200	273	202	759	759	1,030
Total Trks., Canada	16,394	21,303	13,326	53,487	53,487	78,310
U.S., Canada Trks.	94,209	117,264	67,903	254,328	254,328	423,613

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Automotive News

February 5, 1990

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AUTOMOTIVE NEWS/JOE WILSENS

Trotman said a pickup project could be similar to the Ford-Mazda setup in Flat Rock, Mich.

Ford, Mazda may build compact pickup in U.S.

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — The next step in the growing product marriage between Ford Motor Co. and Mazda Motor Corp. could be the replacement for both companies' compact pickup trucks, according to the chief of Ford's North American Automotive Operations.

Executive Vice President Alexander Trotman said Ford and Mazda are discussing a joint venture for compact pickup trucks. He said he favors a U.S. production site.

Trotman said the joint venture would be similar to the Ford/Mazda agreement at Mazda's Flat Rock, Mich., plant, which builds vehicles badged and sold by both Ford and Mazda. The Flat Rock plant produces the Mazda MX-6 and Ford Probe, a sister car.

Officially, Ford says the venture is in discussion stages. A Mazda spokesman said the automaker is studying various possibilities for local sourcing of trucks. But Ford product planning documents show that the joint-venture truck has been in Ford's future product plans for at least two years.

According to the planning documents, the pickup will be designed by Ford in North America and will be introduced in the 1995 model year to replace the Ford Ranger. A 1989 Ford business plan shows that Ford expects to sell 291,300 units of its Ranger compact pickup in the 1995 model year.

Ford truck engineering sources say the truck is being worked on now but, like any future product program at Ford, could be canceled up to 29 months before Job 1.

The new truck would be the second truck Ford has developed for Mazda. In the 1991 model year, Mazda dealers will receive a 2-door version of the Explorer sport-utility. Ford dealers will sell 2-door and 4-door ver-

see TROTMAN, page 36

Dealers sing the blues

Prices, rebates, slow economy cloud '90

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

The consensus is in: 1989 was lousy. And if we're lucky, 1990 will be more of the same.

That's the word from hundreds of auto dealers across the country, interviewed for *Automotive News*' annual "City by City" feature on the eve of the National Automobile Dealers Association convention.

The convention opens Saturday in Las Vegas.

From Boston to Phoenix and from Miami to San Francisco, new-car retailers say they're optimistic — as dealers tend to be. But they are nonetheless bracing for more of the bumpy ride they experienced last year. Dealers have reduced vehicle inventories. And many have trimmed their staffs and cut advertising budgets to cope with a first-quarter slump.

The majority of dealers interviewed blamed last year's setback on a combination of inflated sticker prices, confusion over rebates, tight-fisted financial institutions and consumer jitters over gloomy economic forecasts.

Many admitted that they had been hoping for a fourth-quarter sales turnaround, but in markets throughout the Midwest and South, bitter winter weather dashed those hopes.

Last year "was the worst year we ever had," said Robert A. Shanks a Buffalo, N.Y., Chrysler-Plymouth dealer. Industrywide car and truck sales fell 6 percent to 14.8 million 1989, the lowest total since 1984.

Despite the pervading concern, outlooks differed from region to region, from car line to car line and

even from dealership to dealership within the same market.

Sales increased in some areas last year — Seattle, Houston and Las Vegas, for example. Retailers in many markets were pleasantly surprised by heavier-than-normal January floor traffic. And general expectations are that sales could pick up again by late spring — if factories curb production long enough to eliminate what was frequently called a "glut" of product.

Several common themes were voiced.

Dealers aimed their strongest comments at factory rebate programs, which the majority criticized. They argued that — regard-

see DEALERS, page 37

Porsche direct marketing tabs 300,000 prospects

By Cleveland Horton
CRAIN NEWS SERVICE

IRVING, Texas — Porsche Cars North America has compiled dossiers on 300,000 top prospects as part of a new marketing campaign.

On Feb. 19, Porsche Cars North America will begin the first stage of an extensive direct marketing effort that will invite 300,000 carefully screened, affluent prospects to test-drive its cars. They will be the Porsche 300,000.

Just as members of the Forbes 400 and other lists may be offended by the information included in the publication of their assets, some of the Porsche 300,000 may be shocked at the intimate knowledge held by the car company.

"We've been successful in obtaining a great deal of information about our prospects," said Stephen D. Judge, senior vice president and executive creative director at Rapp Collins Marcoa, Porsche's direct marketing agency, "such as their profession, their income range, the type of cars they currently drive, the type of cars they used to drive, where they live and what type of neighborhood they live in."

Porsche insists that it is acting entirely within federal and state regulations regarding direct marketing. "We're sensitive to privacy laws, but we can still communicate that we know what

see PORSCHE, page 36

Newest models make the gains as Ford and Japan climb

By Peter Brown
EDITOR

In the land of new-car sales, the newest car is king.

Sales of newly introduced or updated cars generally increased in the otherwise down year of 1989, while sales of older models slid steeply.

1989's winners & losers, Page 23

Ford Motor Co. was the only domestic maker to increase its share of the combined U.S. car and light-truck market during a calendar year in which the nine Japanese auto companies together picked up 1.5 points of total vehicle market share — and nearly three points of car share, to 26 percent of the car market. Ford did far better with new cars than with old.

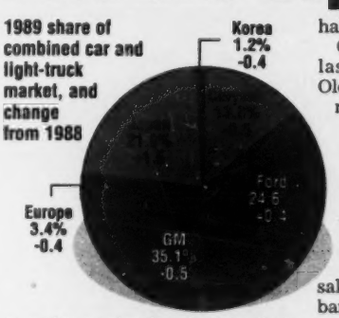
And the Japanese profit from the customers' preference for new cars. With a few exceptions, chiefly small-volume specialty vehicles, the Japanese sell models no older than three or four years.

A Japanese advantage, says analyst Maryann Keller, is "that they introduce so many more models. A few years ago, there was no Mazda MPV or Mazda Miata, no Lexus, no Infiniti. They retain the old and keep making the old newer, and they continuously insert brand-new products that serve whole new groups of customers."

When cars and trucks are combined, the big losers in total market share in 1989 tend to be domestic divisions that don't sell light trucks.

GM's upscale Cadillac and Buick divisions made small gains, but the foundering Oldsmobile Division dived by 113,111 sales and lost a half-point of market share in total vehicle sales and two-thirds of a point in car share. Pontiac dropped 96,962 in unit sales and more than a third of a point in combined market share.

Oldsmobile and Pontiac began selling minivans (counted as trucks on the sales charts) in the fourth quarter of 1989, but it was too late in the year and sales were too scant



to make much of a dent in their huge car-sales losses.

The Chrysler nameplate at Chrysler Motors dropped 29.09 percent in unit sales and nearly a half-point in total market share.

Chrysler also added a minivan last year but, as in the case of Oldsmobile and Pontiac, sales were minimal.

Meanwhile, of the six largest Japanese importers, only Subaru of America Inc., which sold no trucks, saw decreased sales in 1989. Mitsubishi Motor Sales of America Inc., with a dramatic percentage rise in car sales and a small drop in truck sales, overtook the truckless Subaru for fifth place among Japanese importers.

Combined market-share gains of more than 0.4 point were racked up by Toyota Motor Sales U.S.A.

see 1989, page 23

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Chrysler to close St. Louis No. 1

Approximately 3,700 workers will lose their jobs when the automaker moves Dodge Daytona (right) and Chrysler LeBaron production out of Missouri. Story on Page 2.

Saab Auto plans luxury car, but 900 replacement is first

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

STOCKHOLM, Sweden — Saab Automobile AB has swung into action on a new luxury car that will compete with the uppermost Mercedes-Benz and BMW models. But President and Chief Executive Officer David J. Herman said Saab's first new product move will be to replace the 12-year-old 900.

Saab Automobile — the month-old 50-50 joint venture between General Motors and Saab-Scania AB — already has project teams busy on new models, said Herman. A team is also working on plans to produce GM Europe's Calibra coupe in Finland beginning early next year.

Herman has set objectives to reduce Saab's Swedish absenteeism and attrition, re-emphasize sales in continental Europe and become profitable by the end of next year.

He also has an eye on the United States. After being appointed in mid-January, he conferred with Robert Sinclair, president of Saab-Scania of America, and set up regional dealer meetings for May.

And he is discovering his company's products. "I drove a Saab for the first time three weeks ago," he said.

GM paid $600 million for its stake in Saab Automobile, which will develop, produce and sell cars under the Saab name and also produce cars for GM Europe.

Herman's appointment is an indication of GM's management control of the venture. But the Harvard-trained lawyer, who has held a series of international posts, is anxious to keep GM at arm's length.

GM Europe President Robert Eaton told him "the most important challenge is to keep people out who don't belong," said Herman. For example, pure curiosity-seekers from other parts of GM will be kept out.

In his new position, Herman said, "I really don't find it necessary to call up anyone from General Motors day to day."

Herman will report to an as-yet unnamed chairman of Saab Automobile, who will be appointed by GM along with four other members of the 10-member board. Three members will be chosen by Saab-Scania and two will be union representatives. Herman said he expects the board to be settled by March.

Only Herman and James Crumlish, who was financial vice president at GM's joint venture with Suzuki in Canada, have been assigned to Saab. Herman said "very few other GM people will become part of Saab."

For instance, the still vacant position of sales and marketing director probably will not be filled with a GM executive.

Saab's third model range will be positioned above the 9000 and is likely to get a 6-cylinder engine from GM. But it will not come off a GM platform as speculated, Herman said.

"That will not be a shared program. That is a program for Saab," he said. "It may have an engine that Saab choses to buy from GM, but that will be a good thing because at that volume you wouldn't build your own."

He said the car will be aimed at top-of-the-line offerings from BMW, Mercedes-Benz and Swedish archrival Volvo. The luxury model — as well as replacements for the 900 and 9000 — will debut within five years, he said.

"I think the 900 would come first," he said. "Not just because that's our volume model, but because the amount of work that has to be done is less. Saab had already done some work on the 900."

Herman said Saab's own development work will be built upon, not scrapped entirely as has been rumored. But the company will seek to fit GM components.

"The engineers are now looking at what GM has to offer in terms of chassis components — to see how that meshes with what had been done before," he said. "But things like appearance, internal and external, should be able to be maintained."

That holds for the future as well. Herman said Saab would incorporate "significant platform and chassis componentry" but would not just accept a whole platform and build on it: "Saab is not a body-builder."

He said the replacement for the 900 will be out sooner than Saab would have been able to do on its own. "The affiliation with GM enables Saab to do things a little bit quicker and to do more things," he said.

Herman said the new Opel/Vauxhall Calibra coupe should be in production at Saab-Valmet in Finland by the end of the first quarter of 1991. He said the plant in Uusi-

see SAAB, page 35

"The affiliation with GM enables Saab to do things a little bit quicker," says David Herman.

14-year overseas career for GM-Saab leader

STOCKHOLM, Sweden — David Herman's General Motors career is atypical. Though American, the new chief executive of Saab Automobile has never worked in Detroit and has not been posted stateside since he left GM's New York legal staff in 1975.

He went to London in 1976 to coordinate GM's activities in the Soviet Union and Eastern Europe, which he calls "a good idea before its time."

Herman: 1990 plans for U.S., Page 35

Herman drew upon his experience as a Ford Foundation Fellow at the Harvard Russian Research Center.

He next helped launch GM's huge manufacturing operation in Spain in the early 1980s as a special assistant to the managing director of GM Espana.

He ran GM units in Chile and Colombia and then took over GM Continental in Belgium, where he supervised the tricky consolidation of production at two plants in Antwerp into one in early 1988.

Last year, Herman launched GM Europe's Masterfit dealer service franchise while executive director of GM's European parts and accessories operation.

The experiences were well-suited to the Saab position, he said.

"When you are overseas, you tend to get to run the total business more," he said. "If you're managing director in Chile, you really do run the business in Chile. On a day-to-day basis, there is nobody involving themselves in your labor relations, your government relations, your purchasing policy, your product program."

— Richard Johnson

GM dealers get extra 60 days of low-interest floorplanning

By Michelle Krebs and Jim Henry
AUTOMOTIVE NEWS STAFF REPORTERS

General Motors has lengthened the time period for its low-interest wholesale financing of new vehicles for dealers.

GM wants dealers to order more vehicles for spring and keep GM plants running.

The extension of low-interest floorplanning is only for dealers who finance their inventories through General Motors Acceptance Corp.

GM has added 60 days to the period during which it charges dealers no more than 5.5 percent on financing for new-vehicle inventory. The extension is for vehicles invoiced between Jan. 29 and March 31.

The interest-rate cap typically runs for about four months, but varies by quarter.

Some dealers hailed the move as a recognition by GM of dealers' dire financial situation. Others said dealers already have so much inventory in a slow market that it will make little difference.

The National Automobile Dealers Association estimates that only about half of the nation's 25,000 dealerships are profitable.

Floorplanning interest expense and advertising are dealers' largest expense items. And dealers have been asking automakers for relief on floorplanning.

"Clearly, this enhancement is a step in the right direction," said Charles Walton, president of the 760-member New Jersey Automobile Dealers Association.

In December, the association wrote to GM Chairman Roger Smith, calling for "immediate special floorplan assistance" for New Jersey dealers. The association said as many as 100 of its members are on the verge of bankruptcy or are leaving the business.

The association is sending similar appeals to other manufacturers.

After the interest-rate protection period, GMAC's wholesale financing rate rises to a point over the prime rate.

In a memo to dealers, GM said, "This action provides dealers an exceptional opportunity to increase product availability and fully capitalize on the strong spring market."

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VW bets a bundle on tongue-twister ad theme

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

TROY, Mich. — Volkswagen of America hopes its new advertising campaign will generate showroom traffic and boost sales with a word few can pronounce.

Fahrvergnugen.

But the importance of VW's new advertising themeline lies not with how the odd-sounding German word is spoken, but with its message: Lower prices, increased value and no rebates. For a company whose U.S. sales plunged 19 percent in 1989, the campaign is critical.

William Gelota, marketing director of Volkswagen United States, said VW will spend 25 percent more on advertising than its 1989 ad budget, which is estimated by *Advertising Age*, a sister trade publication of *Automotive News*, to have been $100 million.

But Gelota said money also will be used to launch both the fahrvergnugen campaign and VW's new full-sized Passat line.

VW seeks to capture customer attention in the six to eight radio spots already produced with a breathy, British-accented woman singing, "Ah, fahr-ver-gnu-gen . . . " to a heavy European sounding beat. A voice-over announcer tells listeners what the German word means and its relation to VW products.

William J. Young, vice president of VW United States, believes the campaign teases consumers enough to get them into VW showrooms where the company's lowered pricing strategy can be told and sold.

"Fahrvergnugen as a campaign is 100 percent product- and customer-oriented," Young said. "It is 180 degrees different than any price and rebate advertisement in the market today."

Young said few companies advertise products so much as they advertise deals. He cited Mercedes-Benz and Volvo as two companies that do focus on product in their advertising.

Fahrvergnugen — pronounced "Far-fair-gnugen" — means "pleasurable driving experience."

"A key to this campaign is delivering a customer on the showroom floor predisposed to asking questions about the product, and asking the salesperson what fahrvergnugen is," said

see VW ADS, page 35

VW's logo for its new ad campaign

LATE NEWS

NHTSA drops investigation of Lumina's non-motorized belt

WASHINGTON — The government has determined that the non-motorized safety belt on the Chevrolet Lumina 4-door sedan is not defective.

In October, the National Highway Traffic Safety Administration opened an investigation because Lumina's passenger-side seat belt broke 80 milliseconds into a 35 mph crash test. The break occurred near the point where the belt connects to the top of the door.

A three-month investigation found that no similar belt failures had been reported.

— Diana T. Kurylko

GM won't discuss job total at Janesville

JANESVILLE, Wis. — General Motors says it wants to increase productivity at its assembly plant here, but it declined to discuss possible reductions in the work force.

James Harbour, an independent researcher in Troy, Mich., recently said the plant, which employs about 5,300 people, could eliminate 2,370 workers and continue its current output to become one of the more productive U.S. plants. He rated Janesville 30th among 37 U.S. auto plants in efficiency and productivity.

GM has said the Harbour report is accurate and that it is looking at ways toimprove the operation, but GM declined to say if the Wisconsin work force will be cut.

The Janesville plant turns out about 56 Chevrolet Cavaliers and about 11 medium-duty trucks per hour, though GM said last week that the truck rate will be boosted to 14. A second shift that was to be added in April has been scrapped.

Later this year, the plant will discontinue Cavalier production and begin the switch to Chevrolet Suburbans and Blazers and GMC Suburbans and Jimmys for the 1992 model year.

— The Associated Press

NUMMI to hire more workers for trucks

FREMONT, Calif. — New United Motors Manufacturing Inc. will add at least 700 people to its operation early next year when it begins producing Toyota trucks at its Fremont plant.

About 150 of the new hires will work in administration, while the others will work on the assembly of an estimated 400 light pickup trucks every day, the company said.

The new workers will boost NUMMI's annual payroll by more than $30 million to approximately $180 million. With the new hires, the company will employ about 3,600 people.

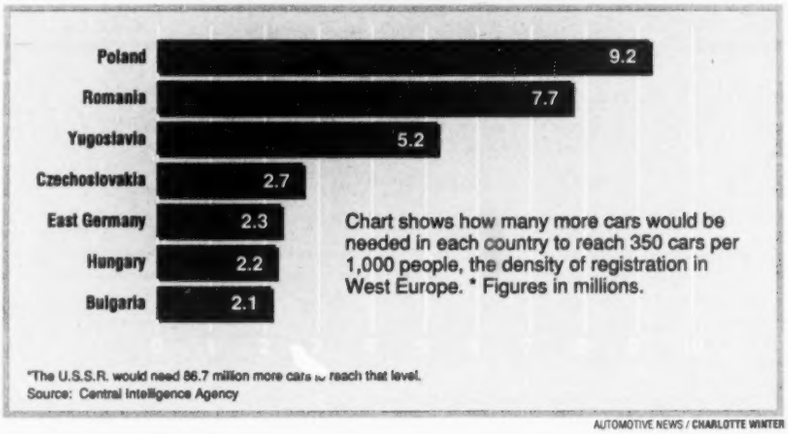
"We've never hired this many people at once, and we're still working on fine tuning the hiring process," said Michael Damer, a spokesman for the General Motors-Toyota Motor Corp. joint venture.

By producing trucks at the plant that currently manufactures Geo Prizm and Toyota Corolla subcompacts, NUMMI will avoid paying a 25 percent duty on trucks it would otherwise import.

NUMMI will activate a dormant assembly line to accommodate the new venture.

— The Associated Press

East Europe potential


Poland 9.2
Romania 7.7
Yugoslavia 5.2
Czechoslovakia 2.7
East Germany 2.3
Hungary 2.2
Bulgaria 2.1
Chart shows how many more cars would be needed in each country to reach 350 cars per 1,000 people, the density of registration in West Europe. * Figures in millions.
*The U.S.S.R. would need 86.7 million more cars to reach that level.
Source: Central Intelligence Agency

AUTOMOTIVE NEWS / CHARLOTTE WINTER

Autolatina to end output of engines for Mustang

SAO PAULO, Brazil — Autolatina, the Ford-Volkswagen joint venture in Brazil and Argentina, will end production in September of the 2.3-liter, 4-cylinder engines it exports to Ford Motor Co. for the Mustang.

Ford's engine plant in Lima, Ohio, will take over as the source when Brazilian production ends.

The end of the export operation, which Autolatina blames on the government's policy of overvaluing the cruzado, means the loss of 1,400 jobs at the plant in Taubate.

Taubate began producing engines for the United States in 1974. It also makes engines for the company's subsidiary in Argentina, where it is used in the Sierra.

Autolatina said Dearborn last year asked for price quotations from three engine plants: Taubate, Lima and one in Mexico. Sources here said Lima won with a $300-per-unit advantage over Taubate.

— Rik Turner

East Germans court Mitsubishi Motors

TOKYO — The East German government has asked Mitsubishi Motors Corp. to consider setting up production there, according to Hirokazu Nakamura, the auto company's president.

The proposal was made to a Mitsubishi representative who was invited to East Berlin by the East German Ministry of Machine Building Industry.

Mitsubishi has been looking for a joint-venture partner in Western Europe, and still prefers a partner in the West rather than the East. Nakamura said both projects might be possible, but at different intervals.

— Mary Ann Maskery

Mercury drops a hint on Tracer, Capri prices

DETROIT — Ford Motor Co. said last week that the base price of the least expensive Mercury Tracer model will be between $8,000 and $9,000 and the base price of the least expensive Capri convertible will be less than $13,000. The least expensive 1989½ Tracer is $8,672. The Capri is an all-new car for Mercury.

The Mexican-built subcompact Tracer, based on the Mazda 323, will debut in May. The Australian-built Capri, also based on the 323, is scheduled to arrive in June.

Automakers urged to promote retrofit kits for rear seat belts

WASHINGTON — The Institute for Injury Reduction is promoting a plan to retrofit about 140 million pre-1990 cars with rear shoulder harnesses to complement existing rear lap belts.

It says at least 1,000 fatal or severe injuries occur each year to rear-seat passengers wearing lap belts only.

The plan calls for automakers and dealers to stock and promote replacement kits costing no more than $50. The current average is $270.

The institute also wants the government to warn motorists of the dangers of using rear lap belts only and insurance companies to give discounts for retrofitted cars.

Jerry R. Curry, administrator of the National Highway Traffic Safety Administration, said the agency will pressure manufacturers to make the kits available and affordable. But he said "the real epidemic" is not injuries from rear lap belt use but those that result from wearing no safety belts at all.

— Helen Kahn

Chrysler mails checks in odometer settlement

HARRISBURG, Pa. — Chrysler Corp. has mailed $500 checks to 1,700 Pennsylvania owners of Chrysler Motors vehicles that were test-driven with their odometers disconnected, according to the Pennsylvania Attorney General's Office.

An estimated 27,000 consumers nationwide will receive $13.5 million in refund checks under a federal court settlement of litigation brought in 1988 against Chrysler by several state attorneys general. The lawsuit charged that Chrysler employees and executives drove new cars on overnight test drives without connecting the odometers.

All affected vehicles were identified through Chrysler records.

Yugo America mails $1.7 million to dealers

NEW YORK — The newly reorganized Yugo America Inc. mailed its first checks to dealer creditors last week, totaling $1.7 million.

The payment represents 50 cents on the dollar for Yugo dealers who were owed money, mostly for warranty work, when the importer and distributor filed for Chapter 11 bankruptcy on Jan. 30, 1989.

The dealers are scheduled to get two more installments, each worth 25 cents on the dollar, each time Yugo wholesales another 20,000 cars. The company sold 10,576 in 1989.

Yugo's other unsecured creditors voted to accept an offer of 9 cents on the dollar, which will come due in May.

— Jim Henry

GE Capital buys McCullough leasing

EDEN PRAIRIE, Minn. — GE Capital Fleet Services has acquired McCullough Leasing of Roseville, Mich., for $450 million from the Bank of New England.

McCullough Leasing, which has 50,000 vehicles, will operate as a separate division of GE Capital Fleet Services. GE Capital Fleet Services manages more than 450,000 vehicles and is the largest fleet-management company in North America.

McCullough Leasing, in its 41st year, will continue operating under present management.

GE Capital Fleet Services is the vehicle fleet management subsidiary of GE Capital Corp. of Stamford, Conn.

BRIEFLY: *GM cancels dealer council after dealers deem it 'ineffective'*

General Motors has canceled its annual President's Dealer Advisory Council for 1990, breaking a 55-year tradition.

About 50 U.S. and Canadian dealers, most of whom are selected by GM, have traditionally gathered in Detroit for three days to discuss matters of mutual interest with GM brass.

GM canceled this year's council meeting because dealers felt some aspects were ineffective, said Robert Ogden, general director of sales operations and dealer operations on GM's customer sales and service staff.

Dick Smith of Royal Oldsmobile-Jeep-Eagle in Charleston, W.Va., and the GM line group representative for the National Automobile Dealers Association, said he and other dealers have long felt the council is ineffective and have pressed for another forum.

"It tended to be a show-and-tell by GM," said Smith, who attended the last two council meetings. "The factory told us what was going on."

Other dealers complained the council was more of a social gathering than a business meeting.

ON CLOUD NINE: Ron Tonkin, NADA president and Portland, Ore., megadealer, says he expects "positive results" from his meeting last Thursday with **Chrysler Corp.'s** board of directors.

"I am absolutely on cloud nine," Tonkin said after the meeting. "I think I could fly to Portland without a plane."

Tonkin said his scheduled 25-minute presentation stretched to 90 minutes and his remarks twice elicited applause.

Tonkin also had a private tete-a-tete with Chrysler Corp. Chairman Lee Iacocca and Chrysler Motors chairman Bennett Bidwell.

ALL IN A NAME: Integral to the launch of **Volkswagen of America's** new Fahrvergnugen advertising campaign is a stick-figure driver that grows out of the company's VW logo. What to call this critter has been the subject of debate; thus far, it's affectionately known as Mr. Fahrvel. To come up with a proper handle, VWoA officials will announce a companywide contest. No word on the winner's prize and no word yet on the contest deadline. You can be sure as soon as they know what to call it, so will you.

TOO MANY CHIEFS: Could it be that **Chrysler** has too many executives and not enough titles since the company disbanded its holding company structure at the end of last year?

Top brass of Chrysler Motors still identify themselves as executives of *Motors*, now a division of Chrysler Corp.

But official company biographies identify less-high-ranking people as personnel of Chrysler *Corp.*

With a chairman and vice chairman at Chrysler Corp. and a chairman and president at Chrysler Motors maybe the company just ran out of titles.

ANY COLOR YOU WANT, AS LONG AS . . . : At **Subaru-Isuzu of America Inc.** startup, the Isuzu pickups were coming off the line in black, white, violet and red. As the line speeded up, three colors of the PPG paint had problems, and "now I've got red pickups all over the country," said American Isuzu boss Jack Reilly. Of the first 2,400 vehicles, 1,900 were red.

Chassis shortage on the horizon?

Downtime at Big 3 plants causes concern among officials

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

The van conversion market has been strengthening, leading a Chevrolet official to express concern that if a traditional spring upturn develops, there may be some chassis shortages.

Separately, Ford is preparing to announce changes to its consignment pool program.

Typically, van manufacturers produce extra chassis in January to prepare for the spring market.

But General Motors had five weeks of downtime last month, including three at Scarborough, Ontario, and two at Lordstown, Ohio. Ford was down two weeks at Lorain, Ohio, and Dodge was down two weeks at Windsor, Ontario.

Industrywide, the days' supply of full-sized vans is still high; but the numbers are based partly on 10-day sales reports and can change rapidly.

As of Jan. 20, Chevrolet had a 145-day supply of full-sized vans; Dodge, a 139-day supply; and Ford, an 87-day supply. A 60-day supply is considered normal.

Inventories of raw van chassis in converters' hands and finished units at dealerships have been dropping steadily and are considerably below last year, according to auto company officials.

James Greene, Chevrolet assistant RV sales manager, said, "The reports I get from our major upfitters say their business has picked up considerably in the last two weeks. Their dealer inventory is well under control.

"Given we have a spring market, there could be a real chassis shortage in March."

Greene recently spent a week in Elkhart, Ind., helping converters plan for spring.

Converters have, so far, been largely engaged in a pricing war that appears to be taking the biggest toll on medium-sized companies.

Meanwhile, Ford anticipates some increased business as a result of signing new converters, Jerome Mittman, Ford Division RV sales manager, said.

Ford signed Seven-O-Seven Industries of Elkhart as the first of five new accounts it plans to add to its consignment pool during the next few weeks.

Ford also plans to announce changes and revisions to its consignment pool program within days, Mittman added.

The changes will be phased in gradually over two to three years so all Ford converters have a chance to adjust to them and continue their operations without disruption.

The company plans a long-term change in its distribution system, with the goal of having all its van conversions sold through Ford dealerships. The goal is to improve the end-quality of the product and customer satisfaction, Mittman said.

"It's a phase-in strategy, rather than an abrupt change. We're not going to put people out of business. We'll be working with customers, dealers, pool and non-pool converters to bring about a gradual change," he said.

As part of the plan, Ford will add consignment pool accounts.

The company has seen improvements in the marketplace recently "from most segments, including the van conversion and fleet business," Mittman said.

"If the trend continues, it will support continued production without any downtime," he added.

"Inventories at dealerships have been declining. If there is any upturn in the market, it should produce significant demand for van production. The next 30 days should tell us" how spring market demand will shake out.

Recreational Vehicle Wholesale Deliveries

	Nov. 1989	Nov. 1988	% change	11 mos. 1989	11 mos. 1988	% change
Travel trailers	2,800	2,700	+ 3.7	51,000	55,300	- 7.8
Park Trailers	500	600	-16.7	7,000	6,600	+ 6.1
Travel trailers—fifth wheel	1,900	1,900	- 0.0	27,300	29,200	- 6.5
Folding camping trailers	2,500	3,100	-19.4	30,300	38,600	-21.5
Truck campers	500	600	-16.7	9,400	10,400	- 9.6
Towable RV total	8,200	8,900	- 7.9	125,000	140,100	-10.8
Conventional (type A)	2,500	3,200	-21.9	33,200	38,900	-14.7
Van Campers (type B)	300	400	-25.0	4,600	4,800	- 4.2
Chopped vans (all)	1,100	1,700	-35.3	19,900	24,500	-18.8
Motor home total	3,900	5,300	-26.4	57,700	68,200	-15.4
Van conversions	15,200	18,100	-16.0	185,700	187,200	- 0.8
TOTAL ALL RVs	27,300	32,300	-15.5	368,400	395,500	- 6.9

Source: Recreation Vehicle Industry Association

Zimmer to display new design at NADA

Zimmer Motor Vans of Boca Raton, Fla., created this front clip design for its GMC and Chevrolet full-sized conversions that it will display at the National Automobile Dealers Association convention later this week. The company has become closely affiliated with Winston Cup racing. It builds a Dale Earnhardt signature series Blazer under license and soon will begin selling a Richard Petty model.

RV BRIEFS

Van conversions at NADA

The van conversion industry, projected to end 1989 virtually on a par with its record-breaking 1988 shipment figures, will be well represented at the National Automobile Dealers Association convention later this week.

The Recreation Vehicle Industry Association will have a booth at the show stocked with the latest materials for dealers. A complete guide to van conversions is also being delivered to dealers' hotel rooms on Saturday as a wrap-around for the *Las Vegas Review-Journal*.

The guide lists RVIA van converter member companies, including contacts, addresses and phone numbers.

RVIA is also offering the "Family Guide to Van Conversions" as a marketing tool. The four-page guide originally appeared in *USA Today*. It was reprinted in bulk without advertisements and dates for long-term promotional use.

Free introductory supplies of 150 reprints may be ordered at the booth by dealers, converters and their advertising agencies.

Information about the association's van safety program is also available at the booth.

David J. Humphreys, RVIA president, will address van sales opportunities in interviews with Visitors Television Network during the show. Visitors Television is a video production group providing daily show coverage through a closed circuit television system in area hotels.

NVCA sets show dates

The National Van Conversion Association of Greenfield, Ind., has scheduled its 6th annual Supplier Showcase show for April 11 and 12 in downtown South Bend, Ind.

The two-day industrial event will feature exhibits from 140 suppliers of products for van conversions, pickup trucks and RVs.

The event was expanded last year to accommodate additional exhibitors. It drew purchasers from 35 states, Canada and the Caribbean, according to an association spokesperson.

This year's show will provide extra space for suppliers of vehicle ground effects equipment and accessories for pickups.

Holiday Rambler realigns

WAKARUSA, Ind. — Holiday Rambler Corp., a wholly owned subsidiary of Harley-Davidson Inc., restructured its RV division so a number of its key officials report directly to H. Wayne Dahl, president of Holiday Rambler.

Donald J. Walter, president of the Recreational Vehicle Division, resigned in late 1989, paving the way for the realignment in the reporting procedure which went into effect in mid-January.

Recreational Vehicle Division executives now reporting directly to Dahl include: Fred E. Emmert, vice president of sales, marketing and distribution; Anthony J.J. Dibiagio, vice president of manufacturing operations; James V. Stover, vice president of production definition; Michael R. Myers vice president/controller; Richard E. Bond, vice president, general counsel and secretary; and Hugh J. Ogren, vice president of human resources.

Dahl felt the change would improve the company's response time to customer needs, and also its quality and price competitiveness.

Glaval's new van combines luxury, utility

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Glaval Inc. is seeking to expand the traditional van conversion segment with a new vehicle that doubles as a luxury van and utility hauler.

The Half Back model, scheduled to be formally introduced at the National Automobile Dealers Association Convention in Las Vegas this week, has a luxury upfitted front-passenger area that seats five people, and a partioned, enclosed rear area for cargo-carrying.

The cargo area of the Half Back is a self-contained unit, separated from the passenger area by a middle divider wall with an access window and privacy curtain. When the window is closed, the cargo area is sealed and virtually soundproof. It is also equipped with a second rear heater and air conditioning unit.

With a 135-cubic-foot utility compartment, the rear is big enough to carry garden tractors, snow blowers, lawn mowers, chain saws or 16 sheets of 4x8-foot plywood, according to William T. Becker, Glaval's vice president of marketing, advertising and consumer relations.

Becker believes that the van will also attract people who spend a lot of time on the road and have specialized hauling needs, such as dog and horse breeders, exhibitors, antique collectors, photographers and outdoor enthusiasts.

Glaval's Half Back conversion combines luxury and utility.

Glaval is offering the new conversion in six trim packages on the full-sized Chevrolet, Ford and GMC van chassis. It will be available on the full-sized Dodge chassis March 1.

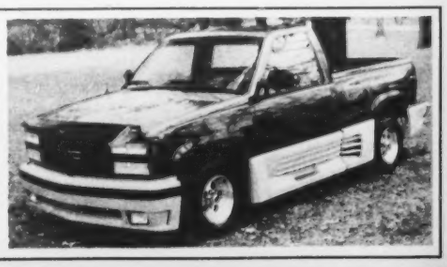
Standard equipment includes color television, videocassette player, separate rear stereo with headphones, solid oak consoles and trim, and Italian leather on the seating surfaces.

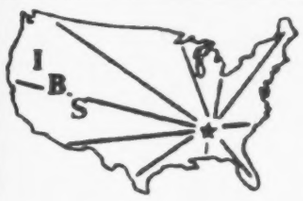
Glaval has sold about 55 Half Backs with the regular roof design. It recently introduced a raised-roof model for better placement of the rear overhead television and more interior stand-up room.

The Charleston trim Half Back built on a Chevrolet/GMC chassis with a 350 V-8 or a Ford chassis with a 351 V-8 has a suggested retail price of $23,700, with room for discounts to consumers, he said.

Aero pickup

GST Industries of Madison, Wis., uses a full aero package to create Aerosportster models from GM half-ton, short-bed pickups.





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February 10-13, 1990 **BOOTH #2056** Las Vegas

Nissan tops Mexico's '89 sales

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Nissan Mexicana S.A. de C.V captured the Mexican vehicle sales crown for the third straight year in 1989, even though its market share dipped 3.3 percentage points.

But each of the five Mexican automakers had something to boast about. Nissan and Chrysler Mexico S.A. held on to their respective No. 1 and No. 2 slots, respectively, while increasing sales and losing market share. But Ford Motor Co. S.A. de C.V., Volkswagen de Mexico S.A. de C.V. and General Motors de Mexico S.A. de C.V. each increased sales by more than a third, significantly narrowing the gap in the country's sales standings.

Total Mexican sales jumped 26 percent last year as the country enjoyed another year of reasonably stable prices. Government wage and price controls, which are due to expire this summer, have reduced the annual inflation rate from about 200 percent several years ago to about 20 percent.

Nissan finished the year with 21.9 percent of the total vehicle market. Chrysler saw its share fall to 20.6 percent from 23.4 percent the year before, according to preliminary industry figures.

Ford's share rose to 19.8 percent, from 18.3 percent; VW to 19.4 percent from 17.5 percent; and GM to 16.4 percent from 14.2 percent. Altogether, 426,507 vehicles were retailed, compared with 339,132 in 1988. Of those, 268,547 were passenger cars and 157,960 trucks, buses and other commercial vehicles.

MEXICAN CAR SALES

	Cars		Trucks		Total	
	1989	1988	1989	1988	1989	1988
Nissan	69,751	61,497	25,429	25,157	95,180	86,654
Chrysler	54,055	48,945	35,561	31,599	89,616	80,544
Ford	46,846	32,886	39,218	30,017	86,064	62,903
Volkswagen	75,620	53,485	8,882	6,812	84,502	60,297
General Motors	22,275	15,172	48,870	33,562	71,145	48,734
TOTAL	268,547	211,985	157,960	127,147	426,507	339,132

VW passed Nissan to capture the No. 1 spot in the passenger-car segment. A 41.4 percent increase hiked its market share to 29.2 percent.

Nissan was second-best with a 25 percent share, following a 13.4 percent sales increase. It was followed by Chrysler, whose 10.4 percent increase gave it a 20.1 percent share of the market.

Ford's car share climbed to 17.4 percent, on the strength of a 42.4 percent sales increase.

GM used a 46.7 percent increase to boost its market share to 8.3 percent.

GM was the top commercial vehicle retailer for the third year running. A 45.6 percent increase in sales gave the company a 29.4 percent market share. It was followed by Ford at 23.6 percent; Chrysler, 21.4 percent; Nissan, 15.3 percent; and VW, 5.3 percent.

Mexico's top-selling vehicles in calendar 1989 were the 4-door model of Nissan's Tsuru 2 sedan. With 48,195 sales, it claimed a 17.6 percent share of the passenger-car market. It was followed by the VW Beetle, 32,545; Ford Topaz, 27,550; and Chrysler Shadow, 17,106.

Industry projections for 1990 sales vary from VW's 494,500 to Ford's 410,000. Chrysler, GM and Nissan all believe that at least 450,000 vehicles will be sold.

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Ex-Nissan worker resubmits complaint

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

SMYRNA, Tenn. — A former Nissan Motor Manufacturing Corp. U.S.A. employee has resubmitted an unfair labor practices complaint to the National Labor Relations Board.

Former worker Buddy Shonting, an outspoken supporter of unionization during last summer's failed UAW election at Nissan's Smyrna plant, has charged for the second time that he was fired in retaliation for his union activities.

The charges, which have been denied by the company, were withdrawn from consideration last year for lack of evidence, according to Shonting. He said he has since obtained sufficient evidence, but he declined to elaborate.

Federal law requires grievances to be filed within six months of the alleged incident. For Shonting, who is now employed by the UAW as a union organizer, the deadline is Feb. 6.

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Beiber urges unions to unite

BARCELONA, Spain — UAW President Owen Bieber urged union leaders around the world to stand together to fight what he termed increasing "anti-union aggressiveness" on the part of employers.

"In the long run, there is only one answer to the international power of corporations, and that is the international power of unions," he told a meeting of the International Metalworkers Federation during the World Auto Congress convention.

Bieber said major challenges facing unions include global overcapacity and the effect of trade imbalances caused by the internationalization of the world auto industry.

He praised European government officials for being more protective of their workers than U.S. officials, but he warned that there have been instances in Europe where governmental action also has hurt the union movement.

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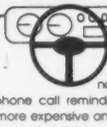

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FROM PAGE 1

Inc., American Honda Motor Co. Inc. and Nissan Motor Corp. in U.S.A. Those gains came despite decreases in truck sales at Toyota and Nissan. Honda sells no trucks.

Ford Motor's sales underlined a trend that was repeated throughout the industry, from European importers to the Big 3 and even to such import sellers as Honda's Acura Division, where the new Integra was up and the older Legend was down. The trend: New cars sell better than old.

Ford's new Thunderbird and Probe and the redesigned Lincoln Town Car picked up both market share and sales volume even though overall car sales in the United States dropped 6.83 percent. But older cars such as the Escort, Tempo, Mustang and even the popular four-year-old Taurus slipped in 1989.

Analyst Keller, a managing director with the New York investment firm of Furman Selz Mager Dietz & Birney, said newer cars traditionally sell better because "the new car tends to get a lot more advertising focus, and there's always the 'I want to be first on the block.' The fleet market also tends toward new cars."

But Keller said, "What was extraordinary in a more cosmic sense was that in the 1980s, General Motors had more new cars than everybody else . . . and its share collapsed."

In 1989, GM's new "old" cars sold best. The Buick Riviera and Cadillac DeVille and Fleetwood models were redesigned and lengthened for 1989 to be reminiscent of their counterparts of the past. Meanwhile, the all-new GM10 mid-sized models sold poorly, requiring hefty cash rebates.

While the Japanese conquered big U.S. territory in car sales, a 25 percent tariff on imported 2-door trucks, combined with a continuing slide in Japanese trucks, helped the Big 3 avoid a rout on total vehicle sales. By nameplate, the combined car and truck shares of U.S. makers dropped only from 74.18 percent in calendar 1988 to 73.48 percent in 1989.

Japanese truck sales dropped 11.55 percent to 620,192 last year, while Big 3 light-truck sales dropped just 2.71 percent to 4,055,321. Major Japanese manufacturers are bringing 4-door sport-utilities to market to avoid the truck tax on 2-door models.

On the car side, the Japanese transplants gave Japanese-built autos startlingly high U.S. penetration. When U.S.-badged imports and transplant-built cars are added to Japanese-badged cars, Japanese penetration of the U.S. car market crashed through the 30 percent barrier for the first time, to 30.76 percent. The overall car-share gain in a single year was 3.67 points.

But trucks slowed the Japanese onslaught. Japanese truck sales are on "a continuing long-term slide," Keller said. Since dealers with Japanese franchises no longer have to sell low-margin trucks in order to receive scarce cars, the dealers no longer push Japanese pickups, she said.

While Ford's combined car and truck share edged up to 24.61 percent in 1989 from 24.26 percent in 1988, GM and Chrysler Motors each dropped about a half point.

Automotive News Staff Reporters Laura Clark, Mary Connelly, Jim Henry, Michelle Krebs and Jesse Snyder contributed to this report.

U.S. CAR AND LIGHT TRUCK SALES, 1989 vs. 1988

Company	Car Sales 1989	Car Sales 1988	Truck Sales 1989	Truck Sales 1988	Car & truck totals 1989	Car & truck totals 1988	Pct. share of total Car & Truck Market 1989	Pct. share of total Car & Truck Market 1988	Change Share (points)	Change Sales (percent)	Change Sales (units)
Alfa Romeo	2,912	4,476	—	—	2,912	4,476	0.02%	0.03%	– 0.01	–34.94%	(1,564)
BMW	64,881	73,359	—	—	64,881	73,359	0.45	0.47	– 0.03	–11.56	(8,478)
Buick	542,917	581,424	—	—	542,917	581,424	3.73	3.76	– 0.03	– 6.62	(38,507)
Cadillac	266,899	266,548	—	—	266,899	266,548	1.83	1.72	0.11	0.13	351
Chevrolet	1,348,430	1,479,616	1,309,837	1,336,407	2,658,267	2,816,023	18.27	18.21	0.06	– 5.60	(157,756)
Chrysler	196,125	279,127	1,812	—	197,937	279,127	1.36	1.81	– 0.44	–29.09	(81,190)
Daihatsu	15,118	11,460	295	—	15,413	11,460	0.11	0.07	0.03	34.49	3,953
Dodge	447,688	508,308	548,429	571,036	996,117	1,079,344	6.85	6.98	– 0.13	– 7.71	(83,227)
Eagle	69,719	65,997	—	—	69,719	65,997	0.48	0.43	0.05	5.64	3,722
Ford	1,502,878	1,596,671	1,401,994	1,462,087	2,904,872	3,058,758	19.97	19.78	0.19	– 5.03	(153,886)
GMC	—	—	353,788	352,999	353,788	352,999	2.43	2.28	0.15	0.22	789
Honda	783,102	768,985	—	—	783,102	768,985	5.38	4.97	0.41	1.84	14,117
Hyundai	183,261	264,282	—	—	183,261	264,282	1.26	1.71	– 0.45	–30.66	(81,021)
Isuzu	16,296	24,520	103,373	90,405	119,669	114,925	0.82	0.74	0.08	4.13	4,744
Jaguar	18,967	20,727	—	—	18,967	20,727	0.13	0.13	0.00	– 8.49	(1,760)
Jeep	—	—	249,170	253,454	249,170	253,454	1.71	1.64	0.07	– 1.69	(4,284)
Lincoln	200,315	191,624	—	—	200,315	191,624	1.38	1.24	0.14	4.54	8,691
Maserati	280	733	—	—	280	733	0.00	0.00	0.00	–61.80	(453)
Mazda	263,378	256,050	78,539	93,287	341,917	349,337	2.35	2.26	0.09	– 2.12	(7,420)
Mercedes	75,714	83,627	—	—	75,714	83,627	0.52	0.54	– 0.02	– 9.46	(7,913)
Mercury	474,673	501,469	—	—	474,673	501,469	3.26	3.24	0.02	– 5.34	(26,796)
Mitsubishi	111,769	69,975	38,707	43,516	150,476	113,491	1.03	0.73	0.30	32.59	36,985
Nissan	510,004	472,870	153,412	169,591	663,416	642,461	4.56	4.15	0.41	3.26	20,955
Oldsmobile	600,037	715,270	2,122	—	602,159	715,270	4.14	4.63	– 0.49	–15.81	(113,111)
Peugeot	6,054	6,712	—	—	6,054	6,712	0.04	0.04	0.00	– 9.80	(658)
Plymouth	306,161	337,862	184,943	192,273	491,104	530,135	3.38	3.43	– 0.05	– 7.36	(39,031)
Pontiac	678,968	779,156	3,226		682,194	779,156	4.69	5.04	– 0.35	–12.44	(96,962)
Porsche	9,476	15,732	—	—	9,476	15,732	0.07	0.10	– 0.04	–39.77	(6,256)
Range Rover	—	—	4,822	3,427	4,822	3,427	0.03	0.02	0.01	40.71	1,395
Saab	31,576	38,490	—	—	31,576	38,490	0.22	0.25	– 0.03	–17.96	(6,914)
Sterling	5,907	8,901	—	—	5,907	8,901	0.04	0.06	– 0.02	–33.64	(2,994)
Subaru	136,112	155,946	—	10	136,112	155,956	0.94	1.01	– 0.07	–12.72	(19,844)
Suzuki	6,009	524	24,172	57,327	30,181	57,851	0.21	0.37	– 0.17	–47.83	(27,670)
Toyota	723,659	688,883	221,694	247,077	945,353	935,960	6.50	6.05	0.45	1.00	9,393
Volvo	102,620	98,497	—	—	102,620	98,497	0.71	0.64	0.07	4.19	4,123
VW	154,933	191,741	—	—	154,933	191,741	1.06	1.24	– 0.17	–19.20	(36,808)
Yugo	10,576	31,545	—	—	10,576	31,545	0.07	0.20	– 0.13	–66.47	(20,969)
Total Chrysler	1,019,693	1,191,294	984,354	1,016,763	2,004,047	2,208,057	13.78	14.28	– 0.50	– 9.24	(204,010)
Total Ford	2,177,866	2,289,764	1,401,994	1,462,087	3,579,860	3,751,851	24.61	24.26	0.35	– 4.58	(171,991)
Total GM	3,437,251	3,822,014	1,668,973	1,689,406	5,106,224	5,511,420	35.10	35.64	– 0.54	– 7.35	(405,196)
Total US	6,634,810	7,303,072	4,055,321	4,168,256	10,690,131	11,471,328	73.48	74.18	– 0.70	– 6.81	(781,197)
Total Europe	483,896	574,540	4,822	3,427	488,718	577,967	3.36	3.74	– 0.38	–15.44	(89,249)
Total Japan	2,565,447	2,449,213	620,192	701,213	3,185,639	3,150,426	21.90	20.37	– 1.53	1.12	35,213
Total Asia	2,748,708	2,713,495	620,192	701,213	3,368,900	3,414,708	23.16	22.08	1.08	– 1.34	(45,808)
TOTAL	9,867,414	10,591,107	4,680,335	4,872,896	14,547,749	15,464,003	—	—	—	– 5.93	(916,254)

GENERAL MOTORS: *'Year of the General' depends on product*

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors Chairman Roger B. Smith has touted 1990 as the "Year of the General," as he predicts the automaker will recoup a point of car and truck market share this year.

Smith and other GM executives believe a host of new products will add share. Among those products are the all-purpose vans, 4-door sport-utilities, GM10 sedans, redesigned Chevrolet Caprice and additions to the Chevrolet Geo line.

GM executives have predicted increased share before, including for 1989. But GM continued to lose market share last year.

GM's share of the total U.S. car and light-truck market slipped just over a half of a percentage point to 35.10 percent in calendar 1989 from 35.64 percent in 1988.

GM captured 34.83 percent of the 1989 car market, down 1.26 points from 1988.

GM sold 5,106,224 cars and light trucks in 1989, down 7.35 percent from 1988. Total industry sales were off about 6.0 percent.

Two GM marketing arms — Cadillac and GMC — managed to squeak out market-share gains. Buick and Chevrolet held about steady. But Pontiac and Oldsmobile lost share.

GM was hardest hit as its new line of mid-sized cars, known as the GM10 cars, have yet to fill the gap in GM's middle.

GM gained in areas where it returned to its heritage. Cadillac and Buick luxury cars that were redesigned in the fashion of their pre-1980s counterparts did well in 1989.

Buick basically held steady at 5.50 percent of the car market, compared to 5.49 percent in 1988. The division's 1989 sales totaled 542,917 cars, off 6.6 percent from 1988.

Buick remains far off its high point of the decade when it owned 9.23 percent of the car market in 1983.

For 1990, Buick General Manager Edward Mertz predicts it will capture 6 percent of the car market with the mid-year introductions of the Regal sedan and the Reatta convertible.

GM executives have predicted increased share before, including for 1989. But GM continued to lose market share last year.

Buick's success stories in 1989 were the LeSabre, Riviera and Reatta.

LeSabre sales were buoyed by being named the highest-quality car built in America by J.D. Power and Associates, a market research firm in Agoura Hills, Calif. Sales of the luxury Riviera, lengthened and redesigned to look more like the Rivieras of the past, more than doubled in 1989.

Cadillac closed the calendar year with 2.7 percent of the car market, up from 2.5 percent in 1988. Its sales increased slightly to 266,899 in 1989.

Cadillac's gains came from higher sales of the DeVille and Fleetwood, redesigned and lengthed in 1989 to appeal to buyers of past Cadillacs. Even sales of Cadillac's flagship Allante, which in raw numbers do little to boost Cadillac's sales total, picked up steam.

Cadillac General Manager John Grettenberger said the division expects to gain market share and sales volume in 1990. He predicted Cadillac will hold volume to 267,000 units while industry sales drop.

Ford Division beat Chevrolet in both car and truck sales 1990 for the third consecutive year. The gap between Chevrolet and Ford car sales widened between 1988 and 1989. But Chevrolet closed the gap in trucks.

Chevrolet's car market share slipped to 13.67 percent from 13.97 percent the year earlier. Its truck share dipped nearly a half a point to 28.33 percent. Sales of nearly every car model in Chevrolet's line dropped.

Sales of the consolidated Geo line totaled 212,426 in 1989, off 1.4 percent from Chevrolet's pre-Geo imported and joint-venture cars in 1988. But Geo sales appear to be off to a stronger start in the 1990 model year, probably because of a new advertising campaign and boosted ad spending.

Oldsmobile's 1989 sales and share sank to their lowest levels of the decade. The division ended the year with 6.08 percent of the car market, down from 6.75 percent in 1988.

Oldsmobile's high point for car market share during the decade was in 1983 when it captured 11.0 percent. From 1983 to 1986, Oldsmobile had four consecutive years of more than 1 million annual sales.

Oldsmobile suffered a sales drop of more than 10 percent for every model in 1989.

Oldsmobile General Manager J. Michael Losh, who took over the division last June 1, said the division's substantial sales drop during the 1980s can be traced to three factors, each of which accounts for about a third of the drop.

- Oldsmobile, the contemporary family division of GM, lost sales to the vehicles more contemporary families opted for in the 1980s — minivans and sport-utilities.
- Oldsmobile lost its bread and butter market of the mid-sized family cars to Ford Motor Co.'s Taurus and Sable.
- Another third of the sales drop went to imports, primarily the Honda Accord.

Losh predicts Oldsmobile's market share will edge upward for 1990, though he won't speculate how much. The redesigned Toronado as well as two trucks, the Bravada and Silhouette, should boost Oldsmobile sales, he said.

Pontiac, GM's turnaround darling of the 1980s, saw sales drop and market share dip nearly a half a point in 1990. Its car share slipped to 6.88 percent from 1988's 7.36 percent — the division's high point for market share during the decade. Pontiac sales fell 12.86 percent to 678,968.

Still, Pontiac was the only GM division to end the 1980s with a bigger share of the car market than it had at the start of the decade.

The sales drop — and increases at Honda and Toyota — bumped the division from the third spot in 1988 car sales to fifth in 1989 after **Ford, Chevrolet, Honda and Toyota.**

Chrysler extends guarantee; GM has new round of rebates

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Motors, General Motors and Mitsubishi Motor Sales of America Inc. extended or enhanced their incentive programs last week while other manufacturers allowed programs to expire.

In a commercial during the CBS Super Bowl pre-game television show, Chrysler Corp. Chairman Lee Iacocca announced that the carmaker was extending its guaranteed rebate program through Feb. 28 and adding more cars and pickup trucks.

Announced last December, the program guarantees that if customer incentives on eligible 1990 vehicles purchased or leased increase from Feb. 1 through Sept. 30, Chrysler will pay the difference to the buyer.

Chrysler added these 1990 vehicles to the guaranteed program: $2,000 on Dodge Ramcharger; $1,500 on Dodge Monaco ES and full-sized Ram Van conversion models with a specific level of van conversion package; $1,000 on Plymouth Horizon, Dodge Omni, Chrysler LeBaron sedan, Dodge Monaco LE, Dakota S, 2-wheel-drive and 4-wheel-drive diesel pickup, full-sized Ram Van and Ram Wagon, Comanche and Grand Wagoneer; and $500 on Wrangler.

Guaranteed rebates on the Dodge Caravan, Plymouth Voyager and Chrysler Town & Country minivans expired Jan. 31. Other guarantees are unchanged.

Chrysler added 1990 import models to a non-guaranteed rebate program: $1,000 on Dodge and Plymouth Colt GL and GT and Eagle Summit; and $750 on Dodge and Plymouth Colt base models, wagons and Vistas, $750.

Pontiac is paying customers $1,000 on all 1989-90 models except LeMans and Sunbird models, which carry $750 rebates.

In an effort to clear the way for the 1991 Firebird, Pontiac dealers are being paid $300 to $500 on each 1990 Firebird they sell. Also, Pontiac dealers earn $500 on sales of 1989 and 1990 Grand Prix.

Chevrolet is offering retail incentives on the following 1989-90 cars: Lumina, $1,000; Geo Storm, $800; Corsica/Beretta, $750; Caprice, $700; and Cavalier and Camaro, $500.

The following Chevrolet dealer incentives are in effect: 1988 Nova, $500; 1988-89 Spectrum, $500; 1989-90 Metro (except XFI) and 1990 Prizm, $1,000; 1989-90 Tracker, $1,000; and 1990 Celebrity, $500.

Buick is offering $500 to $1,250 in customer rebates on 1990 Skylark, Century, Regal and LeSabre depending on the option package purchased and $500 to $1,000 on 1990 Electra/Park Avenue, except Ultra, also depending on the option package.

Buick announced a new dealer incentive program. Payments on 1989 models are: Reatta, $2,000; Regal, $1,500; Century, $1,150; and Riviera, LeSabre, Electra, full-sized wagon, Skyhawk and Skylark, $750.

Dealer incentives on 1990 Buicks are: Reatta, $2,000; Riviera, $1,500; and Electra Park Avenue and Estate Wagon, $1,000.

Oldsmobile extended its current incentive program which pays dealers $500 to $2,500 on most car lines and customer rebates of $1,500 on 1989 Cutlass Supremes and $1,000 on 1990 Cutlass Supremes.

In lieu of cash rebates, Buick, Pontiac, Oldsmobile and Chevrolet customers may choose a finance rate of 6.9 percent on 24-, 36- and 48-month-contracts or 10.9 percent on 60-month contracts. Customer and dealer incentives for those GM divisions expire May 2.

Cadillac is offering current Cadillac owners and holders of special certificates a $1,500 rebate on all 1989 and 1990 Cadillacs except Allante. Alternative financing of 5.9 percent for 24 months, 6.9 percent for 36 months or 7.9 percent for 48 months is available.

Cadillac is paying its dealers a $1,000 bonus on sales of all 1990 Cadillacs except Allante. The Cadillac programs expire March 31.

Mitsubishi announced new dealer incentives that are scheduled to expire March 31: $1,000 on all 1989-90 pickup trucks, Montero and Galant; and $500 on 1989-90 Mirage.

Nissan dropped the dealer incentive on the 1988 Pulsar NX and extended its $1,000 dealer incentive on the 1989 Pulsar NX until March 2. The $1,000 dealer incentive on the 1990 Axxess and the $1,500 dealer cash on the 1989 Pathfinder have been extended until May 2. Nissan added the 1989 and 1990 Stanza to the program and is paying dealers $500 to $1,000 on each depending on the number sold.

Nissan is offering customers $1,000 on 1988-90 standard Sentras and $1,200 on 1988-90 Hardbody base 4x2 models. On other Sentras, dealers earn $1,000 on 1990 models and $1,250 on 1989 models. Other dealer rebates are $1,200 on the 1990 Hardbody 4x2 and 4x4 non-base models and $1,500 on the 1988-89 Hardbody 4x2 and 4x4 non-base models. The programs expire May 2.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$1,000	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Dodge	**$1,000-$1,500**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Dodge Trucks	**$1,000 - $2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Eagle	**$1,000-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Jeep	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Plymouth	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
*—Buyer will receive any increase in rebate through Sept. 30, 1990.						
Ford Motor Co. (1989 models)						
Ford cars	$750-$1,000	6.9	8.9	9.9	10.9	Feb. 5
Ford trucks	$500-$1,250	6.9	8.9	9.9	10.9	Feb. 5
Mercury	$1,000-$1,500	6.9	8.9	9.9	10.9	Feb. 5
Merkur	$3,000-$4,000					Feb. 5
Ford Motor Co. (1990 models)						
Ford cars	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Ford trucks	**$500-$1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Continental, Mark VII	**$1,500**					**Mar. 31**
Mercury Topaz, Cougar, Sable	**$750-$1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**Feb. 5**
Finance incentives on Aerostar, Taurus, Taurus SHO and Sable are 4.8; 4.8; 4.8; and 10.9.						
General Motors (1989 models)						
Chevrolet cars	$500-$1,000	6.9	6.9	6.9	10.9	May 2
Cadillac	$1,500*	5.9	6.9	7.9		Mar. 31
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
*—Cadillac owners and certificate holders only.						
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$500-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
*—Based on option package selected						
Hyundai Excel (1989, 1990)	**$500-$1,000**					**Mar. 5**
Mazda (1990 models)						
626	**$750**					**April 11**
MX-6	**$1,000**					**Feb. 11**
Trucks	**$750-$1,000**					**April 3**
Sterling (1989 models)	$5,000					Mar. 31
Subaru (1989 models)						
Justy	$500-$1,000					Feb. 22
XT, XT6	$1,000-$3,000*					Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.						
Suzuki (1989 models)						
Swift	$500-$2,000					Mar. 31
Samurai	$1,000					Mar. 31
Sidekick	$500-$3,000					Mar. 31

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models)		
TC by Maserati	$6,000	None
Ford Motor Co. (1989 models)		
Taurus SHO	$500	Feb. 5
Ford Ranger	$250-$750, quota	Feb. 5
Bronco II	$250	Feb. 5
Ford Motor Co. (1990 models)		
Taurus SHO	**$500**	**Feb. 5**
Ford Ranger, Bronco II	**$250**	**Feb. 5**
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac Grand Prix	$500	May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Cadillac	**$1,000**	**Mar. 31**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Hyundai Excel (1989)	$500	Mar. 5
Isuzu (1989 models)		
Impulse, I-Mark	$300	Mar. 31
Trooper	$500-$1,500, quota	Mar. 31
Pickup	$500-$700	Mar. 31
Isuzu (1990 models)		
Trooper	**$500-$1,500, quota**	**Mar. 31**
Pickup	**$500-$700, quota**	**Mar. 31**
Mitsubishi (1989-90 models)		
Cars	**$500-$1,000**	**Mar. 31**
Trucks	**$1,000**	**Mar. 31**
Nissan (1988-89 models)		
Pathfinder	$500	Mar. 2
Nissan (1988-90 models)		
Sentra, pickups	**Up to $1,000***	**Mar. 2**
1990 Axxess	**$1,000**	**Mar. 2**
*—Payment varies by regions.		
Peugeot (1989-90 models)	**$1,000-$2,000**	**None**
Subaru (1989 models)		
Justy ECVT	$200	Feb. 22
XT, XT6	$1,000-$3,000*	Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.		
Suzuki (1990 models)		
Swift	**$400**	**Mar. 31**
Sidekick	**$700-$1,500**	**Mar. 31**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

BEST COPY AVAILABLE

Plants idle; truck output drops 36%

By Karen Detkowski
SPECIAL CORRESPONDENT

With many van and pickup lines idled, U.S. truck production fell 36 percent last week. Estimated January production of 243,585 was off 36.11 percent from last year's record January total.

Truck production totaled 69,203 units last week, 12.44 percent below the previous week and 27.48 percent below the year-ago week.

Last week's car output was estimated at 109,504 units, 6.97 percent below the previous week's build and 29.44 percent below the year-ago week.

Companies split last week's estimated production as follows: General Motors, 44.46 percent; Ford Motor Co., 21.20 percent; Chrysler Motors, 10.87 percent; Honda of America Manufacturing Inc., 7.97 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.96 percent; New United Motor Manufacturing Inc., 3.74 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 2.56 percent; Diamond-Star Motors Corp., 2.56 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.17 percent; and Subaru-Isuzu Automotive Inc., 0.51 percent.

U.S. light-truck and/or van plants idle last week were Chrysler's Dodge City plant in Warren, Mich., and the Toledo, Ohio, Grand Wagoneer line; Ford's Kansas City, Mo., plant and Kentucky truck plant in Louisville; and GM's Lordstown, Ohio; Baltimore; and Pontiac (Mich.) East plants.

GM expects to resume output today at its Linden, N.J., and Oklahoma City car plants.

The plants were shut down to keep inventory in line with slow sales.

GM announced downtime this week for its Arlington, Texas, and Lakewood, Ga., plants. Both are expected to resume output Feb. 12.

GM's Fairfax plant in Kansas City, Kan., will begin one-shift operation this week and next. First and second shifts will be rotated each week.

Chrysler Motors discontinued production of its Dodge Omni and Plymouth Horizon last week at the Jefferson Avenue plant in Detroit.

Canadian cars post big gain

Canadian auto production was targeted at 24,800 units last week, 34.69 percent above the prior week and 18.04 percent above the year-ago week.

Truckmakers scheduled output of 16,394 units last week, down 0.95 percent from the previous week and down 23.35 percent from the year-ago week.

GM's Scarborough, Ontario, plant is expected to resume production of full-sized vans today. Also, GM reported that the Scarborough and St. Therese, Quebec, plants will be idled April 2 for one week.

Chrysler's Bramalea, Ontario, plant extended downtime until March 5. Chrysler's Brampton, Ontario, plant is expected to resume Jeep Wrangler output today.

U.S. CAR	Week Ended Feb. 3, 1990	Week Ended Feb. 4, 1989	Week Ended Jan. 27, 1990	Jan. Est.	Jan. 1 to Feb. 3, 1990	Jan. 1 to Feb. 4, 1989
Horizon	1,200	0	1,301	3,935	4,415	0
Sundance	0	2,390	0	3,446	3,446	12,669
Acclaim	1,800	2,015	1,975	4,471	5,191	6,938
Total Plymouth	3,000	4,405	3,276	11,852	13,052	19,607
LeBaron A	900	0	79	619	979	0
LeBaron J	0	2,288	0	0	0	11,559
LeBaron GTS	0	367	0	0	0	1,193
N. Yorker C-Class	600	2,883	432	1,255	1,495	12,250
Fifth Avenue	500	0	627	1,495	1,695	0
Imperial	500	0	512	1,260	1,460	0
Total Chrysler	2,500	5,538	1,650	4,629	5,629	25,002
Omni	1,100	0	1,104	3,698	4,138	0
Daytona	0	2,284	0	0	0	11,626
Shadow	0	2,604	0	3,950	3,950	12,190
Dynasty	2,800	3,552	2,708	6,765	7,885	16,024
Lancer	0	181	0	0	0	940
Spirit	2,500	2,178	2,495	6,422	7,422	7,163
Total Dodge	6,400	10,799	6,307	20,835	23,395	47,943
CHRYSLER MOTORS	11,900	20,742	11,233	37,316	42,076	92,552
Escort	0	7,980	3,006	8,105	8,105	42,166
Mustang	3,635	4,485	3,688	8,842	10,296	20,534
Tempo	3,267	3,292	3,188	7,766	9,073	18,389
Taurus	9,227	7,985	9,260	29,801	33,492	40,313
Thunderbird	0	4,505	3,832	6,856	6,856	18,207
Total Ford Div.	16,129	28,247	22,974	61,370	67,822	139,609
Topaz	1,133	1,273	1,186	2,768	3,221	6,882
Cougar	0	2,996	1,628	2,947	2,947	14,165
Sable	1,068	2,536	1,228	4,704	5,131	13,970
Total Mercury	2,201	6,805	4,042	10,419	11,299	35,017
Continental	1,083	1,556	1,250	4,292	4,725	7,702
Mark VII	540	774	620	2,123	2,339	3,834
Town Car	3,261	2,340	3,751	12,869	14,173	11,553
Total Lincoln	4,884	4,670	5,621	19,283	21,237	23,089
Total L-M Div.	7,085	11,475	9,663	29,702	32,536	58,106
FORD MOTOR CO.	23,214	39,722	32,637	91,072	100,358	197,715
Skyhawk	0	262	0	0	0	2,070
Skylark/Somerset	1,725	1,304	1,754	4,058	4,748	3,060
Century	0	3,249	1,908	3,434	3,434	16,170
Riviera	586	604	501	1,159	1,393	2,719
Electra	2,138	2,005	2,018	6,950	7,805	8,809
LeSabre (fwd)	2,449	1,526	3,705	7,898	8,878	2,074
LeSabre (rwd)	0	209	0	360	360	994
Reatta	191	0	196	640	716	766
Total Buick	7,089	9,159	10,082	24,498	27,334	36,662
Eldorado	449	721	429	1,028	1,208	3,192
Seville	631	516	552	1,317	1,569	2,394
Brougham (rwd)	1,105	957	1,030	2,440	2,882	5,307
DeVille (fwd)	3,835	4,740	3,274	7,822	9,356	18,979
Allante	53	75	75	302	323	330
Total Cadillac	6,073	7,009	5,360	12,909	15,338	30,202
Cavalier	6,324	8,855	5,222	12,403	14,933	42,728
Camaro	0	2,546	0	0	0	11,901
Celebrity	0	3,697	0	0	0	21,334
Corsica/Beretta	4,000	9,138	7,664	14,462	16,062	42,942
Caprice	1,653	3,281	1,623	7,458	8,119	16,778
Corvette	560	523	560	896	1,120	2,370
Total Chevrolet	12,537	28,040	15,069	35,219	40,234	138,053
Calais	1,875	2,316	1,874	4,393	5,143	5,273
Cutlass Ciera	0	1,672	2,481	4,260	4,260	8,020
Cutlass Supreme	3,605	3,516	0	2,163	3,605	14,304
Toronado	622	328	478	1,174	1,423	1,365
88 (fwd)	1,228	4,042	2,256	6,472	6,963	16,826
88 (rwd)	145	154	106	295	353	1,051
98	1,445	2,254	1,149	2,823	3,401	9,479
Total Oldsmobile	8,920	14,282	8,344	21,580	25,148	56,318
Sunbird	3,676	3,000	2,177	4,693	6,163	12,029
Grand Am	4,800	4,989	4,375	7,255	9,175	23,239
Firebird	0	1,376	0	0	0	7,422
Grand Prix	3,625	0	0	2,175	3,625	12,001
Pontiac 6000	0	2,222	1,407	2,648	2,648	10,514
Bonneville	1,954	2,012	1,581	5,228	6,010	8,603
Safari/Parisienne	0	109	0	0	0	524
Total Pontiac	14,055	13,708	9,540	21,999	27,621	74,332
GENERAL MOTORS	48,674	72,198	48,395	116,205	135,675	335,567
DIAMOND-STAR	2,806	531	2,757	11,045	12,167	2,581
HONDA	8,725	8,407	8,690	37,059	40,549	37,391
Civic	2,435	2,822	2,319	12,445	13,419	12,564
Accord	6,290	5,585	6,371	24,614	27,130	24,827
MAZDA†	2,805	5,699	2,497	14,850	15,972	23,996
NISSAN	2,380	2,352	2,391	10,159	11,111	11,392
NUMMI	4,100	3,603	4,223	17,141	18,781	17,271
Corolla	2,100	1,512	2,195	8,686	9,526	7,629
Geo Prizm/Nova	2,000	2,091	2,028	8,455	9,255	9,642
SUBARU-ISUZU*	560	0	560	2,576	2,800	0
TOYOTA	4,340	1,934	4,323	18,903	20,639	0
Total Cars, U.S.	109,504	155,188	117,706	356,326	400,128	718,465
Total Cars, Canada	24,800	21,009	18,413	60,376	70,296	93,191
U.S., Canada Cars	134,304	176,197	136,119	416,702	470,424	811,656
U.S., Canada Cars and Trucks	219,901	293,013	231,707	723,768	811,728	1,349,573

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Feb. 3, 1990	Week Ended Feb. 4, 1989	Week Ended Jan. 27, 1990	Jan. Est.	Jan. 1 to Feb. 3, 1990	Jan. 1 to Feb. 4, 1989
Monaco	0	0	0	1,894	1,894	0
Premier	0	1,283	0	401	401	5,148
CHRYSLER MOTORS	0	1,283	0	2,295	2,295	5,148
Tempo	3,840	3,449	3,787	9,510	11,046	19,665
Topaz	960	1,760	946	2,726	3,110	6,363
Crown Victoria	2,930	2,790	0	5,797	6,969	13,787
Grand Marquis	1,870	2,789	0	6,545	7,293	13,544
FORD MOTOR CO.	9,600	10,788	4,733	24,578	28,418	53,359
Celebrity	523	204	535	849	1,058	973
Cutlass Ciera	3,037	3,766	2,838	4,660	5,875	18,811
Lumina	6,670	500	5,578	9,580	12,248	795
Regal	1,330	2,630	957	1,755	2,287	5,830
GENERAL MOTORS	11,560	7,100	9,908	16,844	21,468	26,409
HONDA	2,100	1,658	2,217	9,801	10,641	7,430
HYUNDAI*	310	0	310	1,426	1,550	0
TOYOTA	1,050	0	1,065	4,640	5,060	0
VOLVO	180	180	180	792	864	845
Total Cars, Canada	24,800	21,009	18,413	60,376	70,296	93,191

U.S. TRUCK	Week Ended Feb. 3, 1990	Week Ended Feb. 4, 1989	Week Ended Jan. 27, 1990	Jan. Est.	Jan. 1 to Feb. 3, 1990	Jan. 1 to Feb. 4, 1989
Caravan	2,500	2,374	2,699	10,393	11,393	10,970
Dakota	0	2,280	0	3,209	3,209	10,362
Caravan C/V	100	223	196	627	667	1,005
Ram pickups	0	2,279	0	3,867	3,867	10,347
Total Dodge	2,600	7,156	2,895	18,096	19,136	32,684
Cherokee	4,400	4,206	4,488	10,674	12,434	20,373
Comanche	200	695	204	466	546	3,446
Grand Wagoneer	0	350	0	260	260	1,615
Wagoneer	50	184	79	180	200	981
Total Jeep	4,650	5,435	4,771	11,580	13,440	26,415
Voyager	2,200	2,479	2,210	9,515	10,395	11,017
Town & Country	50	0	79	305	325	0
Total C-P Div.	2,250	2,479	2,289	9,820	10,720	11,017
CHRYSLER MOTORS	9,500	15,070	9,955	39,496	43,296	70,116
Aerostar	4,000	4,995	4,000	9,600	11,200	23,257
Bronco	1,181	2,168	1,197	3,910	4,382	9,694
Bronco II	2,712	3,224	2,734	8,701	9,786	13,768
Econoline	0	5,190	4,197	10,733	10,733	24,688
Mediums/Heavies	1,043	1,325	1,010	4,727	5,144	6,279
Light trucks	9,419	12,034	9,397	32,214	35,982	55,361
Ranger	6,080	8,733	6,144	17,794	20,226	36,105
Total Ford Div.	24,435	37,669	28,679	87,679	97,453	169,152
FORD MOTOR CO.	24,435	37,669	28,679	87,679	97,453	169,152
Astro	2,707	3,274	2,709	4,333	5,416	16,455
Blazer	432	637	518	777	950	2,794
Lumina APV	1,768	0	1,933	6,776	7,483	0
Mediums/Heavies	277	0	325	1,310	1,421	0
P-Model	639	631	566	1,340	1,596	2,090
Pickups	3,708	8,949	6,922	15,629	17,112	44,578
S-10	5,176	6,537	5,916	19,070	21,140	28,720
S-10 Blazer	2,682	4,484	1,712	3,364	4,437	19,001
Sportsvan/Van	0	2,240	0	0	0	7,779
Suburban	1,293	1,825	1,417	2,193	2,710	7,730
Total Chevrolet	18,682	28,577	22,018	54,792	62,265	129,147
Jimmy	200	194	148	268	348	836
Mediums/Heavies	447	0	319	1,311	1,490	0
P-Model	61	117	86	154	178	250
Pickups	1,329	2,667	2,797	4,935	5,467	13,987
S-15	1,183	1,064	1,645	4,692	5,165	6,303
S-15 Jimmy	793	561	604	1,124	1,441	4,525
Safari	1,053	922	878	1,510	1,931	3,975
Suburban	884	661	699	1,229	1,583	3,109
Vandura/Rally Vans	0	582	0	0	0	2,348
Total GMC	5,950	6,768	7,176	15,223	17,603	35,333
Olds Silhouette	618	0	791	2,660	2,907	0
Pontiac Trans Sport	1,313	0	1,653	5,688	6,213	0
GENERAL MOTORS	26,563	35,345	31,638	78,363	88,988	164,480
NAVISTAR	1,635	1,820	1,660	6,515	7,169	7,954
NISSAN	3,060	2,773	3,095	13,086	14,310	13,470
SUBARU-ISUZU*	560	0	560	2,576	2,800	0
AM GENERAL*	450	450	450	2,070	2,250	2,160
MISCELLANEOUS*	3,000	2,300	3,000	13,800	15,000	11,040
Total Trucks, U.S.	69,203	95,427	79,037	243,585	271,266	438,372

CANADIAN TRUCK	Week Ended Feb. 3, 1990	Week Ended Feb. 4, 1989	Week Ended Jan. 27, 1990	Jan. Est.	Jan. 1 to Feb. 3, 1990	Jan. 1 to Feb. 4, 1989
Caravan	3,260	3,379	3,253	14,542	15,846	15,852
Caravan C/V	204	207	215	918	1,000	997
Ram Wagon	646	675	586	974	1,232	3,292
Ram Van	1,484	1,755	1,544	2,434	3,028	8,328
Total Dodge	5,594	6,016	5,598	18,868	21,106	28,469
Voyager	2,680	2,669	2,820	12,155	13,227	13,067
Total Plymouth	2,680	2,669	2,820	12,155	13,227	13,067
Wrangler	0	1,671	0	0	0	5,968
Total Jeep	0	1,671	0	0	0	5,968
CHRYSLER MOTORS	8,274	10,356	8,418	31,023	34,333	47,504
FORD MTR. (lt. trks.)	3,040	3,459	3,056	10,123	11,339	16,877
Light trucks	3,551	3,446	3,223	14,877	16,297	16,651
Vans	0	1,408	0	2	2	7,124
Total Chevrolet	3,551	4,854	3,223	14,879	16,299	23,775
Light trucks	1,329	1,794	1,651	6,572	7,104	7,186
Vans	0	654	0	1	1	2,900
Total GMC	1,329	2,448	1,651	6,573	7,105	10,086
GENERAL MOTORS	4,880	7,302	4,874	21,452	23,404	33,861
NAVISTAR	200	272	203	882	962	1,303
Total Trks., Canada	16,394	21,389	16,551	63,480	70,038	99,545
U.S., Canada Trks.	85,597	116,816	95,588	307,065	341,304	537,917

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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NADA

Tonkin to Green: NADA passes the power

ay Green, right, takes over the presidency of the National Automobile Dealers Association Tuesday from Ron Tonkin at the group's annual convention in Las Vegas. AUTOMOTIVE NEWS/JOE WILSSENS

INSIDE:

m New York to Seattle:
orters visit 46 cities in the United States and Canada for
ailed analysis of local conditions for retail car selling. The
-by-City section, inside.

Greg Penske surveys the lot in his Longo Limo (with the fringe on top). RON HUSSEY

At Longo, the buyers come back

Repeat business helps keep Penske outlet Toyota's top deal

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

EL MONTE, Calif. — Stephane Tawaragana squirms in her leather chair. She runs fingers through the fire-engine red hair covering half her scalp; the other half is shaved punk-cut clean.

For more than an hour she has sat by the side of her father who orchestrates the negotiations at Longo Toyota.

Her boyfriend, a hard-rock music disciple with tatoos crawling up each arm, looks on impassively. Rather than be here, he and Stephane would probably rather take in a Barry Manilow concert.

But Papa Tawaragana wouldn't miss this moment — nor does he want Stephane to miss it. He wants her to learn from this transaction and enjoy it as much as he does; he reckons she'll enjoy the car long after he has bought it for her.

Papa Tawaragana has been at the tables of Longo Toyota before. Each time, he has felt he got the best of the talks.

And each time, he has returned to buy another Toyota from Longo.

That is the key ingredient to Longo's enormous success: The customers come back.

By Longo estimates, 60,000 credit-worthy folk in the greater Los Angeles area think of Longo Toyota first — not the dealership down the street, nor the four Toyota stores they pass on their way to Longo.

The Tawaragana family is proof.

Expanding this pool of future customers is just one ingredient in the recipe that has made Longo the No. 1 Toyota dealer in the United States for 21 years and placed it among the nation's top five dealers nearly as long.

Other ingredients include healthy portions of hard work, an uncommon concern for customer service, a great helping of resources and a large dose of company pride sweetened with good pay for salespeople — all stirred with the inflexible stick of rigid corporate policies of automotive magnate Roger Penske.

Those policies are nurtured and enforced at Longo by Penske's son, Greg.

Last year, Longo Toyota sold 23,058 new cars and trucks, of which about 7,100 were fleet sales. In 1989, Longo was responsible for 15.1 percent of Toyota Motor Sales U.S.A.'s sales in import-hot California. One of every 40 Toyotas sold in America comes from Longo. Every 13 minutes that Longo was open last year, a new Toyota went out the door.

For a little over four years, Longo Toyota has been part of

see LONGO, page 160

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LABOR SHORTAGE:

Japan production could suffer if hiring continues to lag so far behind demand

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — The production pace is so intense and the labor shortage so acute that Toyota Motor Corp. is sending clerical workers, technicians and new recruits on to the lines to fill in the gaps.

If things continue at this rate, according to Vice Chairman Tsutomu Ohshima, Toyota will fall 50,000 to 60,000 units short of its production target for the year.

Toyota hired 1,900 temporary workers in 1989 to fill out a work force of 25,400. But still there are not enough workers.

"Even Toyota is finding it difficult to hire workers," Ohshima said, "and the situation is much more severe for the suppliers."

Toyota has a 5-year plan to more than double automation in its plants. It intends to install up to 4,000 robots at a cost of approximately $138,000 each — a total investment of up to $550 million.

Toyota and its affiliated suppliers are competing for the same people in the same pool, the Aichi district in central Japan.

> They (suppliers) are running at over-capacity, but they're still losing money.
>
> **Koji Endo**
> Nomura Securities

Nissan Motor Co. is using flexibility as a standard in applying automation in the new assembly plant it is building in Kyushu.

Some plants in Europe and the United States are already 20 to 50 percent automated in final assembly. Nissan averages 5 percent but plans to raise that to 20 to 30 percent by 1993.

The company estimates that is

see LABOR, page 34

GM looks to the East as it maps '90s growth

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors, encouraged by its strong performance in markets outside North America, has expansion plans for Eastern Europe and the Asia-Pacific region in the 1990s.

John F. "Jack" Smith Jr., GM executive vice president in charge of overseas operations, said GM is exploring opportunities in Eastern Europe, the Soviet Union and Asia-Pacific. Those markets will account for the bulk of GM's overseas growth in the 1990s, he said.

Despite an eroding market share and declining profits in North America, GM last week announced that vehicle sales outside North America reached a record 2.32 million in 1989. Analysts predict GM's overseas operations also will report record profits for 1989. GM Europe's 1989 profits are expected to exceed $2 billion, surpassing 1988's $1.8 billion. GM will announce 1989 earnings this week.

"It is not just Europe," Smith said. "We had a super year in Latin America. We saw good results and great growth opportunities in Asia-Pacific as well. All of our markets have been very strong."

For 1990, Smith predicted a sales dip in Europe. But he noted that a slowdown has been expected for three years and has yet to occur.

Smith said Latin America is a question because of a new government in Brazil that must deal with serious economic problems.

He said GM sees substantial new opportunities developing, primarily in Eastern Europe and Asia-Pacific.

GM is focusing much of its attention on Eastern Europe and how it can tap the potential of what appears to be a large market. The automaker has a study in progress to determine the size of the new-vehicle market.

"We know those are strong markets," Smith said. "They have very old cars that in every country need updating. All the manufacturers know and understand that."

In addition, demand exists for emissions-control technology and larger engines.

GM is looking closely at East Germany, Czechoslovakia and Poland, where it hasn't done much business in recent years, but where it has historical ties.

He characterized GM as "exploring the possibilities."

"And, of course, we are not alone," he added.

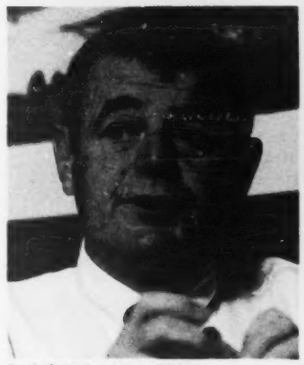
Likewise, GM is talking with the Soviet Union, though Smith refused any details of those discussions. Smith said the talks don't involve the Soviet Union's Gorky plant where plans are in the works to replace the mid-sized Volga line. Ford Motor Co. abandoned talks with the Soviet Union regarding that plant.

"It's too early to discuss anything concrete," Smith said. "We had discussions in Russia and continue to have discussions."

The talks are a reversal of GM's previous stand. About 18 months ago, Smith said GM had little interest in business there. "There have been some programs that make some sense to us," Smith said recently. "We've been working hard to try to work them out."

He envisions that any Eastern European effort would be through a joint venture.

see SMITH, page 201



Jack Smith, rising GM star

Another Smith on GM fast track

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — When John F. Smith Jr. ran General Motors' European operations, he had a clear strategy for tackling costs and boosting profits.

As president of GM Europe, Smith, who goes by the name Jack and isn't related to the other Smiths in top GM jobs, squeezed additional production from existing plants. He pumped funds into new-product development rather than brick and mortar. And he encouraged use of GM components.

The strategy resulted in GM Europe going from a $343 million loss in 1986 to record profits in 1989. Analysts predict the 1989 profit exceeded $2 billion, another record.

Smith, as GM's first executive vice president in charge of overseas operations, has been implementing the same strategy throughout GM worldwide.

The results are expected to be equally as successful and give Smith — 52 in April — a good shot at one of GM's top jobs.

To that, the unpretentious Smith, known to show up at company picnics in Europe wearing blue jeans, responds with the reply he appears to have practiced during his many years on GM's fast track: "I do not know anything about that. I am focused on this job and that is really all I am interested in."

Some industry observers expect Smith to be named to one of GM's top posts in the management shuffle brought on by the Aug. 1 retirement of Chairman Roger B. Smith.

During his 19 months in GM's top overseas job, Smith has played a key role in some major international ventures that put GM in a good position to capitalize on developing markets, including a joint venture with Saab-Scania AB and with Raba, the Hungarian truckmaker.

Smith was on a fast track before he went to Europe in 1986 from the post of president of General Motors of Canada.

Smith, who came up through the finance ranks, led the GM negotiating team that set up the landmark New United Motor Manufacturing Inc. joint venture with Toyota. He served from 1966 to 1976 on the GM financial staff in New York.

BEST COPY AVAILABLE

Volvo GM holds ground in Class 8 sales, eyes third place

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Volvo GM Heavy Truck failed to capture third place in Class 8 sales last year but with added production capacity, officials are gearing up for another try this year.

The company has been largely targeting third-place Mack in its efforts to move up in sales. Mack, which has run into financial and other problems, saw its U.S. Class 8 retail sales drop 12.87 percent to 19,035 in calendar 1989.

Volvo GM's sales of 17,340 were up 1.47 percent.

Volvo GM officials blamed product shortages for costing them 1,500 sales last year which would have put them in close contention with Mack.

Officials are projecting 18,000 U.S. sales this year in a softer market. Truck industry officials are forecasting U.S. Class 8 sales of 120,000 to 144,000 vehicles this year compared to 145,068 in 1989.

Hans Alftren, manager and production coordinator, Volvo GM, said that with the company's increased production capacity of 93 trucks a day, it is able to produce 21,500 trucks this year. Last year, it had a 73-unit-a-day capacity.

Present capacity allows it to sell 19,000 trucks in the United States and 2,500 in Canadian and overseas markets, he added.

The company plans to increase capacity to 115 trucks a day during 1991-1992, if the market rebounds as anticipated.

A second shift will be added to the Orrville, Ohio, plant, doubling the plant's capacity to 40 vehicles a day. The plant's topcoat painting operation will also be expanded, Alftren said.

The company also plans to add two trucks a day to its Ogden, Utah, plant capacity, increasing production capability to 15 trucks a day.

More immediately, Volvo GM officials feel the first half of 1990 will be weak, but the second half will show a rebound, based on faster gross national product growth and pre-buying by customers to avoid 1991 emissions regulations and price hikes.

Thage Berggren, president and chief executive officer of Volvo GM, was also optimistic about company sales because of "important second orders" from a number of major fleet buyers. Along with private fleet orders, the company picked up a United States Postal Service order for low cab forward trucks.

Larry Oliphant, recently named president of Volvo GM Canada and previously the U.S. company's top sales executive, said the company started 1990 with a backlog of 6,600 truck orders compared to 6,300 a year ago.

He forecast that the for-hire carrier buying segment will continue to increase in the 1990s, while the private carrier buying segment would decline.

He also sees full-service leasing continuing to increase.

The independent carrier buying segment will "likely" decline and the government segment will remain about the same, Oliphant said.

Volvo GM's sales are "reasonably balanced" between geographic market segments and different buying groups, he added.

A major goal is to "develop our dealer network to become a consistent performer in North America by reaching an operating level of 25,000 trucks with an appropriate return on capital," Oliphant said.

The company now has 192 dealers, 120 of which are exclusive WhiteGMC dealers.

In 1989, 4 dealers sold more than 500 trucks, 16 sold more than 200 and 48 sold more than 100 trucks. The company's most successful dealer retailed 1,153 trucks last year.

Volvo GM plans to increase sales of its proprietary componentry in its vehicles.

Officials credited the availability of exclusive Volvo-built drivelines for part of the success of the domestically produced Autocar.

Volvo GM offers Volvo engines and transmissions in the Autocar, as well as T-ride suspensions whose sales doubled in 1989 and front axles whose sales increased "sevenfold," according to Oliphant.

The company launched a number of support programs, including 48-hour parts shipment guarantees, to further bolster Volvo component sales in 1990.

TRUCK BRIEFS

Eaton buys Microflex

CLEVELAND — Eaton Corp. has acquired a majority of the assets of Microflex Inc. NC, a developer of software products. The companies declined to detail terms of the transaction.

Microflex of Winston-Salem, N.C., is a developer of micro-electronic diagnostic technology used in the trucking and automotive industries. The company is operating as part of Eaton's Drivetrain Systems Division, headquartered in Galesburg, Mich., and Hounslow, England.

John S. Rodewig, Eaton vice president, Truck Components Operations/Worldwide, said Microflex's software experience in truck maintenance systems will help Eaton develop an integrated drivetrain systems capability.

The acquisition will help Eaton become a major global supplier of customer-specified integrated drivetrain systems and microprocessor-based components for commercial vehicles, he added.

Durakon retains Jerr-Dan

LAPEER, Mich. — Durakon Industries said that the stock purchase agreement with a subsidiary of Century Group Inc. to sell its Jerr-Dan Corp. has been terminated.

Jerr-Dan, a wholly-owned subsidiary comprising Durakon's vehicle transportation and towing segment, will be retained by the firm.

"The market for Jerr-Dan products remains strong, and we will mount an aggressive campaign this year to increase sales and support Jerr-Dan's growth," said David Laro, Durakon president.

Durakon had originally planned the sale of Jerr-Dan to reduce its long-term debt. It is headquartered in Greencastle, Pa., with locations in California, Georgia, Illinois, Missouri and Ohio.

Ford offers Series 60

DEARBORN, Mich. — Detroit Diesel Corp. will supply Series 60 premium diesel engines for Ford Class 8 L-series trucks in 1991, according to Kenneth F. Smith, Ford heavy truck general operations manager.

The engine will be added to Caterpillar and Cummins diesels as a regular production option for 1992 models delivered in the fall of 1991, Smith added.

Ford made the move in response to customer requests.

The company has already received an order for 75 AeroMax 9000 heavy trucks with the Series 60 engine, which will be delivered this summer, Smith said.

Freightliner used trucks

PORTLAND, Ore. — Freightliner Corp. has initiated a used-truck program to enhance the attractiveness of its dealerships as a place to buy such vehicles.

Under Freightliner's Select Used Truck program, vehicles are hand-picked, put through various engine, transmission and driveline checks and reconditioned before being certified.

The company also offers a 1-year, 100,000-mile warranty on the vehicles. It provides 100 percent coverage on parts and labor for the drivetrain, cab, frame rails and crossmembers, with very few exclusions.

Freightliner also offers special financing packages for the vehicles through its Mercedes-Benz Credit Corp. and through Associates Commercial Corp., the commercial finance subsidiary of The Associates in Dallas. Ford Motor Co. purchased The Associates last year.

Freightliner also has a national used-truck locator program to help fleets and dealers locate specific used Freightliner and Mercedes-Benz trucks as well as other brands of used trucks.

Borg-Warner divides, conquers for SAE exhibit

A "Great Divide Expedition" vehicle, part of the first 4-wheel-drive team to complete a continuous North-South border-to-border crossing of the Continental Divide, will be displayed at the Borg-Warner Automotive exhibit during the SAE convention in Detroit Feb. 26 to March 1. Range Rover provided the vehicle for the event.

Oshkosh Truck wins Army contract

OSHKOSH, Wis. — Oshkosh Truck Corp. was awarded first-year funding of $22.2 million for a U.S. Army multi-year contract for heavy equipment transport trucks.

The 4-year contract calls for 1,044 Oshkosh trucks and spare parts worth $213.9 million.

The contract also contains an option for the government to purchase up to 522 additional vehicles from the company.

The vehicles are designed primarily to pull trailers carrying the Army's main battle tank. Full production of the trucks is scheduled

LIGHT-DUTY TRUCK SALES, JANUARY

	Jan. 1990	Jan. 1989
Vans	11,523	11,515
Aerostar	15,613	14,033
Club Wagon	1,864	1,725
Ranger	23,796	22,195
Bronco	4,993	5,149
Bronco II	8,011	9,704
Pickups	45,106	43,360
Ford	**110,906**	**107,681**
Vans	7,932	6,489
Sportsvan	591	741
Geo Tracker	2,484	750
Astro	11,253	9,230
Lumina APV	3,472	0
S-10	16,221	16,149
S-10 Blazer	12,221	14,229
Blazer	1,702	1,774
Suburban	4,102	4,498
Pickups	40,300	35,512
Chevrolet	**100,278**	**89,372**
Pontiac Trans Sport	**1,938**	**0**
Olds Silhouette	**1,348**	**0**
Vans	3,844	4,621
Ram Wagon	1,359	1,804
Voyager	29,847	13,728
Caravan	33,376	14,335
Caravan C/V	998	1,006
Town & Country	510	0
Ram 50	1,380	2,567
Raider	317	654
Ramcharger	1,054	2,329
Dakota	6,701	7,592
Pickups	7,365	6,991
Chrysler	**86,751**	**55,627**
Vans	2,488	2,698
Safari	2,847	2,269
S-15	3,787	3,675
S-15 Jimmy	3,145	3,585
Jimmy	483	580
Suburban	1,882	1,745
Pickups	11,706	9,789
P Model	197	379
W-4	79	108
GMC	**26,614**	**24,828**
Wrangler	2,905	3,071
Wagoneer	435	704
Cherokee	13,032	11,868
Grand Wagoneer	672	1,054
Comanche	1,373	2,100
Jeep	**18,417**	**18,797**
Daihatsu	**253**	**0**
Toyota	**13,532**	**15,200**
Nissan*	**7,992**	**13,947**
Mazda	**5,559**	**6,910**
Isuzu	**6,759**	**6,626**
Mitsubishi	**4,826**	**2,897**
Suzuki	**1,373**	**2,058**
Range Rover	**362**	**495**
Imports	**40,656**	**48,133**
Industry Total	**386,908**	**344,437**

*—Includes import and domestic trucks
Compiled by Karen Delkowski

Sales hit peak; Chrysler minivan rebate helps

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Light-truck sales set a record for January, aided largely by a first-time rebate on Chrysler minivans.

It was a big month for U.S.-based manufacturers, which increased their share of the market by several percentage points. U.S.-based firms captured 89.49 percent of the light-truck market, up from 86.03 percent last year.

Conversely, foreign-based manufacturers' share dropped to 10.51 percent from 13.97 percent in 1989.

The industry retailed 386,908 light trucks last month, topping January 1989's previous high by 12.33 percent.

Chrysler's first-ever minivan rebate was a major force behind the big increase, although Chevrolet also set a January record for truck sales.

Chrysler had its best-ever month for minivan sales, with 63,733. That topped the previous high of 44,504 in June 1988.

Dodge chalked up its best January, with 56,394 truck sales. The former January high was 41,899 in 1989.

Dodge dealers didn't get much help from the minivan rebate in selling other trucks. Caravan more than doubled its year-earlier performance, and the full-sized pickups were up slightly, but sales of other Dodge trucks declined in January.

Chevrolet retailed a record 100,278 trucks, up from the previous high of 99,103 in January 1985.

Chevrolet tweaked its incentives on the C/K pickups in late December, including some additional models.

But Chevrolet also had gains over the previous year in its full-sized vans, Geo Tracker and S-10 pickup.

The new Lumina APV van provided 3,472 sales in January. The APV is still gearing up in terms of production and availability.

Ford Division truck sales of 110,906 were up from 107,681 a year

Import sales rise in Japan, but still a drop in the ocean

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Imports in Japan enjoyed another year of growth in 1989. A sales increase of 35 percent made it the fourth straight year of record gains.

But the total of 180,424 units was still only 4.5 percent of the total market. Sales of American cars, minus Honda, totaled 14,387, or less than 8 percent of that import slice and only 0.36 percent of the total market of 4,011,267.

The prevailing opinion, according to Ben R. Lever III, president of Ford Motor Japan, is that "the government will encourage or allow imports until they reach 10 percent of the market." Lever estimated that will happen in the latter half of the decade.

Within that seemingly tiny frame of opportunity, American makers are setting about the long process of establishing themselves in a market they have ignored for a decade.

The American Big 3's miniscule total was in a 1989 market of more than 4 million passenger cars. But it represented a 58 percent increase over the previous year.

General Motors sold 7,231 units, a 49 percent increase over the year before. James Steinhagen, director for GM's North American Vehicle Sales in Japan, said, "From our perspective, '89 was a good year."

Steinhagen's position in Japan is new. So is his office. The GM office in Tokyo used to concentrate on GM's relations with its affiliates, Suzuki Motor Co. and Isuzu Motors Ltd., but now it is back in the business of selling cars.

The sales target for 1990 is 9,000 units, which would be a record for GM in Japan, Steinhagen said. The last time sales were close to that was in 1979, when GM sold 8,675 cars. But that was before the American cars developed a bad reputation as gas guzzlers with poor quality.

Since then, the Japanese market has moved upscale to larger vehicles, and America has developed smaller models with better fuel efficiency.

Ford Motor Co. sold 2,684 Ford-made cars last year, an increase of 48 percent, and 3,283 Mazda-made Ford Probes, up 64 percent.

Chrysler Motors sold only 922 cars, but that was nearly 5½ times the 173 it sold in 1988. In addition, it sold about 250 Jeep Wranglers in the commercial sector.

All American makes have an image problem. Ten years ago, the issue may have been quality. These days, Lever said, "It's not so much a bad image as no image at all."

Steinhagen said he finds Japanese customers know hardly anything about GM except that it is a big company.

But the situation is improving. GM sells most of its cars through Yanase & Co. where they are displayed between Mercedes-Benz and Volkswagen models. Customers used to walk right through the showroom from VW to Mercedes without pausing. Now, they stop and look and buy GM cars, Steinhagen said.

The American makers are overcoming the product problem, but they still have a problem getting into the expensive distribution system.

Chrysler Japan Sales now has a new but small showroom at a major intersection in Tokyo. The company estimated it cost $1.8 million, much of it to lease the land.

Chrysler now sells through four direct retail shops, mostly in Tokyo, and 43 independent, nonexclusive dealerships throughout Japan. The goal this year is to add four or five dealers in the hope of doubling sales for the Cherokee, which accounted for more than half of Chrysler's 1,200 sales last year.

There has been talk of Chrysler selling through its partner, Mitsubishi Motors Corp., but little has come of it. Masao Maki, manager at Chrysler Japan Sales, said simply, "That is a gray area."

NEW-CAR SALES IN JAPAN

	1989	1988
France		
Citroen	3,908	2,417
Peugeot	4,586	2,364
Renault	1,992	1,371
Others	1	1
Total	10,487	6,153
Germany		
Audi	14,306	11,342
BMW	33,076	26,826
Mercedes-Benz	31,511	22,625
Opel	2,643	499
Porsche	4,053	2,434
Volkswagen	34,674	27,947
Others	30	25
Total	120,293	91,698
Italy		
Alfa Romeo	1,103	415
Autobianchi	321	544
Ferrari	337	390
Fiat	1,740	2,006
Lancia	708	645
Others	355	216
Total	4,564	4,216
Japan		
Daihatsu	50,741	44,213
Honda	434,030	386,568
Isuzu	43,394	55,633
Mazda	290,026	217,872
Mitsubishi	156,091	154,098
Nissan	996,989	860,681
Subaru	72,315	52,122
Suzuki	26,350	25,743
Toyota	1,760,907	1,633,176
Total	3,830,843	3,430,106
Sweden		
Saab	2,631	2,103
Volvo	7,122	4,634
Total	9,753	6,737
United Kingdom		
Jaguar	2,703	1,652
Rolls-Royce	327	280
Lotus	322	259
Rover	10,014	6,816
Others	1,153	782
Total	14,519	9,789
United States		
Chrysler	922	173
Eclipse	23	0
Ford	2,684	1,808
Probe	3,283	2,001
General Motors	7,231	4,841
Honda	4,697	5,392
Others	244	296
Total	19,084	14,511
Others	1,724	529
Total imports	180,424	133,583
Grand total	4,011,267	3,563,210

SOURCES: Japan Automobile Dealers Association, Japan Automobile Importers Association

Toyota head falls for Ford Mustang

TOKYO — Toyota Motor Corp. President Shoichiro Toyoda is convinced Americans can do better than just the handful of sales they have been making in Japan.

At that, Toyoda patted a hand over his chest to suggest the palpitating heart of a young man in love. Toyoda was so impressed with the early Ford Mustang that he bought one.

As for the current Mustang, he said that is a good car, too. But he added with a laugh, "You don't get over your first love."

Import shops like Jaguar Japan Ltd. and Jax Renault line Kampachi Dori Avenue, a prestigious address in Tokyo.

Chrysler, supported by Ford and GM, initiated a report for the American Chamber of Commerce in Japan last summer. It called for dual dealerships, or the same opportunity the Japanese enjoyed when they entered the U.S. market.

The paper received wide publicity in Japan and raised questions about Chrysler's relationship with Mitsubishi. Chrysler reportedly turned to Mitsubishi too late to get help. Mitsubishi was already trying to set up a network to sell Mercedes-Benz.

Chrysler then set up shop with an importer, J. Osawa and Co. Ltd. But after the Chamber of Commerce report, Mitsubishi invited Chrysler to approach its dealers. Chrysler did. It went to dealers of other Japanese makers as well, Maki said, but with few concrete results.

The exception is a Toyota dealership in Sendai that sells Chrysler models at a separate location and under a different dealership name.

After the report appeared, there were rumors that GM would sell its cars through Toyota Motor Co. Toyota President Shoichiro Toyoda said "it is conceivable" Toyota dealers would sell other makes, but added that there were no such plans.

GM is not looking for that kind of help from Toyota or anyone else, according to Richard Johnson, executive vice president of GM Overseas Corp. Johnson said GM supported the Chamber of Commerce paper in principle because it had unsuccessfully approached Japanese dealers. But Johnson said, "We can't wait around for that problem to be solved."

Johnson said GM is committed to its long-term partner, Yanase, and to Suzuki, which started selling the Pontiac Grand Am a year ago. He did not rule out any other connection, and he said there is still Saturn.

The Chamber of Commerce paper pointed to the need for newcomers in a market to tie up with larger dealers selling Toyotas and Nissans. A visit to a Suzuki dealership illustrates the problem when the maker is not at the top of the market.

At one outlet in Tokyo, Suzuki has arranged to sell imported GM and Peugeot cars. But it does not have room for both at the same time. When *Automotive News* visited, there were only two Peugeots on the floor. GM cars are shown in alternate weeks.

Ford may be in the best position among the American makers in terms of exclusive dealerships. Ford sells through the Autorama channel, set up with Mazda Motor Corp. to sell Ford-badged cars. There are now 290 outlets, and the target for 1992 is 500.

Ford has been importing the Taurus, Probe and Lincoln Continental and recently introduced the Thunderbird. But Lever is looking beyond last year's 5,967 combined Ford and Ford Probe sales. He acknowledged it will take time to build acceptance, but he said, "We want volume."

So does GM, which has begun homologation in the United States for some products, starting with Cadillac. GM also is making a feasibility study on right-hand drive, Steinhagen said. "We'll go mainstream," he said. "It is the only way to get volume."

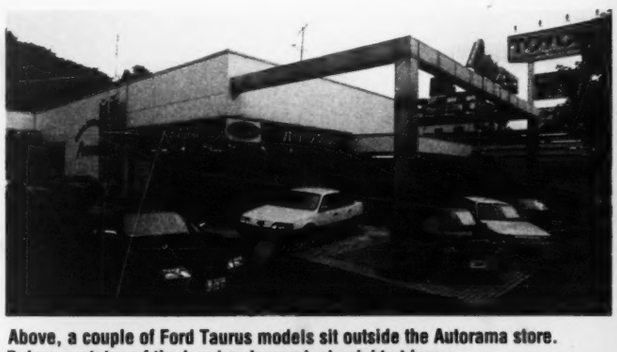
BMW Japan plans 10 new outlets

TOKYO — Japan does not need any barrier against car imports, according to Hans-Peter Sonnenborn, president of BMW Japan.

"Land is a barrier," he said. "The scarcity of land. The price of land. The regulations of land. That will stop our growth."

BMW is second behind Volkswagen in import sales in Japan. But the company has established a prominent image in Japan, with 120 exclusive outlets nationwide. BMW plans another 10 outlets this year and will invest 12 billion yen ($82.7 million) during the next five years.

For a newcomer that has to buy a Tokyo site — 4,500 to 5,500 square feet is a minimum — it can cost $7 million, he said.



Above, a couple of Ford Taurus models sit outside the Autorama store. Below, a statue of the leaping Jaguar looks right at home.

SALES

DOMESTIC CAR SALES, JANUARY

	Jan. 21, to Jan. 31, 1990	Same Period, 1989	Jan. 1990	Same Month, 1989	Jan. 1 to Jan. 31, 1990	Same Period, 1989
Talon	990	0	2,460	0	2,460	0
Premier	836	1,304	1,699	2,828	1,699	2,828
Total Eagle	**1,826**	**1,304**	**4,159**	**2,828**	**4,159**	**2,828**
Horizon	709	1,190	1,907	2,947	1,907	2,947
Laser	1,941	253	4,190	455	4,190	455
Sundance	1,665	2,976	5,155	6,315	5,155	6,315
Reliant	247	1,343	669	3,808	669	3,808
Acclaim	3,579	1,406	8,875	2,318	8,875	2,318
Caravelle	0	48	0	136	0	136
Gran Fury	0	201	0	505	0	505
Total Plymouth	**8,141**	**7,417**	**20,796**	**16,484**	**20,796**	**16,484**
LeBaron A	81	61	121	170	121	170
LeBaron J	2,105	2,953	5,502	6,544	5,502	6,544
LeBaron GTS	153	236	324	554	324	554
Fifth Avenue (rwd)	148	472	268	1,563	268	1,563
Fifth Avenue (fwd)	1,569	0	3,831	0	3,831	0
Imperial	505	0	1,199	0	1,199	0
New Yorker C	1,676	4,190	3,600	9,163	3,600	9,163
New Yorker E	0	7	0	25	0	25
Total Chrysler Div.	**6,237**	**7,919**	**14,845**	**18,819**	**14,845**	**18,819**
Omni	731	1,101	1,874	2,841	1,874	2,841
Shadow	2,096	2,732	6,242	6,010	6,242	6,010
Monaco	68	0	112	0	112	0
Daytona	1,176	1,969	3,074	4,599	3,074	4,599
Aries	184	1,128	538	3,766	538	3,766
Lancer	231	152	326	375	326	375
Spirit	3,434	1,215	7,140	2,458	7,140	2,458
Diplomat	0	379	0	780	0	780
Dynasty	3,306	3,261	8,884	8,061	8,884	8,061
Dodge 600	0	39	0	124	0	124
Total Dodge	**11,226**	**11,976**	**28,190**	**29,014**	**28,190**	**29,014**
CHRYSLER MOTORS	**27,430**	**28,616**	**67,990**	**66,345**	**67,990**	**66,345**
Escort	9,417	13,395	22,987	30,027	22,987	30,027
Mustang	3,622	6,012	9,494	12,377	9,494	12,377
Tempo	7,050	10,476	20,255	21,518	20,255	21,518
Taurus	10,629	10,952	28,023	25,555	28,023	25,555
Thunderbird	3,356	3,867	8,697	8,619	8,697	8,619
Probe	3,990	3,823	9,551	9,215	9,551	9,215
Crown Victoria	3,436	3,563	8,942	8,209	8,942	8,209
Total Ford Div.	**41,500**	**52,088**	**107,949**	**115,520**	**107,949**	**115,520**
Topaz	2,663	3,773	7,260	7,784	7,260	7,784
Sable	3,527	3,533	8,527	7,508	8,527	7,608
Cougar	2,466	3,187	6,002	6,780	6,002	6,780
Grand Marquis	4,036	4,339	9,733	9,016	9,733	9,016
Total Mercury	**12,692**	**14,832**	**31,522**	**31,188**	**31,522**	**35,296**
Continental	2,833	2,130	5,593	5,056	5,593	5,056
Town Car	3,892	3,941	10,394	8,132	10,394	8,132
Mark VII	858	852	1,818	1,831	1,818	1,831
Total Lincoln	**7,583**	**6,923**	**17,805**	**15,019**	**17,805**	**15,019**
Total L-M Div.	**20,275**	**21,755**	**49,327**	**46,207**	**49,327**	**46,207**
FORD MOTOR CO.	**61,775**	**73,843**	**157,276**	**161,727**	**157,276**	**161,727**
Skyhawk	73	589	216	1,382	216	1,382
Somerset/Skylark	4,187	1,555	8,619	3,360	8,619	3,360
Century	4,793	5,637	10,189	10,986	10,189	10,986
Regal	1,840	2,711	4,474	5,198	4,474	5,198
LeSabre	5,054	3,192	11,479	7,078	11,479	7,078
Reatta	221	174	377	403	377	403
Electra	4,015	2,442	7,277	5,254	7,277	5,254
Riviera	616	572	1,434	1,304	1,434	1,304
Total Buick	**20,799**	**16,872**	**44,065**	**34,965**	**44,065**	**34,965**
Cimarron	0	44	0	95	0	95
Allante	111	110	314	226	314	226
Seville	988	725	2,125	1,887	2,125	1,887
DeVille	6,770	5,922	14,130	12,396	14,130	12,396
Brougham	1,147	1,063	2,615	2,324	2,615	2,324
Eldorado	720	1,018	1,766	2,174	1,766	2,174
Total Cadillac	**9,736**	**8,882**	**20,950**	**19,102**	**20,950**	**19,102**
Geo Prizm/Nova	4,107	1,290	8,848	3,794	8,848	3,794
Cavalier	10,543	11,525	27,791	21,946	27,791	21,946
Camaro	2,234	3,203	5,715	7,338	5,715	7,338
Celebrity	766	8,446	1,853	17,563	1,853	17,563
Corsica/Beretta	9,871	13,188	22,462	24,216	22,462	24,216
Lumina/Monte Carlo	6,458	122	19,465	310	19,465	310
Caprice	4,415	3,875	10,102	8,959	10,102	8,959
Corvette	524	511	1,477	1,164	1,477	1,164
Total Chevrolet	**38,918**	**42,160**	**97,713**	**85,290**	**97,713**	**85,290**
Firenza	0	4	0	4	0	4
Calais	2,621	2,863	6,370	6,804	6,370	6,804
Cutlass Ciera	3,867	7,846	10,326	17,035	10,326	17,035
Cutlass Supreme	3,125	5,974	9,487	10,155	9,487	10,155
88	3,383	4,055	8,235	9,194	8,235	9,194
98	1,448	2,165	3,550	4,946	3,550	4,946
Toronado	502	353	912	724	912	724
Total Oldsmobile	**14,946**	**23,260**	**38,880**	**48,862**	**38,880**	**48,862**
Fiero	0	104	0	365	0	365
Sunbird	4,304	2,241	10,690	5,009	10,690	5,009
Firebird	1,298	1,567	3,138	3,249	3,138	3,249
Grand Am	5,624	7,593	16,060	14,358	16,060	14,358
Pontiac 6000	1,498	2,673	4,173	5,128	4,173	5,128
Grand Prix	2,596	7,475	6,923	11,733	6,923	11,733
Bonneville H	2,647	3,126	5,891	6,073	5,891	6,073
Safari/Parisienne	0	133	0	306	0	306
Total Pontiac	**17,967**	**24,912**	**46,875**	**46,221**	**46,875**	**46,221**
GENERAL MOTORS	**102,366**	**116,086**	**248,483**	**234,440**	**248,483**	**234,440**
Civic	7,253	5,464	13,956	10,266	13,956	10,266
Accord	12,216	6,338	18,285	11,832	18,285	11,832
HONDA	**19,469**	**11,802**	**32,241**	**22,098**	**32,241**	**22,098**
MAZDA	**2,634**	**1,621**	**4,396**	**2,557**	**4,396**	**2,557**
MITSUBISHI	**2,884**	**807**	**6,146**	**807**	**6,146**	**807**
NISSAN	**2,582**	**4,227**	**5,198**	**7,710**	**5,198**	**7,710**
TOYOTA	**11,347**	**8,616**	**22,875**	**10,775**	**22,875**	**10,775**
DOMESTIC TOTAL	**230,487**	**245,569**	**544,605**	**506,459**	**544,605**	**506,459**
IMPORT TOTAL			**208,694**	**210,701**	**208,694**	**210,701**
INDUSTRY TOTAL			**753,299**	**717,160**	**753,299**	**717,160**

Trucks star as January sales rise

Car deliveries climb 5% for month, trucks advance 12%

IMPORTED CAR SALES, JANUARY

	Jan. 1990	Jan. 1989
Acura	10,087	9,513
Alfa Romeo	109	218
Aston Martin*	5	5
Audi	1,283	1,809
BMW	4,919	5,683
Chevrolet	14,601	7,811
Chrysler	944	542
Daihatsu	1,402	1,104
Dodge	1,717	3,025
Eagle	1,199	2,695
Ferrari*	80	80
Ford	5,985	6,453
Honda	15,871	15,558
Hyundai	11,883	15,174
Infiniti	1,071	0
Isuzu	208	1,549
Jaguar	1,523	1,492
Lamborghini*	13	13
Lexus	4,135	0
Lotus*	27	27
Maserati*	20	22
Mazda	16,644	16,437
Mercedes-Benz	4,654	5,036
Mercury/Merkur	2,503	5,189
Mitsubishi	15,700	5,039
Nissan	27,311	29,108
Peugeot	336	448
Plymouth	1,740	2,796
Pontiac	1,407	3,737
Porsche	696	605
Rolls/Bentley*	100	100
Saab	1,967	2,435
Sterling	505	788
Subaru	6,578	10,249
Suzuki	615	547
Toyota	32,846	36,376
Volkswagen	8,297	9,029
Volvo	8,834	9,139
Yugo	879	870
TOTAL	**208,694**	**210,701**

*—Estimate

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — New-vehicle sales rebounded in January, boosted in part by incentives and pent-up demand by customers after a dismal December.

Consumers purchased 753,299 cars in January, up 5.04 percent from the same period a year ago; and 386,908 light trucks, up 12.33 percent.

The total of 1,140,207 topped the year-earlier total by 7.40 percent.

Light trucks led the advance for the Big 3, surging 18.45 percent in January from a year earlier. Car sales rose only 2.43 percent.

Chrysler Corp. reported record domestic vehicle sales for January. Deliveries rose 24.66 percent over last year because of a 45.32 increase in truck sales. Car sales were up 2.48 percent.

General Motors reported an increase of 9.34 percent in domestic sales. Cars rose 5.99 percent and trucks climbed 16.26 percent.

At Ford, domestic sales dipped 0.46 percent from last January. Trucks rose 2.99 percent, and cars fell 2.75 percent.

Chrysler's best January ever was the direct result of the rebates on its popular minivans and its guaranteed rebate program.

Minivan rebates ran from Dec. 15 to Jan. 31, offering buyers $1,000 in cash or alternative low-interest financing. It was the first time Chrysler offered rebates on those models.

MARKET SHARES, Domestic Cars

	January Sales	Pct. of Total
Subcompact	87,981	16.16
Compact	147,864	27.15
Intermediate	208,946	38.37
Standard	97,646	17.93
Specialty	2,168	0.40
TOTAL	**544,605**	**100.00**

Now, some Chrysler dealers are saying they need more product to sustain the momentum.

"We had a surprising January," said Tony Cueva, general manager of Fairfax Chrysler-Plymouth in Fairfax, Va.

"The biggest factor was the incentive program, which created awareness," he said. "We sold a lot of Voyagers and Lasers."

Heading into January, Cueva said, the dealership had a three-month supply of vehicles and now has only a 15- to 20-day supply.

"February is shaping up pretty good, too," he said. "We need more merchandise. There is a shortage of Chrysler LeBarons."

Every GM division showed a gain except Oldsmobile, where sales tumbled 20.43 percent in January from a year ago.

GM offered hefty buyer incentives of up to $2,000 on some of its models. Oldsmobile has stopped its customer rebates, except for the Cutlass Supreme. Instead, it has redirected its marketing strategy toward dealer incentives.

GM conceded that the rebates offered by Chrysler increased showroom traffic for GM dealers.

Ford said it had especially strong fleet sales in January 1989, which affected the 1990 vs. 1989 comparison.

"Due to the downtime at a number of our plants in the early part of this January, assembly and shipment of many fleet units was delayed," said Robert L. Rewey, vice president of sales operations, Ford North American Automotive Operations.

"As a consequence, our car sales comparisons for the month understate considerably the degree to which retail demand recovered from the depressed levels of the fourth quarter," he said.

Japanese automakers gained 3.37 percentage points of car market share in January. The Japanese took market share from all their rivals except GM — and 3 points of the increase came from Ford and Chrysler.

Car market share at GM improved to 35.11 percent from 34.30 percent in January 1989.

Chrysler dipped to 9.77 percent from 10.51 percent last year, and Ford's market share sagged to 22.01 percent from 24.17 percent in January 1989.

Nissan's U.S.-built car sales tumbled 32.58 percent in January, and its domestic-import car total was down 8.79 percent from a year earlier.

Honda's U.S.-built sales rose 45.90 percent, and Toyota's went up 112.30 percent. Toyota's Kentucky plant was in a start-up mode a year ago.

Despite the full-month increase, sales in the Jan. 21-31 period dipped from the 1989 total. U.S.-built cars and trucks fell 1.58 percent. Trucks rose 7 percent.

U.S. CAR SALES BY MARKETING UNITS, JANUARY

	Jan. 1990	Percent Share	Jan. 1989	Percent Share
Alfa Romeo	109	0.01	218	0.03
Aston Martin*	5	0.00	5	0.00
American Honda	58,199	7.73	47,169	6.58
BMW	4,919	0.65	5,683	0.79
Buick	44,065	5.85	34,965	4.88
Cadillac	20,950	2.78	19,102	2.66
Chevrolet	112,314	14.91	93,101	12.98
Chrysler	15,789	2.10	18,561	2.59
Daihatsu	1,402	0.19	1,104	0.15
Dodge	29,907	3.97	32,039	4.47
Eagle	5,358	0.71	5,523	0.77
Ferrari*	80	0.01	80	0.01
Ford	113,934	15.12	121,973	17.01
Hyundai	11,883	1.58	15,174	2.12
Isuzu	208	0.03	1,549	0.22
Jaguar	1,523	0.20	1,492	0.21
Lamborghini*	13	0.00	13	0.00
Lincoln	17,805	2.36	15,019	2.09
Lotus*	27	0.00	27	0.00
Maserati*	20	0.00	22	0.00
Mazda	21,040	2.79	18,994	2.65
Mercedes-Benz	4,654	0.62	5,036	0.70
Mercury/Merkur	34,025	4.52	36,377	5.07
Mitsubishi	21,846	2.90	5,846	0.82
Nissan	33,580	4.46	36,818	5.13
Oldsmobile	38,880	5.16	48,862	6.81
Peugeot	336	0.04	448	0.06
Plymouth	22,536	2.99	19,280	2.69
Pontiac	48,282	6.41	49,958	6.97
Porsche	696	0.09	605	0.08
Rolls/Bentley*	100	0.01	100	0.01
Saab	1,967	0.26	2,435	0.34
Sterling	505	0.07	788	0.11
Subaru	6,578	0.87	10,249	1.43
Suzuki	615	0.08	547	0.08
Toyota	59,856	7.95	47,151	6.57
Volvo	8,834	1.17	9,139	1.27
VWoA	9,580	1.27	10,838	1.51
Yugo	879	0.12	870	0.12
TOTAL	**753,299**	**100.00**	**717,160**	**100.00**
TOTAL GM	**264,491**	**35.11**	**245,988**	**34.30**
TOTAL FORD	**165,764**	**22.01**	**173,369**	**24.17**
TOTAL CHRYSLER	**73,590**	**9.77**	**75,403**	**10.51**
TOTAL JAPANESE	**203,324**	**26.99**	**169,427**	**23.62**
TOTAL EUROPEAN	**34,247**	**4.55**	**37,799**	**5.27**
TOTAL KOREAN	**11,883**	**1.58**	**15,174**	**2.12**

*—Estimate Big 3 totals include their captive imports.
Percent share may contain error of one or two points due to rounding. Sales charts compiled by Karen Detkowski

U.S. car-truck trade deficit moves up again in October

WASHINGTON — The U.S. trade deficit for passenger cars and light trucks grew 1.6 percent in October, following a 3.4 percent increase in September. The value of automotive exports and imports fell for the month.

The latest figures from the U.S. Commerce Department place the automotive trade deficit for October at $4.0 billion, compared with $3.93 billion in October 1988.

The annualized U.S. automotive trade deficit of $45.6 billion is 4.8 percent higher than the deficit for the 12-month period ended October 1988.

The number of cars imported during October declined 12.0 percent from a year earlier, to 352,118 units with an estimated value of $3.92 billion. Imports of light trucks increased 9.7 percent for the month, to 79,300 units with an estimated value of $795.3 million.

The number of cars exported in October fell 35.6 percent from 1988 to 42,667 with an estimated value of $568.2 million. The number of light trucks exported in October fell 23.6 percent to 12,295.

U.S. exports of cars to Japan increased by 49 units in October, but the value was down 23.3 percent. The value of car exports to Canada was down 53.8 percent. Light-truck exports to Canada increased in value by 6.6 percent during October but fell 80.6 percent to countries identified as "others."

During the 12-month span, total U.S. automotive exports fell 30.1 percent, from an annualized total of 964,076 vehicles in the period ended October 1988 to 673,914 a year later.

Imports of cars and light trucks also slipped on an annualized basis. The number of vehicles imported for the year ended October 1989 was 5.05 million, down from 5.34 million the previous year.

The number of car imports from Japan was down 11.6 percent for the month; Japanese imports of light trucks fell 31.1 percent in October.

Imports of cars from Canada were up 1.6 percent, and Canada's truck shipments rose 68.0 percent.

Imports of West German cars increased 5.4 percent in October to 21,274.

The number of cars shipped from South Korea fell 36.2 percent in October to 17,671 units.

Swedish cars bound for the United States fell 32.9 percent to 8,242.

Mexico shipped 5,866 cars in October, up 61.2 percent over 1988.

Yugoslavia again failed to export any vehicles to the United States for the month.

Car shipments from the United Kingdom were down 52.7 percent for the month, to 1,533.

Italy continued to increase U.S.-bound car shipments in October, registering a 327.6 percent increase for the month. On an annualized basis, Italian imports were 45.7 percent ahead of the previous year.

France exported only 5 cars to the United States, compared with 849 in October 1988. French imports were 57.9 percent behind the previous year's annualized tally.

Brazil did not export cars to the United States in October.

Countries classed as "others" exported 2,663 cars to the United States in October compared with 1,952 a year earlier.

U.S. AUTOMOTIVE TRADE BY VALUE

(x $1,000)

Passenger cars

Country	Trade	Oct. 1988	Oct. 1989	Nov. 1987-Oct. 1988	Nov. 1988-Oct. 1989
Japan	Export	$ 52,236	$ 40,084	$ 223,212	$ 234,418
	Import	2,032,008	1,924,129	19,637,509	20,665,420
Canada	Export	675,773	312,519	6,384,089	4,043,446
	Import	1,149,601	1,167,313	13,303,348	12,630,464
West Germany	Import	497,553	421,731	6,692,406	5,528,154
South Korea	Import	152,720	103,849	2,429,556	1,826,885
Sweden	Import	198,401	144,549	1,698,411	1,695,106
Mexico	Import	131,370	55,890	1,268,360	1,241,588
Yugoslavia	Import	2,237	0	89,412	12,561
United Kingdom	Import	106,720	47,523	995,122	901,538
Italy	Import	6,962	13,091	151,327	252,271
France	Import	9,757	185	168,198	78,399
Brazil	Import	0	0	368,145	268,229
Others	Export	89,054	215,569	1,581,247	1,956,605
	Import	29,612	44,352	288,080	405,337
Car total	Export	817,063	568,172	8,188,548	6,234,469
	Import	4,316,941	3,922,612	47,089,875	45,505,952
Trade balance		(3,499,878)	(3,354,440)	(38,901,327)	(39,271,483

Light trucks (up to 10,000 lbs. GVW)

Canada	Export	$ 136,238	$ 145,174	$ 1,675,767	$ 1,637,527
	Import	307,120	567,632	3,177,971	5,194,536
Japan	Import	297,778	187,350	3,271,245	2,846,368
Mexico	Import	505	36,512	7,829	76,352
Others	Export	43,184	8,359	358,607	237,631
	Import	5,933	3,762	153,302	68,969
Truck total	Export	179,422	153,533	2,034,373	1,875,158
	Import	611,346	795,256	6,610,347	8,186,225
Trade balance		(431,924)	(641,723)	(4,575,974)	(6,311,067
Car and truck total	Export	996,485	721,705	10,222,921	8,109,627
	Import	4,928,287	4,717,868	53,700,222	53,692,177
VEHICLE TRADE BALANCE		(3,931,802)	(3,996,163)	(43,477,301)	(45,582,550
TOTAL U.S. Merchandise trade (customs value)	Export	27,889,000	31,009,500	313,539,900	359,504,900
	Import	37,121,100	41,210,200	434,172,900	472,048,900
TRADE BALANCE		(9,232,100)	(10,200,700)	(120,633,000)	(112,544,000

U.S. AUTOMOTIVE TRADE BY QUANTITY

Passenger cars

Country	Trade	Oct. 1988	Oct. 1989	Nov. 1987-Oct. 1988	Nov. 1988-Oct. 1989
Japan	Export	2,216	2,265	17,719	17,016
	Import	216,155	191,137	2,132,717	2,124,809
Canada	Export	50,084	24,373	627,719	351,482
	Import	101,543	103,201	1,197,244	1,131,006
West Germany	Import	20,193	21,274	276,861	238,249
South Korea	Import	27,679	17,671	453,146	308,412
Sweden	Import	12,285	8,242	108,915	104,660
Mexico	Import	15,113	5,866	148,022	142,437
Yugoslavia	Import	1,001	0	33,547	4,825
United Kingdom	Import	3,238	1,533	34,358	27,637
Italy	Import	123	526	6,314	9,198
France	Import	849	5	15,584	6,562
Brazil	Import	0	0	65,521	44,300
Others	Export	13,955	16,029	123,369	144,876
	Import	1,952	2,663	18,416	25,865
Car total	Export	66,255	42,667	769,003	513,374
	Import	400,131	352,118	4,490,645	4,167,956
TRADE BALANCE		(333,876)	(309,451)	(3,721,642)	(3,654,582

Light trucks (up to 10,000 lbs. GVW)

Canada	Export	12,809	11,655	166,294	141,737
	Import	26,694	44,841	282,901	421,630
Japan	Import	45,569	31,375	564,693	458,447
Mexico	Import	0	2,959	36	5,961
Others	Export	3,289	640	28,779	18,803
	Import	11	125	2,642	630
Truck total	Export	16,098	12,295	195,073	160,540
	Import	72,274	79,300	850,272	886,668
Trade balance		(56,176)	(67,005)	(655,199)	(726,128
Car and truck total	Export	82,353	54,962	964,076	673,914
	Import	554,758	431,418	5,340,917	5,054,624
TRADE BALANCE		(472,405)	(376,456)	(4,376,841)	(4,380,710

Compiled by Automotive News from official statistics of the U.S. Commerce Department, as reported by the U.S. International Trade Commission. Because of rounding, figures may not add to the totals shown.

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AUCTION DATES

Chrysler Motors

Feb. 13 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Salt Lake Auto Auction, Salt Lake City; South Seattle Auto Auction, Kent, Wash.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio Texas

Feb. 14 — A.D.E. of Birmingham, Moody, Ala.; Butler Auto Auction, Gibsonia, Pa.; and Denver Auto Auction, Aurora, Colo.

Feb. 15 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Big Sky Auto Auction, Billings, Mont.; Omaha Auto Auction, Omaha, Neb.; Golden Gate Auto Auction, Fremont, Calif.; Ark-La-Tex Auto Auction, Shreveport, La.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 16 — Manheim Auto Auction, Manheim, Pa.

Feb. 20 — Hatfield Auto Auction, Hatfield, Pa.; Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Portland Auto Auction, Portland, Ore.; Nashville Auto Auction, Nashville, Tenn.; Southwest Auto Auction, Chandler, Ariz.; and Dallas Auto Auction, Grand Prairie, Texas

Feb. 21 — Columbus Fair Auto Auction, Columbus, Ohio, and Minneapolis Auto Auction, Plymouth, Minn.

Feb. 22 — Indianapolis Auto Auction, Indianapolis; Fredericksburg Auto Auction, Fredericksburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Riverside Auto Auction, Riverside, Calif.; and Southern States Vehicle Auction of Atlanta, Newman, Ga.

Feb. 23 — St. Louis Auto Auction, Bridgeton, Mo., and Tri-State Auto Auction, Cicero, N.Y.

Feb. 27 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Salt Lake Auto Auction, Salt Lake City; South Seattle Auto Auction, Kent, Wash.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas

Model-year breakdown

Used-car sales, auction averages

Year	Nov.	Dec.	Jan.
1990	$ —	$ —	$9,823
1989	9,701	9,549	9,192
1988	7,063	6,951	6,727
1987	5,692	5,554	5,395
1986	4,702	4,587	4,455
1985	3,951	3,839	3,759
1984	3,141	3,096	2,958
1983	2,387	2,315	2,034
Overall Average	$5,317	$5,384	$5,474

Source: NADA Official Used Car Guide

Ford Motor Co.

Feb. 15 — Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Plymouth, Minn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Feb. 20 — Greater Chicago Auto Auction, Chicago; Newburgh Auto Auction, Newburgh, N.Y.; and South Seattle Auto Auction, Kent, Wash.

Feb. 21 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Fort Worth Auto Auction, Fort Worth, Texas; Southern California Auto Auction, Fontana, Calif.; and Salt Lake Auto Auction, Salt Lake City

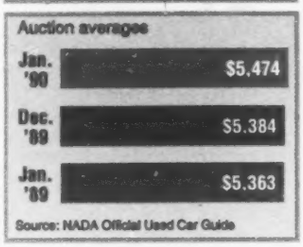
General Motors

Feb. 13 — Southern Auto Auction, East Windor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; Fresno Auto Dealers Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 14 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Atlanta Auto Auction, Atlanta; Albuquerque Auto Auction, Albuquerque, N.M.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; Omaha Auto Auction, Omaha, Neb.; Southern California Auto Auction, Fontana, Calif.; Puget Auto Auction, Auburn, Wash.; and Indianapolis Auto Auction, Indianapolis

Used-car sales

Auction averages



Source: NADA Official Used Car Guide

Feb. 15 — Arena Auto Auction, Chicago; Columbus Fair Auto Auction, Columbus, Ohio; St. Louis Auto Auction, St. Louis; Utah Auto Auction, West Bountiful, Utah; Mid Ark Auto Auction, North Little Rock, Ark.; and Aptco Auto Auction, Taylor, Mich.

Feb. 20 — A.D.E. of Birmingham, Moody, Ala.; Florida Auto Auction of Orlando, Ocoee, Fla.; Harrisonburg Auto Auction, Harrisonburg, Va.; and National Auto Dealer Exchange, Bordentown, N.J.

Feb. 21 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Statesville Auto Auction, Statesville, N.C.; and Golden Gate Auto Auction, Fremont, Calif.

Feb. 22 — Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; Nashville Auto Auction, Nashville, Tenn.; Portland Auto Auction, Portland, Ore.; Big H Auto Auction, Houston; Arena Auto Auction, Chicago; and St. Louis Auto Auction, Bridgeton, Mo.

Toyota

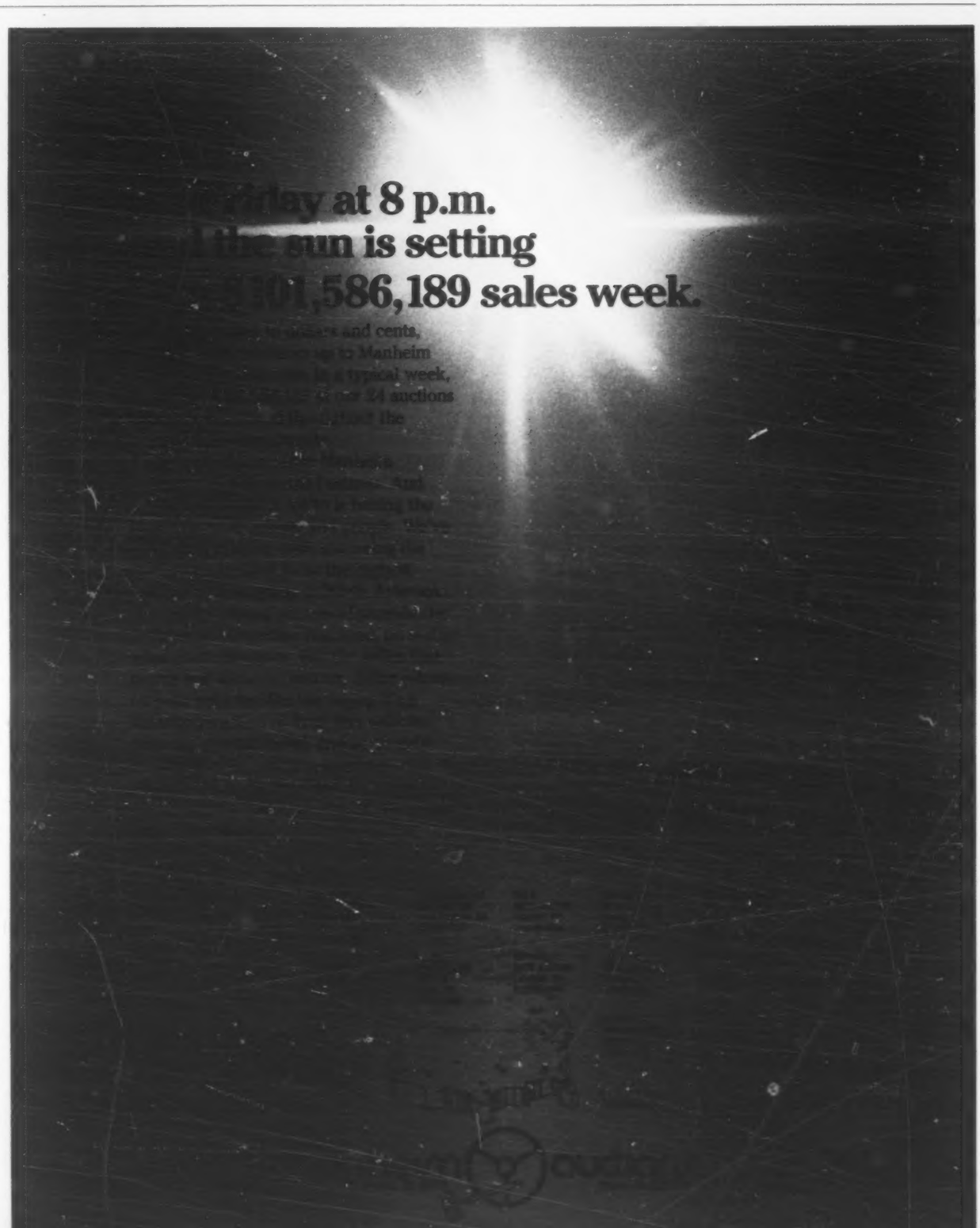
Feb. 13 — Florida Auto Auction of Orlando, Ocoee, Fla., and Southern California Auto Auction, Fontana, Calif.

Feb. 15 — Baltimore-Washington Auto Auction, Baltimore

Feb. 16 — St. Louis Auto Auction, Bridgeton, Mo.

Feb. 20 — Newburgh Auto Auction, Newburgh, N.Y.; Aptco Auto Auction, Taylor, Mich.; and South Seattle Auto Auction, Kent, Wash.

Feb. 22 — Denver Auto Auction, Aurora, Colo.



DEALERS

FROM PAGE 1

No domestic franchises were mentioned among the 13 makes dealers said they were most likely to drop within the next 12 months.

Although the Asian nameplates were ranked higher than the domestic and European vehicles, the differences were much narrower than ever before.

"Products are more equal," Ferron said.

"The difference between the winners and losers will be determined by how enthused the dealers are and how aligned the dealer is with the manufacturer," he added.

Business terms was given a weight of 34 percent in the survey; service support, 33 percent; sales support, 25 percent; and vehicle supply, 8 percent.

Range Rover received the highest rating — 125, eight points ahead of second place Acura, which finished first in 1988.

The Range Rover, which retails for $38,025, has been sold in the United States for three years.

Steve Sumser, general sales manager for Prestige Motors in Paramus, N.J., credits the manufacturer for having an open-door policy with the dealers.

"Not only are they eager to listen, but to participate in funding" for things such as advertising, Sumser said.

Acura, though still strong, experienced its worst defeat in terms of being a good investment.

In 1987, 69 percent of the dealers rated Acura as a good franchise investment; that fell to 32 percent last year.

Both Jim Burns, vice president of Rosenthal Acura in Gaithersburg, Md., and Vincent Radley, owner of Radley Acura in Falls Church, Va., said the big problem is that Acura dealers aren't getting any back-end business — such as service — because the product is so new.

"There are a lot of Acura dealers that built expensive facilities, and they're not getting any big service" business, Burns said.

Acura has been in the market since 1986.

Burns said dealers "may have to make it through some tough times but will be successful if they can hang in there."

Hyundai, rated the No. 1 car in 1987, fell to No. 18 last year with a DSI of 98.

Six percent of the dealers rated Hyundai an excellent investment last year, compared with 83 percent in 1987.

Hyundai sales are down 40 percent at Levis Hyundai Inc. in Baton Rouge, La.

"Almost everybody is thinking of dualing the thing," that is, selling other vehicles in addition to Hyundai in their showrooms, said Pete Tanzini, general manager of Levis. The company "doesn't like it and doesn't want to do it, but they have no choice."

Tanzini said the company is trying to work with the dealers, and he believes there is a future for Hyundai.

"I don't think it will go the way of Yugo," he said.

Brazil exports drop 16 percent

SAO PAULO, Brazil — Brazil's auto exports were down 15.9 percent in January compared with the same month last year. They were 54.9 percent down on December.

Vehicle sales in Brazil were up 9.6 percent on January 1989.

Sales drop for 3 foes of rebates

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

January sales dropped for Oldsmobile, Audi and Volkswagen — three strong opponents of customer incentives.

Some dealers handling those makes report sluggish sales and little increase in floor traffic while others have greatly improved sales. In contrast to the sales declines for the three makes, the overall January market was up 5 percent.

Royal Volkswagen-Audi-Subaru-Nissan in Bloomington, Ind., sold only 4 VWs last month compared to 6 in January 1989. And it sold the same number of Audis in January 1990 as it did a year earlier: none.

Royal General Manager Bruce Clendening said rebates are a necessary evil, especially since other manufacturers offer them.

"Volkswagen is not doing well in comparison to those with rebates," said Clendening. "Last month, we sold 17 Nissans. The dealer body can't afford to wait for people who wait six months for the next rebate."

Oldsmobile sales at Mission Hills Oldsmobile-Mazda in Mission Hills, Calif., are down about 50 percent, mostly because of the lack of customer incentives, said Dan Ballard, general sales manager.

On the other hand, Gary Miller, general manager at Green Bay Volkswagen-Eagle in Waukegan, Ill., said VW's latest program "really does work." Though he doesn't recall how many he sold in January 1989, he said he is sure it was many fewer than the 15 he sold last month.

"The prices are lower, and it does attract the customers," said Miller. "We're selling more Volkswagens than ever. The Jettas and the Foxes — the cars that sell for $9,000 to $11,000 or $12,000 — that's what's selling."

Last fall, VW and Audi discontinued cash-to-customer rebates, reduced 1990 car prices and instituted bonus payment programs for salespersons.

Also, Oldsmobile redirected most of its cash incentives — $500 to $2,500 on 1989 and 1990 models — to dealers. The only rebates to Oldsmobile customers are $1,500 and $1,000 on 1989 and 1990 Cutlass Supreme models, respectively.

In January, Audi sold 1,283 cars, down 29.01 percent from 1,809 last year. VW sold 8,297 last month, down 8.11 percent from 9,029; and Oldsmobile sold 38,880, down 20.43 percent from 48,862.

The sale of "42 or 43" Oldsmobiles made January 1990 "better than any month in recent times" at Martin J. Kelly Oldsmobile in Arlington Heights, Ill., although the dealership "still lost money," said sales manager Bill Kelly. Of the cars he sold in January, 20 to 25 percent were rebate-carrying 4-door Cutlass Supremes.

"The 2-door isn't doing as well as the manufacturer would like, but the 4-door has taken off well at my store," said Kelly.

Kim Hansen Chevrolet-Oldsmobile in Burley, Idaho, had one of its best Januarys ever, said salesman Keith Heiner. He said Oldsmobile's dealer program coupled with a strong local economy pushed 6 Oldsmobiles out the door in January compared to 3 or 4 the year before.

DOMESTIC DAYS' SUPPLIES

	Feb. 1, 1990	Jan. 1, 1990	Feb. 1, 1989
Talon	41	70	—
Premier	143	247	185
Total Eagle	82	139	185
Horizon	140	161	114
Laser	93	145	100
Sundance	63	92	91
Reliant	66	69	72
Acclaim	59	94	63
Caravelle	—	—	108
Gran Fury	—	—	46
Total Plymouth	75	106	86
LeBaron K	—	—	80
LeBaron J	93	122	96
LeBaron GTS	98	324	169
Fifth Avenue (rwd)	46	157	156
Fifth Avenue (fwd)	70	105	—
Imperial	62	50	—
New Yorker C	74	141	52
New Yorker E	—	—	193
Total Chrysler	84	115	81
Omni	142	142	123
Shadow	50	66	86
Daytona	120	150	128
Aries	67	66	68
Lancer	60	322	215
Spirit	75	85	69
Diplomat	—	—	56
Dynasty	47	60	62
Dodge 600	—	—	136
Total Dodge	72	84	87
CHRYSLER MTRS.	76	100	89
Escort	95	137	90
Mustang	88	123	87
Tempo	62	85	68
Taurus	56	62	78
Thunderbird	82	134	81
Probe	127	157	85
Crown Victoria	59	85	83
Total Ford Div.	77	102	81
Topaz	72	100	73
Sable	59	86	100
Cougar	85	122	72
Grand Marquis	54	87	57
Total Mercury	65	96	84
Continental	49	64	42
Town Car	59	56	61
Mark VII	80	125	145
Total Lincoln	58	64	65
Total L-M Div.	63	84	78
FORD MOTOR CO.	72	96	80
Skyhawk	74	92	205
Somerset/Skylark	46	105	125
Century	77	79	87
Regal	123	145	141
LeSabre	67	84	85
Reatta	176	205	261
Electra	78	122	127
Riviera	91	97	111
Total Buick	75	98	112
Cimarron	—	—	34
Allante	91	189	146
Seville	54	57	66
DeVille	62	96	61
Brougham	87	57	111
Eldorado	87	97	104
Total Cadillac	67	84	74
Geo Prizm/Nova	97	75	129
Cavalier	42	70	74
Camaro	104	211	106
Celebrity	124	119	78
Corsica/Beretta	96	158	115
Lumina/Monte Carlo	70	101	78
Caprice	52	77	112
Corvette	97	94	156
Total Chevrolet	72	102	97
Calais	82	96	116
Cutlass Ciera	71	111	65
Cutlass Supreme	100	133	95
88	98	105	115
98	107	115	90
Toronado	101	75	143
Total Oldsmobile	90	112	91
Fiero	—	—	109
Sunbird	38	75	84
Firebird	102	188	164
Grand Am	57	80	68
Pontiac 6000	72	85	112
Grand Prix	124	143	76
Bonneville H	82	99	126
Safari/Parisienne	—	—	137
Total Pontiac	70	98	92
GENERAL MTRS.	74	101	95
HONDA	39	32	30
MAZDA	79	110	87
MITSUBISHI	27	77	—
NISSAN	208	215	64
TOYOTA*	9	26	18
DOM. TOTAL	70	92	85
Subcompact	55	63	62
Compact	55	75	75
Intermediate	79	107	89
Standard	68	87	90
Speciality	110	116	167

E*Estimate

INVENTORY

FROM PAGE 1

President Ron Tonkin's "call to action" to cut inventories "scared" or "influenced" them to order selectively so they would not end up with more cars than they could sell.

"We are short going into February. Our inventory is running at 60 days," said Regis P. McGuire, president of Polkowitz Motors in Perth Amboy, N.J., one of the largest-volume Cadillac and Buick dealers. He plans to build stocks to 75 days going into March.

Minnesota dealer Jim Lupient, who has 23 stores in four locations, said he is holding at his normal 60-day supply for his stores that include Buick, Oldsmobile, Chevrolet, Chrysler, Plymouth, Dodge, Lincoln, Mercury, Nissan, Volvo and Hyundai franchises. December and January sales were good because of warmer weather, he said.

"Inventories are running at 60 days," said Peter Griffin, owner of Ford, Buick and Lexus stores in Greenwhich, Conn. "A year ago, we were at 90 days. We're a moderate-sized dealer. Our floorplan for 1989 was up $100,000 over the prior year. We're not going to do that again. We want to get it down below 60 — to 45 days."

On Feb. 1, combined stocks of imported and U.S.-built cars totaled 2,114,430, 12.13 percent below last year.

U.S. carmakers began the month with the lowest domestic-car inventory for any February in seven years. They had 205,493 fewer cars than on Jan. 1. Stocks totaled 1,463,881, equal to a 70-day supply. A month earlier, the stockpile was 92 days.

During January, import-car stocks were shaved to 650,549, an 81-day supply. On Jan. 1, import carmakers had an 86-day supply.

Six of the eight companies that build cars in the United States reported lower inventories and days' supplies of U.S.-built and imported cars on Feb. 1.

Including captive imports, the Big 3 whittled combined car supplies to an average 76 days. General Motors had a 75-day supply, Chrysler's was 79, and Ford Motor Co. had a 73-day supply of cars. On Jan. 1, GM and Chrysler reported supplies above 100 days.

Among the transplants, Nissan still had a swollen 4-month supply of U.S.-built and imported cars on Feb. 1. It started the month with a 121-day supply compared to 148 days on Jan. 1.

Mitsubishi reduced its 100-plus days supply to 86 on Feb. 1. It scaled back production at its Diamond-Star joint venture plant last month. It also had record January sales.

Mazda reduced its days' supply and car stocks. It began February with a 64-day supply. In January, Mazda trimmed production at its Flat Rock, Mich., plant.

Honda and Toyota had higher days' supplies on Feb. 1 than a month earlier. Honda began the month with a 43-day supply and Toyota had 45 days.

CHYRSLER MINIVAN SUPPLY

Vehicle	Feb. 1 Inventory	Jan. sales	Days supply
Caravan	33,532	33,376	26
Caravan C/V	3,051	998	79
Voyager	32,023	29,847	28
Town & Country	1,069	510	54
Total	69,675	64,731	28

IMPORT DAYS' SUPPLIES

	Feb. 1, 1990	Jan. 1, 1990	Feb. 1, 1989
Chevrolet	82	156	173
Chrysler Motors	123	158	202
Acura	67	77	71
Daihatsu	59	58	85
Honda	50	39	29
Infiniti	66	83	—
Isuzu	193	67	176
Lexus	30	30	—
Mazda	61	62	58
Mitsubishi	49	169	104
Nissan	105	135	91
Subaru	127	102	96
Suzuki	252	501	237
Toyota	70	55	30
JAPAN	75	85	75
Audi	162	154	123
BMW	87	87	79
Mercedes-Benz	50	32	63
Mercury	47	92	90
Porsche	94	95	166
VW	143	129	158
GERMANY	100	91	112
Alfa Romeo	186	109	137
Ford	95	116	117
Hyundai	59	67	62
Jaguar	44	45	38
Peugeot	98	90	96
Pontiac	164	139	144
Eagle/Chrysler	66	88	182
Saab	51	83	81
Sterling	75	72	80
Volvo	63	97	53
Yugo	85	130	265
Other Countries	71	85	86
Total Import Cars	77	86	82
Daihatsu	37	32	—
Geo Tracker	139	202	130
Isuzu	136	76	134
Mazda	74	88	74
Mitsubishi	89	87	103
Nissan†	99	57	49
Range Rover	45	34	8
Suzuki	171	229	178
Toyota	48	42	49
Dodge	127	129	173
Total Imp. Trucks	90	71	79
Total Imp. Vehicles	80	83	81

†Includes domestic vehicles

MEMA: Suppliers need import biz

ENGLEWOOD CLIFFS, N.J. — Capturing a larger share of the import service market is the greatest challenge facing U.S. aftermarket suppliers in the 1990s, according to William Raftery, president of the Motor and Equipment Manufacturers Association.

Speaking at a meeting of the group's Automotive Electronic Data Processor Council, Raftery noted that 37 million foreign-built vehicles are projected to be operating in the United States by 1991, and nearly 60 percent of them will be more than four years old. By 1990, he added, import vehicle replacement parts are expected to be almost 25 percent of total aftermarket sales.

The good news for U.S. aftermarket suppliers, according to Raftery, is that less than 30 percent of foreign vehicle service is performed by new-car dealers. The bad news, he said, is that those private stations, garages and repair specialists performing the volume of foreign-vehicle repair work are purchasing more and more non-U.S.-manufactured and distributed parts.

"U.S. aftermarket suppliers must reverse this trend to experience growth in the years ahead," Raftery said. "Unfortunately, a similar situation exists among jobbers."

Sixty-six percent of the parts stocked by jobbers for foreign applications are U.S.-manufactured and distributed, he said. For jobbers doing at least one-half of total sales in foreign parts, the amount of U.S.-manufactured parts drops to 48 percent.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$1,000	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Dodge	**$1,000-$1,500**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Dodge Trucks	**$1,000 - $2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Eagle	**$1,000-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Jeep	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Plymouth	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
***—Buyer will receive any increase in rebate through Sept. 30, 1990.**						
Ford Motor Co. (1989 models)						
Ford cars*	$750-$1,000	6.9	6.9	6.9	10.9	April 2
Ford trucks**	$500-$1,500	6.9	6.9	6.9	10.9	April 2
Continental, Mark VII	$1,500					April 2
Mercury*	$750-$1,500	6.9	6.9	6.9	10.9	April 2
*—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.						
**—60-month financing at 8.9 percent with van-conversion package						
Ford Motor Co. (1990 models)						
Ford cars*	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Ford trucks**	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Continental, Mark VII	**$1,500**					**April 2**
Mercury*	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
***—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.**						
****—60-month financing at 8.9 percent with van-conversion package**						
General Motors (1989 models)						
Chevrolet cars	$500-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cadillac	$1,500*	5.9	6.9	7.9		Mar. 31
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
*—Cadillac owners and certificate holders only.						
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$500-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
***—Based on option package selected**						
Hyundai Excel (1989, 1990)	**$500-$1,000**					**Mar. 5**
Mazda (1990 models)						
626	**$1,000**					**April 3**
MX-6	**$750**					**April 3**
Trucks	**$750-$1,000**					**April 3**
Nissan (1988-1989 models)						
Sentra	$1,000-$1,250					May 2
Trucks	$1,200-$1,500					May 2
Nissan (1990 models)						
Sentra	**$1,000**					**May 2**
Trucks	**$1,200**					**May 2**
Sterling (1989 models)	$5,000					Mar. 31
Subaru (1989 models)						
Justy	$500-$1,000					Feb. 22
XT, XT6	$1,000-$3,000*					Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.						
Suzuki (1989 models)						
Swift	$500-$2,000					Mar. 31
Samurai	$1,000					Mar. 31
Sidekick	$500-$3,000					Mar. 31

Escort, Tracer play it both ways

Buyers of subcompacts get cash rebates and cut-rate loans

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Ford Motor Co. announced a new incentive program that gives purchasers of Ford Escort and Mercury Tracer a cash rebate plus cut-rate financing.

Buyers of 1989 and 1990 Escorts will receive $750 and 6.9 percent financing on contracts up to 48 months, and buyers of 1989 and 1989½ Tracers will receive $1,000 plus 6.9 percent financing on contracts up to 48 months. In lieu of those programs, buyers may choose $1,500 on Tracer or $1,000 on Escort. The programs expire April 2.

On other Ford and Mercury models, customers can choose cash or a cut-rate loan.

Ford Division also announced the following customer incentives on 1989 and 1990 cars: Festiva, Probe, Mustang and Thunderbird, $1,000; and Tempo, Taurus and Crown Victoria, $750.

Mercury customer rebates on other 1989 and 1990 models are: Cougar, $1,000; and Topaz, Sable and Grand Marquis, $750.

Ford truck customer rebates are: Bronco, $1,500; Bronco II and Ranger, $1,000; F-series and Econoline/Club E150 with van conversion package, $750; and Aerostar, $500.

All Ford Motor incentives expire April 2. The rebates of $1,500 on the 1990 Continental and Mark VII have been extended until that date.

GMC and Chevrolet instituted new truck incentives.

Incentives on 1989 and 1990 GMC Trucks are: V-Jimmy and RV Suburban, $1,500; S-15 pickup and S/T Jimmy, $1,000; G-van (excluding 03 and 32 models), RV pickup, cab chassis, Sierra and Safari (except all-wheel-drive and extended models), $750.

Chevrolet's rebates on 1989 and 1990 trucks are: full-sized Blazer and Suburban, $1,500; S-10 pickup and S-10 Blazer, $1,000; Astro, C/K 1500-3500 full-sized pickup and cab chassis (except 454SS) and R/V full-sized pickup and cab chassis, $750.

In lieu of cash, GM truck buyers may choose finance rates of 6.9 percent for contracts up to 48 months and 10.9 percent for 60-month contracts.

The incentive on the R/V full-sized pickups and cab chassis expires Sept. 26. Other Chevrolet and GMC programs end May 2.

Mazda Motors of America has extended its rebate of $1,000 on 1990 626 and MX-6 models until April 3.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models)		
TC by Maserati	$6,000	None
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac Grand Prix	$500	May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Cadillac	**$1,000**	**Mar. 31**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Hyundai Excel (1989)	$500	Mar. 5
Isuzu (1989 models)		
Impulse, I-Mark	$300	Mar. 31
Trooper	$500-$1,500, quota	Mar. 31
Pickup	$500-$700	Mar. 31
Isuzu (1990 models)		
Trooper	**$500-$1,500, quota**	**Mar. 31**
Pickup	**$500-$700, quota**	**Mar. 31**
Mitsubishi (1989-90 models)		
Cars	**$500-$1,000**	**Mar. 31**
Trucks	**$1,000**	**Mar. 31**
Nissan		
Sentra, pickups (1988-90)	**Up to $1,000***	**Mar. 2**
Pulsar NX (1989)	**$1,000**	**Mar. 2**
Stanza (1989-90)	**$500-$1,000**	**May 2**
Axxess (1990)	**$1,000**	**May 2**
Pathfinder (1989)	**$1,500**	**May 2**
***—Payment varies by regions.**		
Peugeot (1989-90 models)	**$1,000-$2,000**	**None**
Subaru (1989 models)		
Justy ECVT	$200	Feb. 22
XT, XT6	$1,000-$3,000*	Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.		
Suzuki (1990 models)		
Swift	**$400**	**Mar. 31**
Sidekick	**$700-$1,500**	**Mar. 31**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

3-shift plant eyed by Rover

By Daniel Ward
STAFF CORRESPONDENT

LONDON — Rover Group is planning to follow the example of General Motors Europe by adopting 3-shift working at its Longbridge, Birmingham, plant.

For the past two years, GM's Zaragoza, Spain, plant has been the only European car assembly plant producing vehicles on three shifts to overcome a capacity shortage for Opel Corsas and Vauxhall Novas.

The launch last autumn of the new Rover 200 and its Honda Concerto sister model, both produced on the same line at Longbridge, has created a surge of demand. The demand is likely to increase as Rover prepares to launch the 400 sedan version of the compact model and to add a sporting 3-door to the range in the next few months.

By contrast, the Cowley plant which manufactures the Rover 800 and Sterling is working at less than two-thirds output. Output was even halted for several days in January.

Three-shift working for the 2,500 workers at Longbridge would increase production from 4,600 cars a week to over 5,000. It is unclear how many extra jobs would be created by the move, which is now under discussion with the unions.

The union stance is that it will consider the change to three shifts, but only if the company reduces the work week from 37.5 hours to 35 hours. This would be in line with the campaign to cut the work week to 35 hours across the whole British engineering industry.

Rover is negotiating to introduce a system of 11- to 11½-hour shifts to replace the existing 8½-hour shifts in the Longbridge engine plant. Under the new system, the engine and gearbox plants would work seven days a week and stop only on Saturday evenings. The machinery would be operating 149 hours a week instead of the current 85 hours.

Workers would receive a 7-day break every four weeks, and would not be required to work more than three consecutive night shifts. They would work 13 extended shifts over a 4-week period. Employees would receive a $36 a week bonus for accepting the scheme.

PRODUCTION

Truck output dives 35% in January

By Karen Detkowski
SPECIAL CORRESPONDENT

Plant closings early in the month caused U.S. truck production in January to fall 136,374 units below last year's highest-ever total.

Truckmakers built 244,898 units last month, 9.75 percent below the prior month and 35.77 percent below the year-ago month.

Scheduled truck production last week totaled 70,690 units, 1.64 percent below the previous week and 25.61 percent below the year-ago week.

Car output for January totaled 356,713, 17.17 percent below December and 44.10 percent below January 1989.

Last week's scheduled production of 110,970 cars increased 3.27 percent from the previous week but was 27.11 percent below the 1989 week.

Companies split last week's estimated production as follows: General Motors, 51.52 percent; Ford Motor Co., 20.49 percent; Honda of America Manufacturing Inc., 7.98 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.97 percent; New United Motor Manufacturing Inc., 3.69 percent; Chrysler Motors, 3.63 percent; Mazda Motor Manufacturing (USA) Corp., 3.59 percent; Diamond-Star Motors, 2.49 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.14 percent; and Subaru-Isuzu Automotive Inc., 0.50 percent.

GM expects to resume output today at its Arlington, Texas, and Lakewood, Ga., assembly plants. Both plants were closed to reduce inventories.

GM's Lansing, Mich., Grand Am assembly line will be closed this week to keep inventory in line with slow sales.

Chrysler Motors had only one car plant operating last week, the Sterling Heights, Mich., plant, which assembles the Plymouth Sundance and Dodge Shadow.

Chrysler's Belvidere, Ill.; Newark, Del.; and St. Louis No 1 plant all were idle last week to adjust inventories.

The plants are scheduled to resume production today.

As previously announced, Chrysler's St. Louis No. 1 plant will operate on a single shift effective today. The plant is scheduled to close permanently in September.

Chrysler's Toledo, Ohio, Jeep plant was idle last week. The plant is scheduled to return today.

Canadian cars lowest since '65

January auto production in Canada totaled 58,254 units, the lowest for that month since 1965 when 56,087 cars were assembled.

The January build was 28.52 percent below December's 81,497 and 27.30 percent below output in January 1989.

Canadian makers built 62,994 trucks in January, the lowest tally for that month since 1981's 57,798.

Truck assembly in January was up 0.69 percent over December but fell 27.05 percent from the year-ago month.

U.S. CAR	Week Ended Feb. 10, 1990	Week Ended Feb. 11, 1989	Week Ended Feb. 3, 1990	Jan. Total	Jan. 1 to Feb. 10, 1990	Jan. 1 to Feb. 11, 1989
Horizon	0	0	1,363	4,006	4,578	0
Sundance	1,800	2,248	0	3,446	5,246	14,959
Acclaim	0	1,970	2,391	4,484	5,782	9,653
Total Plymouth	1,800	4,218	3,754	11,936	15,606	24,612
LeBaron A	0	0	281	211	360	0
LeBaron J	0	2,283	0	0	0	13,847
LeBaron GTS	0	379	0	0	0	1,660
N. Yorker C-Class	0	2,381	646	1,272	1,541	14,733
Fifth Avenue	0	0	853	2,903	2,048	0
Imperial	0	0	664	0	1,624	0
Total Chrysler	0	5,043	2,444	4,386	5,573	30,240
Omni	0	0	1,270	3,748	4,308	0
Daytona	0	2,282	0	0	0	13,910
Shadow	2,200	2,497	0	3,950	6,150	14,794
Dynasty	0	3,043	3,681	6,872	8,766	18,976
Lancer	0	158	0	0	0	1,121
Spirit	0	2,732	2,858	6,483	7,780	9,641
Total Dodge	2,200	10,712	7,809	21,053	27,004	58,442
CHRYSLER MOTORS	4,000	19,973	14,007	37,375	48,183	113,294
Escort	3,000	7,910	0	8,105	11,105	50,112
Mustang	3,578	4,226	3,639	8,830	13,878	24,711
Tempo	0	3,200	3,243	7,727	9,049	21,630
Taurus	8,008	7,950	9,209	29,824	41,482	48,237
Thunderbird	0	3,839	0	6,856	6,856	22,024
Total Ford Div.	14,586	27,125	16,091	61,342	82,370	166,714
Topaz	0	1,249	1,157	2,807	3,245	8,151
Cougar	0	2,560	0	2,947	2,947	16,693
Sable	2,502	1,797	1,307	4,810	7,872	16,152
Total Mercury	2,502	5,606	2,464	10,564	14,064	40,996
Continental	1,261	1,405	1,081	4,292	5,984	9,104
Mark VII	625	465	543	2,125	2,967	4,293
Town Car	3,763	2,810	3,248	12,864	17,923	14,362
Total Lincoln	5,649	4,680	4,872	19,281	26,874	27,759
Total L-M Div.	8,151	10,286	7,336	29,845	40,938	68,755
FORD MOTOR CO.	22,737	37,411	23,427	91,187	123,308	235,469
Skyhawk	0	207	0	0	0	2,351
Skylark/Somerset	1,725	1,303	1,749	4,068	6,497	4,892
Century	1,943	1,486	0	3,434	5,377	17,909
Riviera	550	590	571	1,129	1,928	3,581
Electra	1,428	1,960	2,029	6,905	9,124	10,774
LeSabre (fwd)	3,989	1,862	1,746	7,319	12,164	3,920
LeSabre (rwd)	90	205	0	360	450	1,188
Reatta	194	0	191	638	910	766
Total Buick	9,919	7,613	6,286	23,853	36,450	45,081
Eldorado	455	705	439	1,011	1,653	4,210
Seville	660	593	608	1,291	2,206	3,241
Brougham (rwd)	0	1,162	1,063	2,419	2,840	6,289
DeVille (fwd)	3,775	4,780	3,363	7,462	12,659	25,623
Allante	45	75	50	315	365	435
Total Cadillac	4,935	7,315	5,523	12,498	19,723	39,798
Cavalier	6,810	8,028	5,500	12,550	20,919	50,818
Camaro	0	2,194	0	0	0	14,487
Celebrity	0	3,043	0	0	0	23,976
Corsica/Beretta	8,320	9,210	3,840	14,362	24,222	52,360
Caprice	1,425	3,852	1,631	10,545	9,522	20,239
Corvette	560	525	560	896	1,680	2,898
Total Chevrolet	17,115	26,852	11,531	38,353	56,343	164,778
Calais	1,875	1,949	1,891	4,414	7,034	8,501
Cutlass Ciera	2,290	1,875	0	4,260	6,550	9,792
Cutlass Supreme	3,253	3,630	3,637	2,175	6,890	18,065
Toronado	615	232	560	1,140	1,976	1,719
88 (fwd)	1,196	3,925	1,319	6,603	8,250	21,984
88 (rwd)	0	114	133	293	341	1,143
98	1,425	2,159	1,324	2,739	4,705	11,831
Total Oldsmobile	10,654	13,884	8,864	21,624	35,746	73,035
Sunbird	3,502	2,645	2,378	4,005	8,367	14,784
Grand Am	4,800	5,073	4,875	7,288	14,050	28,378
Firebird	0	1,401	0	0	0	8,965
Grand Prix	2,018	4,000	3,440	2,046	5,458	16,061
Pontiac 6000	1,468	1,371	0	2,648	4,116	11,861
Bonneville	2,759	2,301	1,827	5,104	8,642	11,665
Safari/Parisienne	0	110	0	0	0	628
Total Pontiac	14,547	16,901	12,520	21,091	40,633	92,342
GENERAL MOTORS	57,170	72,565	44,724	117,419	188,895	415,034
DIAMOND-STAR	2,768	637	2,949	11,083	15,078	3,253
HONDA	8,860	8,149	8,848	36,647	49,532	45,793
Civic	2,385	2,740	2,219	9,112	15,588	15,321
Accord	6,475	5,409	6,629	27,535	33,944	30,472
MAZDA†	3,989	4,792	2,367	14,339	19,523	28,834
NISSAN	2,380	2,300	2,379	10,153	13,490	13,744
NUMMI	4,100	4,503	3,870	17,050	22,651	20,874
Corolla	2,100	1,920	1,992	8,640	11,518	9,141
Geo Prizm/Nova	2,000	2,583	1,878	8,410	11,133	11,733
SUBARU-ISUZU*	560	0	560	2,576	3,360	0
TOYOTA	4,406	1,912	4,326	18,884	25,031	11,008
Total Cars, U.S.	110,970	152,242	107,457	356,713	509,051	887,303
Total Cars, Canada	16,156	21,069	22,385	58,254	84,037	115,314
U.S., Canada Cars	127,126	173,311	129,842	414,967	593,088	1,002,617
U.S., Canada Cars and Trucks	216,039	289,699	217,863	722,809	1,025,729	1,655,454

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Feb. 10, 1990	Week Ended Feb. 11, 1989	Week Ended Feb. 3, 1990	Jan. Total	Jan. 1 to Feb. 10, 1990	Jan. 1 to Feb. 11, 1989
Monaco	0	0	0	1,894	1,894	0
Premier	0	1,290	0	401	401	6,431
CHRYSLER MOTORS	0	1,290	0	2,295	2,295	6,431
Tempo	0	3,276	3,516	9,416	10,722	23,114
Topaz	0	1,709	896	2,717	3,046	8,123
Crown Victoria	2,615	2,488	2,671	5,636	9,325	16,577
Grand Marquis	2,281	3,083	1,704	6,417	9,408	16,333
FORD MOTOR CO.	4,896	10,556	8,787	24,186	32,501	64,147
Celebrity	523	199	399	833	1,457	1,177
Cutlass Ciera	3,037	3,721	2,615	4,821	8,490	22,381
Lumina	4,000	528	5,632	9,114	15,210	1,417
Regal	0	2,793	921	1,572	1,878	9,648
GENERAL MOTORS	7,560	7,241	9,567	16,340	27,035	34,623
HONDA	2,100	1,802	2,437	8,541	13,078	9,088
HYUNDAI	320	0	310	1,426	1,870	0
TOYOTA	1,100	0	1,106	4,674	6,216	0
VOLVO	180	180	178	792	1,042	1,025
Total Cars, Canada	16,156	21,069	22,385	58,254	84,037	115,314

U.S. TRUCK	Week Ended Feb. 10, 1990	Week Ended Feb. 11, 1989	Week Ended Feb. 3, 1990	Jan. Total	Jan. 1 to Feb. 10, 1990	Jan. 1 to Feb. 11, 1989
Caravan	2,400	2,128	2,987	10,129	14,280	13,244
Dakota	1,300	2,251	0	3,209	4,509	12,642
Caravan C/V	100	180	190	656	857	1,128
Ram pickups	1,700	2,242	0	3,867	5,567	12,626
Total Dodge	5,500	6,801	3,177	17,861	25,213	39,640
Cherokee	0	5,169	5,380	11,610	13,414	25,279
Comanche	0	897	249	530	595	4,241
Grand Wagoneer	0	350	0	325	260	1,965
Wagoneer	0	233	106	215	256	1,165
Total Jeep	0	6,649	5,735	12,680	14,525	32,650
Voyager	2,300	1,940	2,544	9,387	13,039	13,196
Town & Country	50	0	88	314	413	0
Total C-P Div.	2,350	1,940	2,632	9,701	13,452	13,196
CHRYSLER MOTORS	7,850	15,390	11,544	40,242	53,190	85,486
Aerostar	3,750	4,994	4,000	9,600	14,950	28,168
Bronco	1,176	1,694	1,180	3,913	5,557	11,438
Bronco II	2,473	2,822	2,727	8,694	12,274	16,458
Econoline	4,204	5,231	0	10,733	14,937	29,883
Mediums/Heavies	0	1,387	1,055	4,733	5,156	7,611
Light trucks	9,384	11,189	9,418	32,213	45,365	66,660
Ranger	6,087	7,603	6,092	17,839	26,325	43,501
Total Ford Div.	27,074	34,920	24,472	87,725	124,564	203,719
FORD MOTOR CO.	27,074	34,920	24,472	87,725	124,564	203,719
Astro	0	3,557	2,389	4,273	5,098	19,667
Blazer	362	535	368	733	1,248	3,344
Lumina APV	2,245	0	1,812	6,738	9,772	0
Mediums/Heavies	275	0	321	742	1,740	0
P-Model	627	685	614	1,336	2,198	2,698
Pickups	8,257	11,068	3,250	16,319	24,911	54,469
S-10	3,081	6,689	6,091	19,539	25,136	35,379
S-10 Blazer	2,507	3,233	2,871	3,126	7,133	22,140
Sportsvan/Van	1,554	1,961	0	0	1,554	9,782
Suburban	1,675	1,540	1,355	2,224	4,447	9,318
Total Chevrolet	20,583	29,268	19,071	55,030	83,237	156,797
Jimmy	116	169	177	250	441	1,004
Mediums/Heavies	437	0	367	434	1,847	0
P-Model	73	150	39	138	229	404
Pickups	1,580	2,410	1,650	6,483	7,368	16,875
S-15	881	1,561	958	4,497	5,821	7,764
S-15 Jimmy	789	1,861	889	1,025	2,326	6,255
Safari	0	962	1,360	1,559	2,238	4,925
Suburban	656	562	792	1,147	2,147	3,665
Vandura/Rally Vans	811	493	0	0	811	2,839
Total GMC	5,343	8,168	6,232	15,533	23,228	43,731
Olds Silhouette	530	0	600	2,657	3,419	0
Pontiac Trans Sport	1,020	0	1,245	5,662	7,165	0
GENERAL MOTORS	27,476	37,436	27,148	78,882	117,049	200,528
NAVISTAR	1,220	1,815	1,659	6,531	8,413	9,792
NISSAN	3,060	2,715	3,034	13,072	17,344	16,243
SUBARU-ISUZU*	560	0	560	2,576	3,360	0
AM GENERAL*	450	450	450	2,070	2,700	2,610
MISCELLANEOUS*	3,000	2,300	3,000	13,800	18,000	13,340
Total Trucks, U.S.	70,690	95,026	71,867	244,898	344,620	531,718

CANADIAN TRUCK	Week Ended Feb. 10, 1990	Week Ended Feb. 11, 1989	Week Ended Feb. 3, 1990	Jan. Total	Jan. 1 to Feb. 10, 1990	Jan. 1 to Feb. 11, 1989
Caravan	3,258	3,088	3,249	14,241	19,093	19,033
Caravan C/V	204	208	209	806	1,209	1,204
Ram Wagon	625	691	659	977	1,870	3,967
Ram Van	1,505	1,757	1,485	2,445	4,534	10,083
Total Dodge	5,592	5,744	5,602	18,559	26,706	34,287
Voyager	2,682	2,943	2,790	11,922	16,019	15,934
Total Plymouth	2,682	2,943	2,790	11,922	16,019	15,934
Wrangler	0	1,758	0	0	0	7,831
Total Jeep	0	1,758	0	0	0	7,831
CHRYSLER MOTORS	8,274	10,445	8,392	30,481	42,725	58,052
FORD MTR. (lt. trks.)	3,040	3,389	2,731	10,091	14,070	20,336
Light trucks	3,380	3,286	2,824	14,435	18,950	20,075
Vans	1,341	1,541	0	0	1,343	8,689
Total Chevrolet	4,721	4,827	2,824	14,435	20,293	28,764
Light trucks	1,500	1,903	2,006	7,044	9,281	9,012
Vans	487	798	0	0	488	3,650
Total GMC	1,987	2,701	2,006	7,044	9,769	12,662
GENERAL MOTORS	6,708	7,528	4,830	21,479	30,062	41,426
NAVISTAR	201	0	201	893	1,164	1,305
Total Trks., Canada	18,223	21,362	16,154	62,944	88,021	121,119
U.S., Canada Trks.	88,913	116,388	88,021	307,842	432,641	652,837

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News

February 19, 1990

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Chrysler ads tout advantage vs. Japanese

By Raymond Serafin
and Patricia Strnad
CRAIN NEWS SERVICE

Lee Iacocca is rolling up his sleeves to take on the Japanese again.

Sources said Highland Park, Mich.-based Chrysler Corp.'s new corporate ad campaign, expected to debut in about a month, will feature pointed comparisons with Japanese products. Iacocca will appear at least in initial commercials. The campaign theme line, "Advantage Chrysler," is likely to find its way into divisional and dealer group advertising.

The new campaign was developed by corporate agency Bozell of Birmingham, Mich. But the overall idea grew out of the personal conviction of Iacocca — and other top Chrysler officials — that many American buyers routinely assume Japanese products are superior despite big improvements in the quality of U.S. products.

"We do have advantages. Big Chrysler advantages. You're going to be hearing a lot more of that in coming months," said Iacocca during a Feb. 13 press conference at which he also announced a fourth-quarter net loss of $664 million, much of that attributable to a $577 million one-time charge for restructuring operations.

Iacocca is expected to hit hard on the theme of Chrysler advantages vs. the Japanese during a 6-city schedule of meetings with press, business and community leaders beginning Wednesday, Feb. 21, in Washington.

The tour already has been criticized by the American International Automobile Dealers Association, which represents import dealers. Robert M. McElwaine, retired AIADA president, wrote in the February AIADA newsletter that he is suspicious of Iacocca's motives.

"Undoubtedly, coterie of congressmen and an assemblage of senators will be coaxed into attending Iacocca's dog-and-pony show and to hear more of Dr. Iacocca's economic doctrine, which is based on tilting the field against imports and transplants," McElwaine said.

Iacocca warmed up for the tour and the upcoming ad campaign in both his Highland Park press conference and in a Feb. 10 speech to the National Automobile Dealers Association in Las Vegas. "Too many Americans want to believe that 'made overseas' always means better than 'made in America,'" Iacocca said in the speech. "At Chrysler, we're not going to let that kind of crap go unchallenged any more."

The new approach comes in reaction to big gains in the U.S. market by Japanese-based auto companies, which together picked up 1.5 points of new vehicle market share in 1989, taking 21.9 percent. Chrysler's 1989 share of the new car and light-truck market dropped half a point, to 13.8 per-

see CHRYSLER, page 86

GM NO. 1

Big 3 picture brightens after '89 profit plunge

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

The worst of the financial downturn may be over for the Big 3, whose profits tumbled for the fourth quarter and all of 1989.

Car sales are improving and inventories are falling, which signals higher production as dealers replenish their stocks.

Charges taken by Ford Motor Co. for the sale of Rouge Steel and Chrysler Corp. for some of the costs associated with the layoff of white-collar workers are now behind them.

Chrysler, Ford, GM details, Page 85

Profits declined sharply for the domestic automakers in the fourth quarter and the year. The declines resulted from lower sales and the high cost of customer rebates in the first year in which Japanese transplant production topped a million.

Japanese cars — U.S.-built and imported — picked up 3 percentage points of market share, to 26 percent.

Each of the Big 3 complained of high incentive costs. Ford said rebates were $800 per car in the fourth quarter, up from $350 a year earlier.

And all three said lower volume hurt earnings.

For the first time in three years, GM posted higher profits than Ford.

Overseas operations helped buoy profits at Ford and GM. But profits for Ford's Financial Services Group and General Motors Acceptance Corp. dipped due to higher borrowing costs.

At Chrysler, net profit for 1989 was $359 million, down from $1.05 billion in 1988.

And red ink flowed in the fourth quarter. Chrysler lost $664 million, largely due to a $577 million charge for shutting two assembly plants, discontinuing two car lines, and costs associated with cutting the white-collar work force.

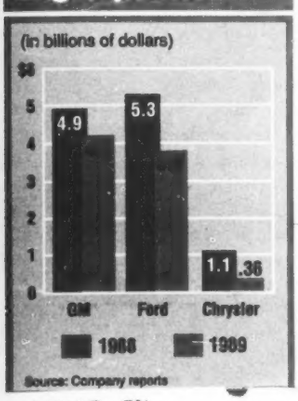
Even without the one-time charge, Chrysler would have lost $87 million in the fourth quarter because of incentives and lower car sales. Chrysler said per-vehicle incentive costs were $1,200 in the fourth quarter.

GM's profits dipped 49.9 percent to $700.2 million in the fourth quarter and fell 13 percent to $4.2 billion for the year.

Ford's profits sagged 73 percent to $314 million in the fourth quarter from $1.1 billion a year earlier. That was largely due to a write-down of $424.3 million for the sale of Rouge Steel.

For the year, Ford net income to $3.8 billion.

Big 3 profits



Candy Farricielli: "They are threatening us." AUTOMOTIVE NEWS/JOE WILSSENS

Some dealers storm out of Olds make meeting

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

LAS VEGAS — Several dealers stormed out in the middle of the Oldsmobile make meeting after a heated verbal exchange with Oldsmobile General Manager J. Michael Losh.

Dealers said the adversarial tone of the meeting came to a climax over a factory-to-dealer incentive program that was so convoluted that dealers did't understand it.

Losh angered some dealers with his responses at the meeting, held in conjunction with the annual convention of the National Automobile Dealers Association.

The heated tone may have been fueled by Oldsmobile's poor sales in the last several months. Oldsmobile sold 600,037 vehicles in 1989 — 16.11 percent fewer than the 715,270 it sold in 1988. Its market share dropped from 6.75 percent in 1988 to 6.08 percent.

A few days after the meeting, Oldsmobile reduced the price on its 1990 Cutlass Ciera. Effective Feb. 16, the Cutlass Ciera S coupe was reduced by $200 to $12,195 and the Cutlass Ciera S sedan was reduced by $500 to $12,495.

Also, under a central regional program that expires April 3,

see OLDS, page 3

NADA

No easy answers for weary dealers

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

LAS VEGAS — Last week's National Automobile Dealers Association convention here went into the books as the biggest, best-attended and most money-making convention in NADA's history.

But everywhere — in the convention hall, in the dealer make meetings and even at the carmakers' expensive soirees — the mood among the estimated 22,000 attendees was clearly down.

Sales are improving but are still slow; the dealer issues that 1989 NADA President Ron Tonkin assaulted for a year remained unresolved, and there was no reason to expect matters to change quickly.

Dealers said that many of their fellow retailers had failed to show despite strong early registrations by dealers and their spouses and managers. Exhibitors said exhibition floor traffic was thin at various times — especially after former President Reagan canceled his scheduled Tuesday afternoon speech.

And while workshops and seminars were packed, at least 21 exhibitors pulled out of the show. Exhibit cancellation fees totaled $58,000 this year, according to NADA figures, compared to none last year and $7,900 in 1988.

If last year's convention revealed that dealers were mad as hell at the factories and weren't going to take it anymore, this year's message was that there are no easy answers to problems facing the industry.

Dealer-factory animosity was still evident, particularly at the Oldsmobile make meeting, where several dealers stomped out in response to comments by General

see NADA, page 84

NADA convention coverage:

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Continued incentives, fleets drive sales up again

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Domestic car and truck sales spurted higher during Feb. 1-10, aided by fleet orders and strong consumer incentives.

Car sales were up 9.47 percent during early February and truck sales were up 4.83 percent.

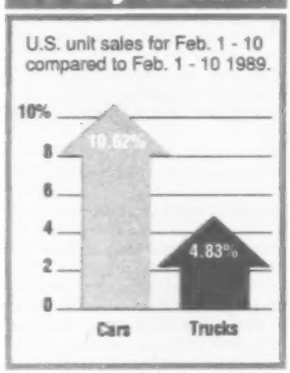
Auto manufacturers' decisions to sweeten their incentives in late December and roll them into January and February appear to be giving the industry a kick in the pants.

Traffic at dealerships has been improving, along with the moods of some dealers. Inventories have been coming down, and one Big 3 analyst said that, with the possibility of sustaining a stronger sales pace, further plant downtime may be eliminated.

Domestic manufacturers retailed 270,356 new vehicles during Feb. 1-10, up from 249,246 a year ago.

There were nine selling days in both periods.

10-day sales



AUTOMOTIVE NEWS / CHRISTINE BADER

Stronger sales of domestically built Ford Motor Co., General Motors, Mazda, Mitsubishi, Nissan and Toyota cars helped boost the auto sales total to 173,453 from 156,806 a year ago.

Truck sales, although up, suffered from the end of Chrysler Motors' minivan rebates in January, and the inevitable payback in lower February sales.

Chrysler's guaranteed rebate program also doesn't appear to be doing much for its sales.

Chrysler Motors' truck sales were off 16.54 percent during early February. Its car sales slid 8.45 percent.

Ford Motor and GM both enjoyed sales increases partly related to incentives and partly to fleet deliveries. Both companies had plants down for a good part of January which are now back in operation.

Ford Motor car sales were up 15.86 percent in early February, and its truck sales were up 10.85 percent.

GM car sales were up 6.71 per-

see SALES, page 86

10-DAY SALES DOMESTIC BUILT

CARS	Feb. 1-10, 1990	Feb. 1-10, 1989
Eagle	912	844
Chrysler	3,100	5,190
Dodge	8,351	9,150
Plymouth	5,768	4,620
CHRYSLER MTRS.	**18,131**	**19,804**
Ford	39,552	35,811
Lincoln	7,211	4,675
Mercury	9,973	8,485
FORD MOTOR	**56,736**	**48,971**
Buick	10,508	10,792
Cadillac	6,562	6,167
Chevrolet	32,821	27,098
Oldsmobile	17,956	14,606
Pontiac	12,392	16,528
GENERAL MTRS.	**80,239**	**75,191**
HONDA	**8,140**	**8,447**
MAZDA	**952**	**656**
MITSUBISHI	**621**	**358**
NISSAN	**1,629**	**1,489**
SUBARU	**14**	**—**

CARS	Feb. 1-10, 1990	Feb. 1-10, 1989
TOYOTA	**6,991**	**1,890**
U.S. CAR TOTAL	**173,453**	**156,806**
TRUCKS		
Chrysler	49	—
Dodge	10,581	12,681
Jeep	4,255	4,855
Plymouth	3,131	4,050
CHRYSLER MTRS.	**18,016**	**21,586**
FORD MOTOR	**35,881**	**32,368**
Chevrolet	31,847	29,378
GMC	6,952	6,978
Oldsmobile	680	—
Pontiac	567	—
GENERAL MTRS.	**40,046**	**36,356**
NISSAN	**2,960**	**2,130**
U.S. TRK. TOTAL	**96,903**	**94,440**
U.S. CAR-TRUCK TOTAL	**270,356**	**249,246**

There were 9 selling days in the period this year and last.

Peugeot itself takes sales job for Canada

By Steve Mertl
SPECIAL CORRESPONDENT

VANCOUVER, British Columbia — Peugeot's Canadian operations have changed hands for the third time in 10 years, underscoring the French automaker's continuing problem establishing a market base in the country.

Autolion Distribution Inc. of Toronto terminated its contract with Automobiles Peugeot at the end of January after poor 1989 sales, said Autolion President Dick Hammer.

He said an attempt to negotiate better terms with Peugeot failed.

Automobiles Peugeot is setting up an affiliate of its own in Canada to distribute cars, said a spokeswoman for Peugeot Motors of America. The new Canadian affiliate, which has not been yet named, will rely for logistic and technical support on Peugeot Motors of America, based in Lyndhurst, N.J.

Hammer, whose Dick Hammer Group owns several auto dealerships in Ontario and Quebec, said the 20 existing Peugeot dealerships sold only 223 cars last year. Autolion had forecast 1,200 sales.

"We lost too much money," said Hammer. "The car did not sell as projected."

No single factor scuttled Autolion, said Hammer. Peugeot's public image remained peripheral after two earlier forays into the market, first with a private importer, then in a five-year deal with Chrysler that ended in 1988, and finally Autolion.

"The public just didn't have confidence in either Peugeot or us," said Hammer, who plans to keep his two Peugeot stores.

Autolion imported only the less expensive 405 model line at prices of $24,000 to $33,000 Canadian ($20,170 to $27,730).

Peugeot's U.S. profile is also microscopic. The company sold only 6,054 cars in the United States last year, about half of them 405-S — which was supposed to be the breakthrough car for the North American market.

Automotive News Staff Reporter Jim Henry in New York contributed to this report.

VW, Audi set up incentive program for shop workers

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

TROY, Mich. — Volkswagen and Audi are offering rewards to dealership employees who deal with customers.

The "Star Performance" program is designed to increase customer satisfaction and help dealers keep good backshop employees.

It is believed to be the first program to offer incentives to workers other than salespersons.

"We want the dealership's workers to share in the success of the brand by contributing to the success of the brand," said Joseph Bennett, spokesman for Audi of America Inc.

The year-long program began Jan. 1; dealers were of it in early February.

Early response to the program is positive. "I think it's a fantastic incentive program," said Ken Snell, service manager of Tracy VW-Porsche-Audi in Hyannis, Mass. "It's nice to be recognized for doing a good job working on cars that have become more and more complicated. It's a good incentive for good quality of service throughout."

Audi and Volkswagen United States Inc. will award quarterly prizes, such as credits redeemable for merchandise or individual travel awards, to top-performing front-line service people. Only those who are employed for the entire year — and who have completed VW and Audi certification tests — are eligible.

Since VW and Audi dealers do not have to spend money to participate in the program, close to 100 percent participation is anticipated. The cost is expected to be less than $3 million.

Employes will be evaluated through the companies' Consumer Satisfaction Tracking System surveys sent to new VW-Audi owners.

Evaluation areas include service satisfaction, business management, training recognition and bonus activity. All authorized VW and Audi dealers are eligible to enroll in the program.

VW and Audi will categorize dealerships based on size. VW-Audi dual dealerships in the same facility can compete in both programs.

Though service managers can be rewarded with expense-paid trips, they cannot qualify for service department employee awards.

To be eligible, service employees must work at least half their time on VW or Audi for the entire program year.

The service adviser and cashier will be judged on responses to the question: "Overall, how responsive was the service staff to your service needs?" The technician, shop foreman and dispatcher will be judged on responses to the question: "Were the repairs that you requested fixed right the first time?"

Under the service satisfaction category, additional points are given for overall customer service satisfaction, follow-up and vehicle pre-delivery inspection.

Business management personnel are evaluated on the completeness and accuracy of the monthly time summary submissions.

Technical training points are based on the percentage of master and registered technicians at a dealership.

Additionally, dealerships can earn points based on use of co-op advertising money, participation in promotional activities and participation in direct-mail programs.

The top service advisers can earn use of a new car for 12 months.

Other prizes range from $400 in award credits for cashiers to $1,000 in award credits for foremen/technicians and dispatchers. All credits are redeemable for merchandise or travel awards.

AUTOMOTIVE NEWS/JOE WILKSENS

Chrysler may use a V-8 or V-10 in the Viper.

VIPER

Chrysler plans limited-production run to assess feasibility

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

LAS VEGAS — Chrysler Motors will produce a limited number of Dodge Viper sports cars to assess production feasibility, according to Ken Meade, chairman of the National Dodge Dealer Council.

Meade said the high-visibility sports car project has not received final approval for a complete production run. But Chrysler will produce no more than 100 Vipers to determine costs, production sourcing and other factors, Meade said.

Tom Pappert, Chrysler Motors vice president of sales, declined comment on Meade's remarks.

Chrysler Corp. Chairman Lee Iacocca last week said the company would decide Viper's fate in the second quarter of 1990. Iacocca said if the project is approved 5,000 to 7,000 Viper units would be built annually.

"I would hope to be able to announce we can do it because it's a good car," Iacocca said.

Chrysler introduced the 2-passenger, V-10-powered Viper to the auto show circuit in January 1989 amid enthusiastic approval from the motoring press. Since then, the company has been assessing how much it would cost to produce the car and what effect an increase in government-mandated corporate average fuel economy standards might have on the project.

"If we can pull Viper off, it would give the corporation a boost," Meade said. "An image car is important to any corporation, like Corvette is to Chevrolet."

Meade said no time frame for the limited-production run has been determined. Nor has the company decided what engine will power the Viper.

Correction

Jim Cass is general manager of Al Piemonte Ford in Melrose Park, Ill. His dealership affiliation was listed incorrectly in the City by City roundup in the Feb. 12 issue.

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Big Ford, Mercury

MICHAEL POHL

Ford Motor's full-sized cars will adopt flowing, aerodynamic lines for the 1992 model year. Among the styling differences between the two cars is the more formal roofline on the Mercury Grand Marquis, above. The Ford Crown Victoria roof, right, has a bit of Jaguar flavor. Both cars will be equipped with Ford's new 4.6-liter modular V-8 engine.

INFINITI *Rocks and trees are nice, but new ads will focus on the car and its features*

By David Versical
NATIONAL EDITOR

LAS VEGAS — After a 3-month launch that yielded some surprises about the luxury car business, Infiniti has begun the second phase of its controversial advertising campaign.

The ads were aired in local television markets last week. And this time, they actually show automobiles.

Earlier ads became a national conversation piece by focusing on rocks, trees and surf instead of sheet metal. They have also been the butt of jokes. Comedian Jay Leno, for example, bragged recently to his "Tonight Show" audience that he'd finally seen the new Infiniti — on the side of a milk carton.

For dealer Kjell Qvale, the change was long overdue.

"How anyone would say they'd stay with rocks and trees must have rocks in their head," Qvale said when told that some dealers wanted the campaign to stay.

"We loved the rocks and the trees up to a point, and then we lost them," said Qvale, who owns Van Ness Infiniti in San Francisco. He had high praise for the product but said sales have been slower than expected.

Thomas Mignanelli, executive vice president of operations at Nissan Motor Corp. in U.S.A., insists Infiniti has not been hurt by the jokes. Attention is what counts when you are establishing a name, he maintains, and Nissan's new luxury division has scored very well in awareness surveys.

> "The car is not selling like hot cakes — but we never expected it to."
>
> **Thomas Mignanelli**
> Nissan

But he concedes the campaign has caused some unforeseen problems. Shoppers who would never buy a $23,500 coupe or $38,000 sedan have visited showrooms thinking Infiniti might be for them.

"They came in not knowing what the car would be, not knowing how big it was, not knowing how powerful it was, not knowing what price it was," Mignanelli said. Others had what Mignanelli called "wild expectations."

The result was that the advertising attracted more people than some dealers had time to handle. "One dealer had 600 people visit in a week," Mignanelli said. "If 100 or 200 don't know what the car is, that's a problem."

The second phase of the campaign will do more to tell what the car is. The ads are being shown initially in the 55 television markets where Infiniti now has dealers. Print ads have run nationally.

One TV ad blends views of the Q45 sedan, nature scenes and a list of performance numbers. There are 12 ads in all, each addressing a different virtue. The commercials conclude with the name of the local dealer. Infiniti will begin running the TV spots nationally in coming weeks and will show an 800 phone number instead of the dealer's name.

The campaign will move into another phase in early spring. That, too, will focus on the product, said Infiniti General Manager William R. Bruce. But it will also try to create more brand awareness if it is needed.

Infiniti will add a convertible version of the M30 by late summer. A new sedan, known as G20 and priced below the $23,000 M30 coupe, will follow shortly after.

Mignanelli insists he is not disappointed in the early sales results. Infiniti dealers sold 1,723 cars between the Nov. 8 launch and the end of 1989 and 1,071 last month.

"The car is not selling like hot cakes — but we never expected it to," he said.

Nissan also did not expect the M30 to command 40 percent of sales — and it has. A 70-30 split in favor of the Q45 had been projected originally. Another surprise has been the number of M30 buyers who are women — 42 percent. And the average household income of buyers has been higher than expected — about $150,000 for Q45 and $80,000 for M30.

Infiniti expects to have 70 dealers by the end of March and 85 by the end of the year. The division expects to add about 20 dealerships annually in the next three years.

Finally, the car and its features.

VW AG nears deal on China-built cars

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Volkswagen AG has completed a feasibility study on a joint auto production venture in Changchun, China. It hopes to sign an agreement with Chinese government officials by late summer.

Plans call for construction of a factory that would build 150,000 VW models annually beginning in 1996. The vehicles would be for Chinese and export markets.

VW's partner in the venture is First Automobile Works, which currently assembles Audi 100 kits under a separate deal.

The feasibility study, which was launched in 1988, resulted in a positive recommendation, according to a VW spokesman. He said the report is now in the hands of Chinese auto industry officials in Beijing, who must give final approval.

"Hopefully, we will get approval later this year," the spokesman said. "The optimists think a contract could be signed in August or September."

The size of the investment that would be undertaken has not been released. Neither has VW said which vehicle would be produced, but it is expected to be a version of the Golf subcompact. The current Golf will have been replaced by that time.

VW signed a series of agreements with First Automobile Works in 1988 covering licensing of the Audi 100 and delivery of tools, supplies and parts for local assembly.

Shipment of Audi 100 kits ground to a halt last year pending Chinese approval of hard currency payments. The VW official last week said Audi assembly is now proceeding and "rising steadily."

About 4,500 Audis have been assembled in China to date. Depending on availability of hard currency, another 4,000 to 5,000 are expected to be produced in 1990. Audi assembly is expected to rise to 30,000 annually by 1992.

VW's separate Shanghai Volkswagen Auto Co. Ltd. venture in the city of Shanghai produces the Santana, a notchback version of the previous-generation Passat (Quantum). Santana production last year totaled 17,000, and output of about 20,000 is expected this year.

The VW spokesman said Shanghai VW has just completed its first phase investment of 500 million marks ($298 million) with the completion of new engine, stamping and paint facilities in the city of Anting near Shanghai.

He said the new plants are all operational and scheduled to be dedicated in April. Addition of the facilities will raise Shanghai VW capacity to 30,000 units by the end of 1991.

Toyota 4Runner fares poorly in NHTSA's 35-mph crashes

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Drivers of 4-door Toyota 4Runners are likely to suffer head injuries in head-on accidents at 35 mph, the National Highway Traffic Safety Administration said.

It's also possible that front-seat passengers could be injured, said NHTSA in its latest report on 35-mph crashes. But they face less of a risk than drivers.

Toyota's 4-wheel-drive 4Runner was one of four 1990 vehicles evaluated in the latest round of NHTSA's new-car assessment program. The agency will test 36 vehicles this model year by crashing them into a fixed barrier at 35 mph.

The three passenger cars in the most recent test — the Nazda Miata, Lexus ES250 and Nissan Stanza — all had scores that indicated head injuries to drivers are possible and head injuries to passengers are unlikely. The Miata and the Lexus were equipped with driver-side air bags.

In the test, NHTSA records the potential for head and chest injuries. The lower the score, the less likely an injury. Head injury scores below 750 indicate injury is unlikely; scores of 750 to 1,250 indicate injury is possible; and scores above 1,250 indicate injury is likely.

The 4Runner had a head injury score of 1,306 for the driver and 1,133 for the passenger.

The Miata had a higher driver-side score than two "lightweight" 1990 cars tested previously, the Acura Integra sedan and the Mitsubishi Eclipse coupe. The Miata scored 920. But the car's passenger-side score of 531 was lower than the Integra's and Eclipse's.

35 MPH CRASH TEST
Scores for 1990 new car assessment program

	Protection device	Injury index: Driver	Injury index: Passenger
Mazda Miata	Air bag	920	531
Nissan Stanza	Motorized belts	1,105	629
Lexus ES250	Air bag	992	630
Toyota 4Runner	Belts	1,306	1,133

Potential for head injury is unlikely for scores below 750, possible for scores between 750 and 1,250, and likely for higher scores. SOURCE: NHTSA

Passport to sell Saturns in Canada

TORONTO — General Motors of Canada will sell Saturn cars through its Passport International Automobiles import division. Sales begin in spring 1992, about 18 months after the U.S. debut.

Passport will add a 4-door sport-utility called Rodeo this fall. The Isuzu-based vehicle will be built at Subaru-Isuzu Automotive Inc. in Lafayette, Ind.

Last week, Passport introduced a 2-door version of the Isuzu Impulse. A 4-door model will arrive this fall.

— Alex Law

BEST AVAILABLE COPY

JANUARY TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1989	TOTAL 1988
CHRYSLER-PLYMOUTH	MO	30,357						30,357	13,278
	YR	30,357						30,357	13,278
DODGE	MO	56,394						56,394	41,899
	YR	56,394						56,394	41,899
JEEP	MO	18,417						18,417	18,797
	YR	18,417						18,417	18,797
TOYOTA	MO	13,532						13,532	15,200
	YR	13,532						13,532	15,200
NISSAN	MO	7,992						7,992	13,947
	YR	7,992						7,992	13,947
MAZDA	MO	5,559						5,559	6,910
	YR	5,559						5,559	6,910
ISUZU	MO	6,759						6,759	6,626
	YR	6,759						6,759	6,626
MITSUBISHI	MO	4,826						4,826	2,377
	YR	4,826						4,826	2,377
SUZUKI	MO	1,373						1,373	2,058
	YR	1,373						1,373	2,058
RANGE ROVER	MO	362						362	495
	YR	362						362	495
DAIHATSU	MO	253						253	0
	YR	253						253	0
FORD	MO	108,801	2,105		442	2,472	1,112	114,932	111,943
	YR	108,801	2,105		442	2,472	1,112	114,932	111,943
FREIGHTLINER	MO						2,102	2,102	1,940
	YR						2,102	2,102	1,940
CHEVROLET	MO	102,184		18	707	599		103,508	90,589
	YR	102,184		18	707	599		103,508	90,589
GMC	MO	26,614		134	270	817		27,835	27,405
	YR	26,614		134	270	817		27,835	27,405
OLDSMOBILE	MO	1,348						1,348	0
	YR	1,348						1,348	0
PONTIAC	MO	1,938						1,938	0
	YR	1,938						1,938	0
KENWORTH	MO					19	1,200	1,219	1,451
	YR					19	1,200	1,219	1,451
MACK	MO				108	144	925	1,177	1,680
	YR				108	144	925	1,177	1,680
MERCEDES-BENZ	MO				40	86		126	148
	YR				40	86		126	148
NAVISTAR	MO		2	8	762	2,514	2,175	5,461	6,287
	YR		2	8	762	2,514	2,175	5,461	6,287
PETERBILT	MO					54	1,133	1,187	1,456
	YR					54	1,133	1,187	1,456
VOLVO/GM HEAVY	MO					66	976	1,042	1,253
	YR					66	976	1,042	1,253
HINO	MO	25		27	35	75		162	164
	YR	25		27	35	75		162	164
NISSAN DIESEL	MO	51		68	27	39		185	121
	YR	51		68	27	39		185	121
ISUZU TRUCK	MO	538	52	24	110	82		806	688
	YR	538	52	24	110	82		806	688
MITSUBISHI FUSO	MO	131		56	16	33		236	202
	YR	131		56	16	33		236	202
SCANIA	MO						10	10	6
	YR						10	10	6
IVECO TRUCKS	MO	89	25	10	9			133	152
	YR	89	25	10	9			133	152
WESTERN STAR	MO						68	68	100
	YR						68	68	100
OTHER DOMESTICS	MO				34	1	52	87	69
	YR				34	1	52	87	69
GRAND TOTAL, 1990	MO	387,543	2,184	345	2,560	7,001	9,753	409,386	387,691
	YR	387,543	2,184	345	2,560	7,001	9,753	409,386	387,691
1989 YR to DATE		342,323	2,519	957	3,329	7,491	11,072		

NOTE: Class 1-3 reported by individual manufacturers. Class 4-8 reported by Motor Vehicle Manufacturers Association.

Heavy-truck sales take January plunge

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — January's heavy-truck sales held few surprises.

Class 8 started 1990 with sales of 9,753 vehicles, a decline of 11.91 percent from last year.

Most industry officials are looking for a dip of 10 to 15 percent in Class 8 sales for the year from the 145,068 trucks sold in calendar 1989.

January is normally a weak month because a lot of truckers like to take delivery of their vehicles in December for tax purposes.

An official with one of the major manufacturers noted, though, that bidding activity is up from the fourth quarter of 1989 as many company managers seek to buy trucks before their budgets are cut.

That could portend slightly stronger-than-anticipated sales in the next few months though, overall, companies are not buying in the volume they did in the early part of last year.

With most officials looking for an upturn in the second half of calendar 1990, factory sales of Class 8s could be stronger than retail sales. Last year, just the opposite was true.

But with field inventories down sharply at year's end, any upturn would force dealers to order heavily from factories to replenish their stock, Frank Prezelski, an analyst with Deutsche Bank of New York, pointed out.

Overall, light, medium and heavy trucks posted a record 409,386 sales in January, up from last year's 367,691, the previous record.

Record light-truck sales of 387,543, up from 342,323 last year, led the industry's surge.

All medium-duty segments were down, including Class 4.

Among Class 8's major players, Mack Trucks Inc. continues to exhibit the greatest weakness. It dropped 23.42 percent in January on sales of 925 heavy trucks.

Most of the other major players also were down sharply from last year's extremely strong January.

Two exceptions were Ford Truck Operations, which posted a 6.72 percent increase on sales of 1,112 Class 8s, and Freightliner Corp., which was up 8.35 percent on sales of 2,102 units.

International "Lo-Profile," right, next to a conventional model

Navistar's Lo-Profile debuts

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Navistar International has introduced a new 4700LP Lo-Profile medium-duty straight truck for specialized segments of the Class 4-6 markets.

The company also said that 73 of its International truck dealers in North America qualified for membership in the Circle of Excellence in 1989, the 10th anniversary of that dealer recognition program.

The 4700LP features Lo-Profile radial tires, 9-inch frame rails, a lower frame height and a patented rear air suspension system that permits height adjustments in loading.

Both the 4700LP and a 4600LP model introduced last year have decks that can be lowered to 24 inches off the ground.

The 4700LP is available in wheelbases of 140 to 254 inches with gross vehicle weights up to 25,500 pounds.

The standard engine is the International DT-360 turbocharged 6-cylinder inline diesel with 170 horsepower. A DTA-360 air-to-air intercooled 185-hp engine is optional.

The 4700LP has a 6,000-pound front axle and a 15,500-pound rear axle as standard equipment. An 8,000-pound front axle and 17,500-pound rear axle are available as options.

A 5-speed manual transmission is standard. Offered as options are two other 5-speed manuals, two 6-speed manuals and one 4-speed automatic transmission.

Robert Shaughnessy, Navistar marketing vice president, listed a variety of vocational applications for Lo Profile models.

The trucks can be spec'd for retail pickup and delivery service, for commercial moving use; and for furniture, beverage, baked goods, food and newspaper delivery, he said.

They can also used by ambulance and rescue services, contractors and utility companies.

Roxanne J. Decyk, Navistar senior vice president, dealer planning and development, said the Circle of Excellence program has grown steadily since its inception.

The company feted winning dealers and their spouses in Maui, Hawaii, in January.

All full-line and medium-duty International truck dealers are considered for membership in the Circle of Excellence, which is based on market performance for trucks and parts, facilities, financial strength and other dealership performance categories.

Sales upturn spurs hike in car output

By Karen Detkowski
SPECIAL CORRESPONDENT

U.S. auto production continued to climb last week.

Assembly cutbacks were lifted as sales increased and inventories dropped. The domestic-car inventory at the end of January represented a 70-day supply, down from the previous month's 92 days.

Last week, automakers scheduled the highest weekly output of this year — 124,561 units, 16.31 percent above the previous week, but 21.05 percent below the year-ago week.

So far this year, 629,734 cars have been produced, 39.65 percent below the year-ago total.

Companies split last week's estimated production as follows: General Motors, 41.38 percent; Ford Motor Co., 25.72 percent; Chrysler Motors, 11.08 percent; Honda of America Manufacturing Inc., 7.19 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.54 percent; New United Motor Manufacturing Inc., 3.29 percent; Mazda Motor Manufacturing (USA) Corp., 3.20 percent; Diamond-Star Motors Corp., 2.24 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.91 percent; and Subaru-Isuzu Automotive Inc., 0.45 percent.

Last week's scheduled truck output of 85,967 increased 13.02 percent over the prior week but was 10.79 percent below the year-ago week.

Year-to-date, 435,959 trucks have been assembled, 30.79 percent below last year's production at this time.

The first Ford Explorer was completed last Wednesday at the Louisville, Ky., truck plant. The plant will assemble both 2-door and 4-door versions of the sport-utility that will replace Bronco II.

Chrysler will postpone indefinite layoffs of 724 workers at its Toledo, Ohio, assembly plant and 750 workers each at the Newark, Del., and the Belvidere, Ill., plants. The layoffs were scheduled for March 26 and have been rescheduled for April 9.

GM's Doraville, Ga., assembly plant was idle last week to adjust inventory of the Oldsmobile Cutlass Supreme. The plant resumes operations today.

All Chrysler and Ford assembly plants in the United States worked last week.

All U.S. assembly plants are expected to operate this week.

Car production jumps in Canada

Last week's scheduled Canadian car production of 24,752 increased 63:79 percent over the previous week and 21.01 percent over the year-ago week.

So far this year, 107,745 cars have been produced, 20.87 percent below last year's tally.

Truck output was scheduled at 19,372, 6.52 percent above the prior week but 13.04 percent below the year-ago week.

Year-to-date, 107,357 units have been assembled, 24.88 percent below 1989 production at this point.

U.S. CAR	Week Ended Feb. 17, 1990	Week Ended Feb. 18, 1989	Week Ended Feb. 10, 1990	Feb. to Date	Jan. 1 to Feb. 17, 1990	Jan. 1 to Feb. 18, 1989
Horizon	0	0	0	818	4,578	0
Sundance	1,800	2,341	1,909	3,709	7,155	17,607
Acclaim	2,200	2,857	0	3,635	7,982	11,723
Total Plymouth	4,000	5,198	1,909	8,161	19,715	29,330
LeBaron A	400	0	0	569	760	0
LeBaron J	300	2,297	0	300	300	16,130
LeBaron GTS	0	384	0	0	0	2,039
N. Yorker C-Class	400	2,760	0	788	1,941	17,314
Fifth Avenue	700	0	0	1,212	2,748	0
Imperial	500	0	0	898	2,124	0
Total Chrysler	2,300	5,441	0	3,766	7,873	35,483
Omni	0	0	0	762	4,308	0
Daytona	200	2,268	0	200	200	16,192
Shadow	2,200	2,569	2,229	4,429	8,379	17,691
Dynasty	3,000	3,619	0	5,209	11,766	22,519
Lancer	0	150	0	0	0	1,279
Spirit	2,100	2,566	0	3,815	9,880	12,473
Total Dodge	7,500	11,172	2,229	14,414	34,533	70,154
CHRYSLER MOTORS	13,800	21,811	4,138	26,342	62,121	134,967
Escort	3,000	5,672	3,000	6,000	14,105	55,754
Mustang	3,727	4,514	3,602	9,512	17,629	29,242
Tempo	3,451	3,277	0	5,397	12,500	24,845
Taurus	8,194	8,073	8,263	21,982	49,931	56,052
Thunderbird	3,414	3,930	0	3,414	10,270	25,791
Total Ford Div.	21,786	25,466	14,865	46,306	104,435	191,684
Topaz	949	1,280	0	1,643	4,194	9,404
Cougar	2,093	3,751	0	2,093	5,040	20,326
Sable	2,308	2,101	2,288	5,380	9,966	18,085
Total Mercury	5,350	7,132	2,288	9,116	19,200	47,815
Continental	1,078	1,393	1,268	2,995	7,069	10,720
Mark VII	554	462	621	1,501	3,517	4,827
Town Car	3,268	2,783	3,787	9,004	21,215	17,591
Total Lincoln	4,900	4,638	5,676	13,499	31,801	33,138
Total L-M Div.	10,250	11,770	7,964	22,616	51,001	80,953
FORD MOTOR CO.	32,036	37,236	22,829	68,921	155,436	272,637
Skyhawk	0	207	0	0	0	2,560
Skylark/Somerset	1,725	1,311	1,745	4,519	8,242	6,195
Century	1,895	1,505	1,867	3,762	7,196	19,175
Riviera	550	633	526	1,419	2,454	4,171
Electra	1,830	1,963	1,480	4,527	11,006	12,734
LeSabre (fwd)	4,120	2,307	4,325	9,493	16,620	6,262
LeSabre (rwd)	175	206	76	251	611	1,393
Reatta	0	170	194	309	910	926
Total Buick	10,295	8,302	10,213	24,280	47,039	53,416
Eldorado	455	766	439	1,157	2,092	4,915
Seville	660	661	651	1,676	2,857	3,834
Brougham (rwd)	1,045	1,050	0	1,683	3,885	7,311
DeVille (fwd)	3,835	4,791	3,119	8,972	15,838	30,403
Allante	90	75	45	165	455	510
Total Cadillac	6,085	7,343	4,254	13,653	25,127	46,973
Cavalier	6,830	8,800	5,992	16,122	26,931	59,522
Camaro	0	2,419	0	0	0	16,506
Celebrity	0	2,968	0	0	0	26,924
Corsica/Beretta	8,320	9,374	8,016	18,640	32,238	61,455
Caprice	1,815	4,691	1,382	4,176	11,294	25,005
Corvette	560	525	560	1,456	2,240	3,423
Total Chevrolet	17,525	28,777	15,950	40,394	72,703	192,835
Calais	1,875	2,279	1,904	4,914	8,938	10,450
Cutlass Ciera	2,075	1,925	2,219	4,294	8,554	11,607
Cutlass Supreme	0	3,533	3,447	5,629	7,084	21,650
Toronado	615	224	617	1,568	2,593	1,951
88 (fwd)	2,005	4,057	1,104	3,900	10,163	26,069
88 (rwd)	115	129	0	195	456	1,240
98	1,445	2,182	1,183	3,422	5,908	13,990
Total Oldsmobile	8,130	14,329	10,474	23,922	43,696	86,957
Sunbird	3,530	3,394	2,988	7,945	11,383	17,977
Grand Am	0	4,986	4,736	7,661	13,986	33,451
Firebird	0	1,631	0	0	0	10,484
Grand Prix	1,873	4,000	1,887	5,824	7,200	19,956
Pontiac 6000	1,585	1,351	1,561	3,146	5,794	13,197
Bonneville	2,525	2,312	2,435	6,056	10,843	13,966
Safari/Parisienne	0	110	0	0	0	743
Total Pontiac	9,513	17,784	13,607	30,632	49,206	109,774
GENERAL MOTORS	51,548	76,535	54,498	132,880	237,771	489,955
DIAMOND-STAR	2,788	683	2,739	7,296	17,837	3,937
HONDA	8,950	8,455	8,758	23,017	58,380	53,997
Civic	2,381	2,830	2,210	5,922	17,794	18,061
Accord	6,569	5,625	6,548	17,094	40,586	35,936
MAZDA†	3,989	4,806	2,885	8,294	22,408	33,622
NISSAN	2,380	2,341	2,365	6,172	15,855	16,044
NUMMI	4,100	3,878	3,951	10,373	26,602	25,377
Corolla	2,100	1,646	2,034	5,329	13,552	11,061
Geo Prizm/Nova	2,000	2,232	1,917	5,044	13,050	14,316
SUBARU-ISUZU*	560	0	560	1,456	3,920	0
TOYOTA	4,410	2,023	4,369	11,375	29,404	12,930
Total Cars, U.S.	124,561	157,768	107,092	296,127	629,734	1,043,466
Total Cars, Canada	24,752	20,454	15,112	53,295	107,745	136,169
U.S., Canada Cars	149,313	178,222	122,204	349,422	737,479	1,179,635
U.S., Canada Cars and Trucks	254,652	296,863	216,453	601,823	1,280,795	1,952,485

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe.
*—Estimated

CANADIAN CAR	Week Ended Feb. 17, 1990	Week Ended Feb. 18, 1989	Week Ended Feb. 10, 1990	Feb. to Date	Jan. 1 to Feb. 17, 1990	Jan. 1 to Feb. 18, 1989
Monaco	0	0	0	0	1,894	0
Premier	0	1,312	0	0	401	7,721
CHRYSLER MOTORS	0	1,312	0	0	2,295	7,721
Tempo	3,840	3,211	0	5,950	14,562	26,142
Topaz	960	1,697	0	1,498	4,006	9,696
Crown Victoria	2,615	2,264	2,604	6,822	11,929	18,711
Grand Marquis	2,260	2,835	2,219	5,501	11,606	19,770
FORD MOTOR CO.	9,675	10,007	4,823	19,770	42,103	74,319
Celebrity	523	210	404	1,166	1,861	1,394
Cutlass Ciera	3,037	4,083	2,866	7,472	11,356	26,440
Lumina	6,595	607	3,198	13,172	21,003	2,169
Regal	1,012	2,315	10	1,575	2,900	12,031
GENERAL MOTORS	11,167	7,215	6,478	23,385	37,120	42,034
HONDA	2,310	1,740	2,179	5,951	15,467	10,890
HYUNDAI*	320	0	320	826	2,190	0
TOYOTA	1,100	0	1,132	2,896	7,348	0
VOLVO	180	180	180	467	1,222	1,205
Total Cars, Canada	24,752	20,454	15,112	53,295	107,745	136,169

U.S. TRUCK	Week Ended Feb. 17, 1990	Week Ended Feb. 18, 1989	Week Ended Feb. 10, 1990	Feb. to Date	Jan. 1 to Feb. 17, 1990	Jan. 1 to Feb. 18, 1989
Caravan	2,400	2,563	2,573	6,765	16,853	15,672
Dakota	1,600	2,242	1,470	3,070	6,279	14,893
Caravan C/V	150	218	159	423	1,066	1,408
Ram pickups	2,300	2,247	2,058	4,358	8,225	14,868
Total Dodge	6,450	7,270	6,260	14,616	32,423	46,841
Cherokee	4,400	5,243	0	7,628	17,814	30,548
Comanche	200	852	0	349	795	5,038
Grand Wagoneer	300	350	0	300	560	2,315
Wagoneer	50	205	0	114	306	1,398
Total Jeep	4,950	6,650	0	8,391	19,475	39,299
Voyager	2,300	2,403	2,154	5,980	15,193	15,436
Town & Country	50	0	82	185	495	0
Total C-P Div.	2,350	2,403	2,236	6,165	15,688	15,436
CHRYSLER MOTORS	13,750	16,323	8,496	29,172	67,586	101,576
Explorer	129	0	79	129	129	0
Aerostar	4,000	4,838	3,750	10,150	18,950	33,024
Bronco	1,189	2,118	1,181	3,078	6,751	13,504
Bronco II	2,283	3,274	2,450	6,369	14,534	19,739
Econoline	4,197	5,216	4,210	8,407	19,140	35,092
Mediums/Heavies	1,046	1,483	9,427	11,106	15,629	9,154
Light trucks	9,436	11,615	6,125	21,212	51,542	78,272
Ranger	5,780	8,448	6,125	15,639	32,222	51,981
Total Ford Div.	28,060	36,992	33,347	76,090	158,897	240,766
FORD MOTOR CO.	28,060	36,992	33,347	76,090	158,897	240,766
Astro	2,987	4,190	0	4,420	8,085	23,838
Blazer	362	583	381	964	1,629	3,933
Lumina APV	2,285	0	2,231	5,603	12,043	0
Mediums/Heavies	283	0	326	802	2,074	0
P-Model	627	715	638	1,633	2,836	3,369
Pickups	8,257	8,949	7,137	17,344	32,048	64,545
S-10	5,166	5,870	3,010	11,831	30,231	41,545
S-10 Blazer	3,247	3,864	1,893	6,863	9,766	26,119
Sportsvan/Van	1,617	2,112	1,493	3,110	3,110	12,054
Suburban	1,675	1,738	1,455	3,943	5,902	11,090
Total Chevrolet	26,506	28,021	18,564	56,513	107,724	186,493
Jimmy	116	243	161	383	602	1,246
Mediums/Heavies	449	0	371	1,040	2,230	0
P-Model	73	143	64	160	293	574
Pickups	1,580	2,703	2,418	4,988	9,786	19,591
S-15	1,534	1,435	770	2,879	7,244	9,361
S-15 Jimmy	1,225	839	595	2,353	3,357	7,295
Safari	773	1,036	0	1,589	3,011	5,945
Suburban	656	729	720	1,851	2,867	4,398
Vandura/Rally Vans	843	555	715	1,558	1,558	3,439
Total GMC	7,249	7,683	5,814	16,802	30,948	51,849
Olds Silhouette	575	0	533	1,468	3,997	0
Pontiac Trans Sport	1,120	0	1,024	2,891	8,289	0
GENERAL MOTORS	35,450	35,704	25,935	77,674	150,958	238,342
NAVISTAR	1,637	1,828	1,239	3,871	10,069	11,589
NISSAN	3,060	2,768	3,035	7,915	20,379	18,961
SUBARU-ISUZU*	560	0	560	1,456	3,920	0
AM GENERAL*	450	450	450	1,170	3,150	3,060
MISCELLANEOUS*	3,000	2,300	3,000	7,800	21,000	15,640
Total Trucks, U.S.	85,967	96,365	76,062	205,149	435,959	629,934

CANADIAN TRUCK	Week Ended Feb. 17, 1990	Week Ended Feb. 18, 1989	Week Ended Feb. 10, 1990	Feb. to Date	Jan. 1 to Feb. 17, 1990	Jan. 1 to Feb. 18, 1989
Caravan	3,258	3,208	3,352	8,559	22,445	22,121
Caravan C/V	204	206	201	530	1,410	1,412
Ram Wagon	464	687	657	1,516	2,366	4,658
Ram Van	1,118	1,718	1,473	3,482	5,620	11,840
Total Dodge	5,044	5,819	5,683	14,088	31,841	40,031
Voyager	2,682	2,868	2,752	7,108	18,771	18,877
Total Plymouth	2,682	2,868	2,752	7,108	18,771	18,877
Wrangler	1,500	1,836	0	1,500	1,500	9,589
Total Jeep	1,500	1,836	0	1,500	1,500	9,589
CHRYSLER MOTORS	9,226	10,523	8,435	22,696	52,112	68,497
FORD MTR. (lt. trks.)	3,116	3,553	3,128	7,883	17,274	23,725
Light trucks	3,380	3,858	3,438	8,512	22,388	23,608
Vans	1,435	1,453	1,064	2,499	2,501	10,090
Total Chevrolet	4,815	5,311	4,502	11,011	24,889	33,698
Light trucks	1,500	1,933	1,411	4,115	10,692	11,028
Vans	515	683	511	1,026	1,027	4,393
Total GMC	2,015	2,616	1,922	5,141	11,719	15,421
GENERAL MOTORS	6,830	7,927	6,424	16,152	36,608	49,119
NAVISTAR	200	273	200	521	1,363	1,575
Total Trks., Canada	19,372	22,276	18,187	47,251	107,357	142,916
U.S., Canada Trks.	105,339	118,641	94,249	252,401	543,316	772,850

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Geneva bound
The Geneva auto show opens next week, spot-lighting limited-edition niche cars such as Ital Design's concept of a Jaguar for the 1990s. Story on Page 50.

Treasury suggests separate tariff for minivans, utilities

By Lindsay Chappell and Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTERS

While some Japanese automakers are feeling the pinch from year-old tariffs on their sport-utilities, the U.S. government is pushing to change the rules again.

One year after the U.S. Treasury Department slapped a 25 percent tariff on imported 2-door sport-utilities and cargo vans, sales for a number of import models have plummeted, and a few are even being abandoned.

But the Treasury Department is advocating a new tariff category that would would pave the way for the United States to assess 2-door and 4-door sport-utilities and minivans at the same rate.

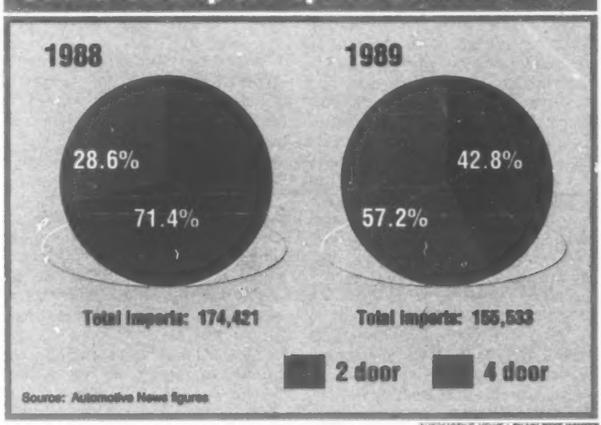
The rate would probably be less than the 25 percent now levied on trucks, 2-door sport utilities and vans with less than two rows of seats, but more than the 2.5 percent charged on imported cars, passenger minivans and 4-door sport-utilities, according to John P. Simpson, the department's deputy assistant secretary of regulatory tariff and trade enforcement.

Treasury has petitioned a multinational advisory committee on tariffs, asking member nations to adopt the new sport-utility class internationally.

As a member of a 19-nation group that now recognizes two classes of vehicle imports — those used to transport people and those

see TARIFF, page 52

Sales of import sport-utilities



AUTOMOTIVE NEWS / CHARLOTTE WINTER

SAE: *40,000 vehicle engineers converge on Detroit to seek, provide answers to technical problems*

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Global automotive technological, regulatory, environmental and related social issues will be in the forefront here this week as one of the world's largest automotive engineering conferences and expositions takes place at Cobo Center.

The theme for the 5-day event is "Engineering Innovation — The Worldwide Challenge."

At this 1990 SAE International Congress and Exposition, more than 40,000 ground-vehicle engineers and designers from around the globe will seek and provide answers to automotive technical problems.

Some 200 half-day technical sessions are planned, including 850 technical presentations.

SAE '90

Sessions will cover electronics, vehicle design, ferrous metals, manufacturing engineering, non-ferrous materials, compression-ignition engines, maintenance, rubber and plastics, spark-ignition engines, safety and human factors, heat exchange systems and fuels and lubricants.

Environmental topics such as clean air, recycling

see SAE, page 52

Renault-Volvo is newest merger

French, Swedish firms team up in $40 billion vehicle venture

By Knut Moberg
SPECIAL CORRESPONDENT

AMSTERDAM, Netherlands — The Renault and Volvo groups are wasting no time implementing the broad collaborative agreement they announced here Friday.

Detail work begins today on integrating the groups' car, truck and bus operations into a combine with estimated annual revenues of 250 to 275 billion Swedish krona ($41 to $45 billion).

Renault and Volvo will retain their own identities, manufacturing and distribution organizations. Their collaboration will center on product design and development, purchasing and investments.

The agreement between the largest industrial groups in France and Sweden is the latest in a series of structural shifts in the automotive power balance in Europe.

Smaller, specialist companies are steadily falling to volume makers.

see DEAL, page 49

Still 'running scared,' Poling faces new problems at Ford

Poling, For

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

At a press breakfast in December, a reporter asked Harold "Red" Poling if Ford Motor Co. was becoming too complacent with its success.

The question pierced the center of consciousness of the company's vice chairman.

"The memories of the early 1980s are indelibly seared in my mind," Poling responded. "I'll never forget them."

"I believe in running scared . . . to always look over your shoulder because someone is always trying to beat you."

Thursday, the quietly intense Red Poling will be at the head of the entire company as he takes over as chairman and chief executive officer.

As chief of Ford's North American Automo- s, Poling closed thousands of of the Escort in 1980 because of the poor quality of the first cars. In both Europe and the United States, he gained a reputation as a cost cutter.

On Feb. 16, less than two weeks before Ford Chairman Donald Petersen's March 1 retirement, a calmer Red Poling sat before a camera for Ford's in-house television station. His message was that average profit-sharing would plummet.

"Just as we began the last decade with serious obstacles to overcome, the next decade promises to offer its own difficulties," Poling told employees. "I believe that these may well be greater than before, but I also believe that we are better prepared to face them."

With the experience he gained in Ford's crises of the early 1980s, Poling will replace Donald Petersen, Ford's most successful leader since the original Henry Ford.

And those who know Poling expect him to put as much passion into continuing Ford's black ink as he did into cleaning up the red ink of the late 1970s and early 1980s.

Ford was the most successful U.S. automaker of the 1980s. The company began the decade by losing $3.26 billion from 1980 to 1982, producing poor quality cars and trucks and cutting its work force by nearly one-half.

It ended the decade by racking up billions in annual profits, buying British luxury car maker Jaguar plc and leading the domestic automakers in both productivity and aerodynamic styling. And Ford gained more than six percentage points of market share, ending the decade with 24.61 percent of the U.S. car and truck market.

Some Ford executives are even asking reporters not to group Ford in the Big 3. They don't want to be lumped with General Motors and Chrysler Corp.

see FORD, page 51

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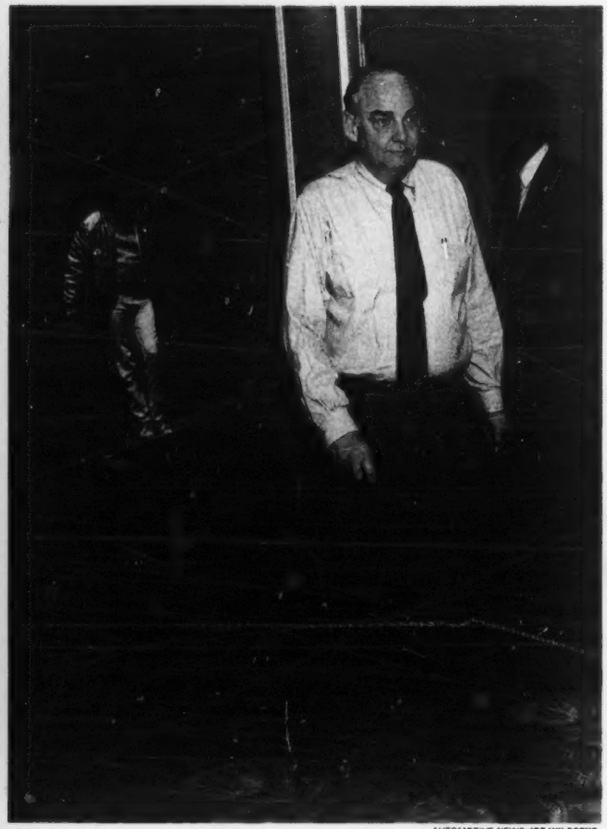
NEWSPAPER

INSIDE:

Lido live
Chrysler Chairman Lee Iacocca kicked off his pro-American 6-city tour, telling a Washington audience that he's sick and tired of American infatuation with foreign cars. Story on Page 49.

Arbitrator mulls Fiero plant closing



AUTOMOTIVE NEWS/JOE WILSSENS

Labor arbitrator Thomas Roberts leaves the hearing room. "It's going to be a difficult case to decide," he said afterward.

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

TROY, Mich. — The precedent setting case that challenges the shutdown of a General Motors plant in Pontiac, Mich., may not be arbitrable, according to the arbitrator who must decide the case.

Looking weary after hearing two long days of testimony by UAW and GM officials, labor arbitrator Thomas Roberts said the case is very complex. "It's going to be a difficult case to decide," Roberts said. "I feel a great deal of responsibility." The case "was expertly presented," he said and "the outcome means a great deal to both sides."

He he'll rule on the case within a 30-day period from Feb. 21, the day the hearing concluded.

If Roberts can't reach a decision, GM essentially will win the case.

The plant, which most recently built the 2-seater Fiero, was shuttered in August 1988, putting 2,000 employees out of work.

The union charges the plant was closed in violation of the current labor contract, which includes a morotorium on plant closings other than the ones specificially indentified by GM when the 1987 agreement was signed.

GM contends the plant is temporarily idled and could be put back into operation. A skeleton crew mans the plant.

Should GM lose, it may mean added benefits to the laid-off workers that could amount to hundreds of millions of dollars.

If the automaker wins, it will be the union's battle cry for increased job security when contract negotiations begin this summer. The contract expires at midnight, Sept. 14, 1990.

> If we lose, we lose; if we win, we know the union will be very hostile during negotiations.
>
> GM official

"I think our guys put together a hell of a case," said Dick Long, president of UAW Local 653 which represents the workers at Pontiac plant. "We saw a lot of junk thrown out there (during GM testimony) to cloud the issue, but it's going to set the stage for true job security" during this summer's contract talks should GM win the case, he said.

A GM official who did not want to be identified said it's a lose-lose situation for the company. "If we lose, we lose; if we win, we know the union will be very hostile during negotiations," the official said.

It's the first UAW case in over 25 years that will be arbitrated solely on contractural language, a UAW official said.

And it's an issue being watched around the country. Representatives from two shuttered plants and one scheduled to be shut down this spring also attended, hoping that a ruling for the union would apply to their plants, too.

Toyota spending $138 million on Tokyo deal

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Toyota Motor Corp. is building a 14-story, 20 billion yen ($138 million) showroom in the Ikebukuro district of Tokyo.

The land is already owned by Toyota. Otherwise, given the high price of Tokyo real estate, it would cost considerably more.

The project is an indication of what it takes to attract customers these days in Japan.

An independent Toyota dealer established a highly successful community-oriented dealership in suburban Nagoya, and the corporate project is an attempt to adapt the idea to the sophisticated, crowded and expensive urban scene.

The showroom has enough space to display 100 vehicles. Side attractions to draw crowds include a full-sized theater, library and audio-visual equipment including a mobile, multi-vision screen.

Patrons can watch a video history of automotive manufacturing, take part in a workshop on automotive design, and use a computer to select a car.

The building will also house some of the company's Japanese sales operations.

GM's Opel talks in East Germany with Wartburg builders

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Adam Opel, General Motors' West German subsidiary, is discussing possible cooperation with an East German car manufacturer.

The talks are believed to be with the automaker VEB IFA Kombinat in Eisenach, which produces the ancient Wartburg.

Opel Managing Director Louis Hughes reportedly has led an Opel delegation to the Eisenach factory for discussions, though Opel has not confirmed the visit and offered no details.

Said one Opel insider, "I wouldn't read much into it. Everyone is talking with everyone."

Eisenach produces about 70,000 Wartburgs annually and employs about 9,000 workers. Opel is considering setting up a new assembly plant that would produce 150,000 to 250,000 cars annually, according to East German reports.

Meanwhile, Volkswagen AG said it may assemble its Polo supermini in East Germany while preparing a successor for the Trabant as part of a joint manufacturing venture with IFA. Polos would be assembled at IFA Kombinat's plant in Karl-Marx Stadt.

In addition, the East German ADN press agency reported that the eventual Trabant successor will be made with 80 percent Polo components but have a completely new body. The report said production plans will be made soon.

It also said the VW-East German joint venture will produce 350,000 of the Trabant successor annually within four to five years.

VW formed a 50-50 joint venture earlier this year with IFA Kombinat for development and production of autos and light commercial vehicles in East Germany.

The joint venture is initially based at VW headquarters in Wolfsburg while the East German government follows through on plans to legalize joint ventures with foreign companies. The partnership is managed by an 8-member board composed of four representatives from each side.

VEB IFA began delivering 1.3-liter VW engines built under license in the city of Karl Marx Stadt to VW in December. In addition to the export, the units are being used to replace outdated 2-stroke engines fitted in Trabant models as well.

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MAX KIRCHBAUER

Eberhard von Kuenheim: "I told Mr. Toyoda that he must take care."

BMW to Japan: No dumping

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

MUNICH, West Germany — Japanese carmakers are guilty of dumping in the luxury-performance segment in the United States, says BMW Chairman Eberhard von Kuenheim, but he says they won't get away with it in Europe.

GM's Opel in East Germany, above Mercedes-Benz boss urges U.S. investment in East Europe, Page 34.

No one has taken Lexus and Infiniti to court in the United States for allegedly underpricing to carve out market share. But von Kuenheim said the Japanese luxury brands are dumping and can expect a legal challenge in Europe if they try it.

Such a courtroom challenge "may not be from us, it may be someone else,

see BMW, page 34

Geo sales shine in so-so-month for imports

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Import car sales in January were 1.1 percent higher than in the same month last year.

Imports from Japan, including such captive imports as Chevrolet's Geo models, increased 3.4 percent for the month to 146,450.

While many Japanese imports declined, Geo imports nearly doubled in January to 14,601, compared to 7,811 in the same month last year. The Geo Metro led the increase with 8,120 units, more than doubling its 1989 total.

Chrysler Motors' imports fell 38.2 percent to 5,600. The top seller, Colt, was down 39.8 percent, to 2,798.

Among the Japanese Big 3, only Honda posted a monthly increase. Honda import sales grew 2.0 percent to 15,871; Nissan-badged imports fell 6.2 percent to 27,311; and Toyota imports dropped 9.7 percent to 32,846.

All three companies build cars in the United States, and Honda Motor Co. Ltd and Toyota Motor Corp. are building more cars in here than they were a year ago.

Import sales also fell for two of the smaller Japanese manufacturers, Fuji Heavy Industries Ltd. and Isuzu Motors Ltd.

Sales of Fuji's imported Subaru models fell nearly 36 percent to 6,578.

Mitsubishi showed a month-to-month increase of 211.6 percent to 15,700, largely on the strength of the imported Mirage model, which totaled 10,656 in January, compared with 756 in the same month a year ago.

That car will soon be produced in quantity by Diamond-Star Motors Corp., Mitsubishi's joint venture with Chrysler Corp. in Normal, Ill.

The Europeans as a group showed a month-to-month sales decline.

Jaguar led the gainers with a month-to-month increase of 2.1 percent to 1,523.

BMW sales fell 13.4 percent to 4,919. But its 5-series models were up 20.8 percent at 2,054.

Mercedes-Benz dropped 7.6 percent to 4,654. And Saab fell 19.2 percent for the month, to 1,967.

Ford Festiva imports from Korea fell 7.25 percent to 5,985.

Korean imports fell 24 percent overall, including a drop of 21.7 percent in Hyundai sales to 11,883.

January was the second month that Infiniti reported sales. The luxury division of Nissan Motor Corp. in U.S.A. sold 1,071 cars. Lexus sales totaled 4,135 for the month.

Automotive News' statistics now include estimated monthly sales of such exotic makes as Rolls-Royce, Ferrari, Aston Martin, Lotus and Lamborghini. The estimates are based on last year's sales totals.

MARKET SHARES
Domestic, Import cars

	January Sales	Pct. of Total
Subcompact	182,650	24.25
Compact	193,304	25.66
Intermediate	253,534	33.66
Standard	101,488	13.47
Speciality	22,323	2.96
TOTAL	753,299	100.00

IMPORT CAR SALES BY MODEL

	Jan. 1990	Jan. 1989	1 Mo., 1990	1 Mo., 1989
ACURA	10,087	9,513	10,087	9,513
Integra	5,693	4,085	5,693	4,085
Legend	4,394	5,428	4,394	5,428
ALFA ROMEO	109	218	109	218
Milano	6	111	6	111
Spider	103	107	103	107
ASTON MARTIN*	5	5	5	5
AUDI	1,283	1,809	1,283	1,809
4000	0	10	0	10
5000	6	74	6	74
80	261	757	261	757
90	193	507	193	507
V8 Quattro	136	0	136	0
Coupe Quattro	59	0	59	0
100/200	510	300	510	300
100/200 Quattro	118	161	118	161
BMW	4,919	5,683	4,919	5,683
3-Series	2,006	2,769	2,006	2,769
5-Series	2,054	1,700	2,054	1,700
635 CSi	56	143	56	143
7-Series	728	868	728	868
M3	70	89	70	89
M5	4	49	4	49
M6	1	65	1	65
CHEVROLET/GEO	14,601	7,811	14,601	7,811
Geo Storm/Spectrum	6,481	4,114	6,481	4,114
Geo Metro/Sprint	8,120	3,697	8,120	3,697
CHRYSLER MOTORS	5,600	9,058	5,600	9,058
Colt	2,798	4,647	2,798	4,647
Conquest	348	473	348	473
Medallion	166	612	166	612
Summit	1,033	2,083	1,033	2,083
Vista	659	1,174	659	1,174
TC	596	69	596	69
DAIHATSU	1,402	1,104	1,402	1,104
FERRARI*	80	80	80	80
FORD Festiva	5,985	6,453	5,985	6,453
HONDA	15,871	15,558	15,871	15,558
Civic	3,939	3,711	3,939	3,711
Accord	10,761	9,016	10,761	9,016
Prelude	1,171	2,831	1,171	2,831
HYUNDAI	11,883	15,174	11,883	15,174
Excel	9,187	13,092	9,187	13,092
Sonata	2,696	2,082	2,696	2,082
ISUZU	208	1,549	208	1,549
I-Mark	169	1,355	169	1,355
Impulse	39	194	39	194
INFINITI	1,071	0	1,071	0
M30	419	0	419	0
Q45	652	0	652	0
JAGUAR	1,523	1,492	1,523	1,492
XJ6	1,086	1,136	1,086	1,136
XJS	437	356	437	356
LAMBORGHINI*	13	13	13	13
LEXUS	4,135	0	4,135	0
ES 250	2,919	0	2,919	0
LS 400	1,216	0	1,216	0
LOTUS*	27	27	27	27
MASERATI*	20	22	20	22
MAZDA	16,644	16,437	16,644	16,437
323	2,280	6,474	2,280	6,474
Protege	3,047	0	3,047	0
626	3,610	3,847	3,610	3,847
MX-6	10	221	10	221
Miata	2,852	0	2,852	0
929	1,064	1,507	1,064	1,507
RX-7	661	1,917	661	1,917
MPV	3,120	2,471	3,120	2,471
MERCEDES BENZ	4,654	5,036	4,654	5,036
190	822	983	822	983
300E 2.6/260E	54	245	54	245
300	1,652	1,394	1,652	1,394
300 SE	422	548	422	548
300SEL	258	256	258	256
420SEL	407	525	407	525
560SEL	348	403	348	403
560SL	458	542	458	542
560SEC	116	117	116	117
Tourist	117	23	117	23
MERCURY/MERKUR	2,503	1,081	2,503	1,081
Tracer	1,553	4,108	1,553	4,108
XR4Ti	198	491	198	491
Scorpio	752	590	752	590
MITSUBISHI	15,700	5,039	15,700	5,039
Starion	2	185	2	185
Cordia	0	281	0	281
Tredia	0	5	0	5
Mirage	10,656	756	10,656	756
Galant	3,901	1,918	3,901	1,918
Sigma	171	0	171	0
Precis	863	1,669	863	1,669
Van/Wagon	107	225	107	225
NISSAN	27,311	29,108	27,311	29,108
Sentra	7,120	10,557	7,120	10,557
Pulsar	744	1,400	744	1,400
Stanza	3,312	2,252	3,312	2,252
Axxess	751	0	751	0
Maxima	9,270	8,407	9,270	8,407
240SX/200SX	4,032	4,819	4,032	4,819
300ZX	1,820	1,313	1,820	1,313
Hawaii	262	360	262	360
PEUGEOT	336	448	336	448
PONTIAC LeMans	1,407	3,737	1,407	3,737
PORSCHE	696	605	696	605
924S	0	28	0	28
944	56	79	56	79
944S	126	4	126	4
944 Turbo	65	40	65	40
911 Coupe/Carrera 4/2	124	178	124	178
911 Turbo	1	90	1	90
911 Cabriolet/Speedster	255	110	255	110
928S	69	76	69	76
ROLLS/BENTLEY*	100	100	100	100
SAAB	1,967	2,435	1,967	2,435
900	268	409	268	409
900S	266	528	266	528
900 Turbo	609	747	609	747
9000S	201	208	201	208
9000 CD	324	243	324	243
9000 Turbo	289	291	289	291
Tourist	10	9	10	9
STERLING	505	788	505	788
SUBARU	6,578	10,249	6,578	10,249
Hatchback	30	351	30	351
3-Door	38	589	38	589
4-Door Sedan	85	4,053	85	4,053
Legacy	3,963	0	3,963	0
Loyale	1,206	0	1,206	0
XT/XT6	131	621	131	621
Station Wagon	20	3,099	20	3,099
Justy	1,105	1,536	1,105	1,536
SUZUKI	615	547	615	547
TOYOTA	32,846	36,376	32,846	36,376
Corolla	7,588	7,930	7,588	7,930
Tercel	7,225	7,204	7,225	7,204
Celica	6,081	4,597	6,081	4,597
Supra	966	1,423	966	1,423
Camry	4,688	10,631	4,688	10,631
Cressida	599	2,126	599	2,126
Land Cruiser	451	479	451	479
Van	836	499	836	499
4Runner SR 5	4,243	1,128	4,243	1,128
MR2	169	359	169	359
VOLKSWAGEN	8,297	9,029	8,297	9,029
Cabriolet	479	370	479	370
Corrado	294	0	294	0
Jetta	4,060	3,660	4,060	3,660
Golf/GTI	952	1,453	952	1,453
Vanagon	429	275	429	275
Quantum	6	155	6	155
Scirocco	5	192	5	192
Fox	2,072	2,924	2,072	2,924
VOLVO	8,834	9,139	8,834	9,139
240 Series	4,043	3,738	4,043	3,738
740 Series	3,998	4,446	3,998	4,446
760 Series	720	821	720	821
780	54	92	54	92
Tourist	19	42	19	42
YUGO	879	870	879	870
IMPORT TOTAL	208,694	210,701	208,694	210,701

* Estimate

Compiled by Karen Dethowski

Subaru in U.S. hires bankers to review Fuji offer

NEW YORK — Subaru of America Inc. has retained the investment banking firm Lazard Freres & Co. to review Fuji Heavy Industries Ltd.'s bid to buy out the U.S. importer and distributor.

Lazard Freres will recommend "an appropriate response to the Fuji proposal which is in the best interests of company shareholders other than Fuji," a Subaru spokesman said.

Fuji owns 49.6 percent of Subaru, its U.S. sales arm. The Japanese company has offered $6 per share — about $147 million — for the balance.

Lazard Freres will report to a committee of three top Subaru officers. The group will then report to the entire Subaru board, which in turn will recommend whether stockholders should accept the offer.

Mitsubishi revives Paris-Beijing rally

TOKYO — Mitsubishi Corp. plans to bring back the Paris to Beijing rally — via Moscow — in the fall of 1991.

At 18,000 kilometers (11,250 miles), it will be the world's longest cross-country competition. The Paris-Dakar Rally is 7,500 miles and the South American Rally is nearly 9,500.

Mitsubishi proposes holding the race every other year.

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Car, truck trade deficit slips in Nov.

WASHINGTON — The U.S. trade deficit for passenger cars and light trucks decreased 1.8 percent in November, following a 1.6 percent increase in October. The value of automotive exports and imports fell for the month.

The latest figures from the U.S. Commerce Department place the automotive trade deficit for November at $4.01 billion, compared with $3.94 billion in November 1988.

The U.S. automotive trade deficit for the 12-month period ending November 1989 was $45.7 billion, 4.9 percent higher than it was a year ago. The deficit for the 12-month period ended November 1988 was $43.5 billion.

The number of passenger cars imported during November declined 13.0 percent from a year ago to 355,817 units and had an estimated value of $3.97 billion. Imports of light trucks increased 10.7 percent for the month to 75,125 units and had an estimated value of $757.7 million.

The number of passenger cars exported during November fell 36.0 percent from a year ago to 44,621 units with an estimated value of $580.7 million. The number of light trucks exported in November fell 8.2 percent to 10,683. But the value of light-truck exports increased 5.1 percent to $138.0 million.

The value of passenger-car exports to Japan increased 7.8 percent for the month. The value of passenger cars exported to Canada declined 43.8 percent. The value of light-truck exports increased 52.4 percent to Canada during November but fell 80.9 percent to countries identified as "others."

Over the most recent 12 months, total U.S. automotive exports have fallen 32.3 percent, from an annualized total of 956,299 vehicles as of November 1988 to 647,849 for the 12 months ended November 1989.

Imports of cars and light trucks have also slipped on an annualized basis. The number of vehicles imported for the year ended November 1988 was 5.32 million. That number fell to 5.0 million units in November 1989, a 5.9 percent decline.

Imports of passenger cars from Japan were down 19.5 percent in December. Imports of Japanese light trucks fell 38.6 percent for the month.

Imports of cars from Canada were up 14.8 percent, while shipments of Canadian-built trucks to the United States increased 109.3 percent.

Imports of West German passenger cars increased 23.1 percent in November to 21,548 vehicles.

The number of passenger cars shipped from South Korea fell 42.7 percent in November to 19,550 units.

There was a 23.5 percent decline in the number of car imports from Sweden, 7,634.

Passenger-car imports from Mexico were down 20.1 percent in November. And just one car was shipped from Yugoslavia and three from France.

The number of car imports from Brazil, Italy and the United Kingdom increased.

The United States imported 2,100 trucks from Mexico in November, compared with none the previous November.

U.S. AUTOMOTIVE TRADE BY QUANTITY

Passenger cars

Country	Trade	Nov. 1988	Nov. 1989	Dec. 1987-Nov. 1988	Dec. 1988-Nov. 1989
Japan	Export	2,768	2,241	19,936	16,489
	Import	212,784	171,384	2,125,551	2,083,405
Canada	Export	48,981	25,469	618,054	328,020
	Import	101,018	116,014	1,195,189	1,146,002
West Germany	Import	28,013	21,548	267,534	231,784
South Korea	Import	34,136	19,550	458,028	293,826
Sweden	Import	9,800	7,634	108,959	102,494
Mexico	Import	9,725	7,766	146,112	140,478
Yugoslavia	Import	2,493	1	32,458	2,333
United Kingdom	Import	2,147	4,078	33,357	29,568
Italy	Import	426	777	824	9,549
France	Import	1,073	3	16,010	5,492
Brazil	Import	4,903	5,061	64,379	44,458
Others	Export	18,036	16,911	130,670	143,751
	Import	2,698	2,001	18,896	25,168
Car total	Export	69,735	44,621	768,660	488,260
	Import	409,216	355,817	4,472,780	4,114,557
TRADE BALANCE		(339,481)	(311,196)	(3,704,120)	(3,626,297)
Light trucks (up to 10,000 lbs. GVW)					
Canada	Export	7,954	10,056	157,461	143,839
	Import	21,131	44,233	291,029	444,732
Japan	Import	46,697	28,666	557,104	440,416
Mexico	Import	0	2,100	29	8,061
Others	Export	3,681	627	30,178	15,749
	Import	5	126	2,582	751
Truck total	Export	11,634	10,683	187,639	159,589
	Import	67,833	75,125	850,744	893,960
Trade balance		(56,199)	(64,442)	(663,105)	(734,371)
Car and truck total	Export	81,369	55,304	956,299	647,849
	Import	477,049	430,942	5,323,524	5,008,517
TRADE BALANCE		(395,680)	(375,638)	(4,367,225)	(4,360,668)

Compiled by Automotive News from official statistics of the U.S. Commerce Department, as reported by the U.S. International Trade Commission. Because of rounding, figures may not add to the totals shown.

U.S. AUTOMOTIVE TRADE BY VALUE

(x $1,000)

Passenger cars

Country	Trade	Nov. 1988	Nov. 1989	Dec. 1987-Nov. 1988	Dec. 1988-Nov. 1989
Japan	Export	$ 39,169	$ 42,239	$ 249,785	$ 237,488
	Import	2,005,280	1,660,566	19,755,889	20,320,706
Canada	Export	536,369	301,516	6,254,147	3,808,593
	Import	1,129,208	1,315,321	13,280,890	12,816,577
West Germany	Import	602,957	475,552	6,429,322	5,400,749
South Korea	Import	189,661	108,686	2,464,078	1,745,910
Sweden	Import	160,649	126,978	1,710,389	1,661,435
Mexico	Import	85,217	75,246	1,253,792	1,231,617
Yugoslavia	Import	5,618	3	86,005	6,946
United Kingdom	Import	78,216	122,262	980,912	945,584
Italy	Import	12,466	24,467	143,339	264,272
France	Import	12,667	29	172,401	65,761
Brazil	Import	28,672	31,375	365,751	270,932
Others	Export	234,688	236,991	1,669,571	1,958,908
	Import	44,233	33,179	295,501	394,283
Car total	Export	810,227	580,746	8,173,503	6,004,098
	Import	4,354,842	3,973,665	46,938,267	45,124,775
Trade balance		(3,544,615)	(3,392,919)	(38,764,764)	(39,119,787)
Light trucks (up to 10,000 lbs. GVW)					
Canada	Export	$ 84,732	$ 129,128	$ 1,590,764	$ 1,681,923
	Import	224,024	560,716	3,276,980	5,531,228
Japan	Import	296,737	165,974	3,265,462	2,715,605
Mexico	Import	1,333	26,004	9,023	101,023
Others	Export	46,626	8,921	374,107	199,926
	Import	5,299	4,970	152,127	68,640
Truck total	Export	131,358	138,049	1,964,871	1,881,849
	Import	527,393	757,664	6,703,593	8,416,496
Trade balance		(396,035)	(619,615)	(4,738,722)	(6,534,647)
Car and truck total	Export	941,585	718,795	10,138,374	7,886,837
	Import	4,882,235	4,731,329	53,641,860	53,541,271
VEHICLE TRADE BALANCE		(3,940,650)	(4,012,534)	(43,503,486)	(45,654,434)
TOTAL U.S. Merchandise trade (customs value)	Export	27,538,000	30,191,800	317,749,800	362,183,600
	Import	38,087,300	40,689,400	437,051,500	474,723,900
TRADE BALANCE		(10,549,300)	(10,497,600)	(119,301,700)	(112,540,300)

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$1,000	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Dodge	**$1,000-$1,500**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Dodge Trucks	**$1,000 - $2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Eagle	**$1,000-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Jeep	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Plymouth	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
***—Buyer will receive any increase in rebate through Sept. 30, 1990.**						
Ford Motor Co. (1989 models)						
Ford cars*	$750-$1,000	6.9	6.9	6.9	10.9	April 2
Ford trucks**	$500-$1,500	6.9	6.9	6.9	10.9	April 2
Continental, Mark VII	$1,500					April 2
Mercury*	$750-$1,500	6.9	6.9	6.9	10.9	April 2
*—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.						
**—60-month financing at 8.9 percent with van-conversion package						
Ford Motor Co. (1990 models)						
Ford cars*	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Ford trucks**	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Continental, Mark VII	**$1,500**					**April 2**
Mercury*	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
***—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.**						
****—60-month financing at 8.9 percent with van-conversion package**						
General Motors (1989 models)						
Chevrolet cars	$700-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$500-$1,500	6.9	6.9	6.9	10.9	May 2
Cadillac	$1,500*	5.9	6.9	7.9		Mar. 31
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
*—Cadillac owners and certificate holders only.						
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$700-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
***—Based on option package selected**						
Hyundai Excel (1989, 1990)	**$500-$1,000**					**Mar. 5**
Mazda (1990 models)						
626	**$1,000**					**April 3**
MX-6	**$750**					**April 3**
Trucks	**$750-$1,000**					**April 3**
Nissan (1988-1989 models)						
Sentra	$1,000-$1,250					May 2
Trucks	$1,200-$1,500					May 2
Nissan (1990 models)						
Sentra	**$1,000**					**May 2**
Trucks	**$1,200**					**May 2**
Sterling (1989 models)	$5,000					Mar. 31
Subaru (1989 models)						
Justy	$500-$1,000					Feb. 22
XT, XT6	$1,000-$3,000*					Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.						
Suzuki (1989 models)						
Swift	$500-$2,000					Mar. 31
Samurai	$1,000					Mar. 31
Sidekick	$500-$3,000					Mar. 31

SAE

FROM PAGE 1

/disposal, energy conservation and noise control are expected to be an important part of the program.

Highly specific and technical in nature, the sessions are attended by engineering students, technology media representatives and experts in the field.

One of the special sessions will be a panel discussion on the design and development of the modern Indy racing car. Panelists are: Mario Illien of Illmor Engineering Ltd.; J.M. Negri, manager of special products for Buick; Hans Mezger, executive director of special products development for Porsche AG; Steve Miller, Championship Auto Racing Team project engineer for Cosworth Engineering; Jeffrey Eischen, Truesport Development Division of Truesport Co.; and A.J. Purnell, chairman of Pi Research Ltd.

The panelists are leading specialists in engine design for CART racers. At a reception following the technical session, current and past Indy car chassis and engines will be displayed.

More than 630 automotive suppliers will make engineers aware of their new materials and product developments. According to the SAE, 260,000 square feet of exhibit space have been reserved — a 15 percent increase over last year's show. Exhibit hours are 11 a.m. to 6 p.m. Monday, Wednesday and Thursday and 11 a.m. to 8 p.m. Tuesday.

Among the suppliers and manufacturers that will fill Cobo Center are General Motors, Mobay Corp., Borg-Warner Automotive, Steyr-Daimler-Puch AG and Exxon Chemical Corp. About 25 percent of the exhibitors are foreign-based firms.

In addition to the exposition and technical sessions, 40 continuing education seminars will be held during the week.

Technical tours in conjunction with the exposition and congress will leave from Cobo Center at 8 a.m. and 11 a.m. Tuesday for the Buick City assembly plant in Flint, Mich.; at 8:30 a.m. Wednesday for Chrysler's Trenton engine plant in Trenton, Mich.; at 1 p.m. Wednesday for the Rockwell Automotive Technical Center in Troy, Mich.; and at 8:30 a.m. Thursday for Ford's transmission plant in Livonia, Mich.

Other highlights of the meeting include the international banquet at 7 p.m. Thursday, featuring Secretary of Transportation Samuel K. Skinner as guest speaker, and a keynote address at 9 a.m. Monday by Georges Douin, executive vice president of Regie Nationale des Usines Renault.

TARIFF

FROM PAGE 1

used to move goods — the United States cannot create the new multi-national class unilaterally.

But if the new class is adopted, the United States would be free to set its own tariff rate.

The proposed action would cover a growing segment of the U.S. market. Japanese companies shipped some 200,000 sport-utilities and minivans to the United States in 1988 and 270,000 in 1989.

Early last year, the U.S. Customs Service ruled that sport-utilities and minivans intended for passenger use were subject to the 25 percent truck tariff.

Under a storm of protest from import interests, the Treasury Department later stepped in and ruled that minivans with two or more rows of seats and 4-door sport-utilities are subject to the lower car tariff.

Most of last year's imported sports-utilities and minivans were classified as cars. Approximately 90,000 of 270,000 entered as trucks, paying a 25 percent duty on the cost of the vehicle.

Some Japanese automakers have been hampered. Mitsubishi Motor Sales of America Inc., Nissan Motor Corp. in U.S.A., Toyota Motor Sales U.S.A. and American Isuzu Motors Inc. are dropping vehicles with languishing sales.

The companies had predicted growth in minivans and 4-door sport-utilities long before the Customs ruling. Four-door versions of the Toyota 4Runner, Mitsubishi Montero, Nissan Pathfinder and Isuzu Trooper II have been introduced in the past year and a half.

But with import duties of $2,000 to $2,500 per 2-door vehicle, sales of 2-doors have suffered.

Nissan raised the price of the 2-door Pathfinder approximately $1,500 shortly after the ruling. A loaded model now sells for $21,814 — $1,665 more than the same vehicle with four doors.

"I'm not sure what the government's intention was. But if it was to drive us out of the 2-door market, they've succeeded," complained Rick Lepley, vice president of sales for Mitsubishi.

The company will stop selling its 2-door Montero sport-utility next year because, in Lepley's words, "we just can't be price-competitive under these circumstances."

Strong sales of new 4-door models have offset much of the 2-doors' losses.

Two-door Montero sales, for example, plunged from 5,211 in 1988 to 1,645 last year and are projected at only 500 this year. Four-door Monteros jumped from fewer than 3,000 in 1988 to 11,701 last year.

One way around the import price penalty is transplant production. American Suzuki Motor Corp. expects some benefit from CAMI, a joint-venture with General Motors in Ingersoll, Ontario. At full production, the plant will give Suzuki and GM 80,000 Sidekick/Tracker units a year.

The tariff issue is bound to generate debate this year as trade tensions increase and importers pin more hopes on the sport-utility and minivan markets.

Yet some believe Treasury's effort to create a new tariff classification is intended as a compromise on the 25 percent duty. The United States is the only country that assesses some sport-utilities and minivans as trucks.

John Rehm, a trade expert with the Washington law firm Dorsey & Whitney, suggests that the proposal is intended as a bargaining chip for upcoming General Agreement on Tariffs and Trade talks with Japan.

But if other countries agreed to a separate classification for sport-utilities and minivans, the U.S. could reduce its 25 percent tariff. That would likely be tied to reciprocal concessions from Japan on U.S. goods, Rehm said.

Treasury has asked the Harmonized Systems Committee of the Customs Cooperation Council, a multi-nation group that advises governments on tariff levels, to endorse the proposal for a new tariff category. The group meets in Geneva in April.

In October, member nations approved a request from Japan to reclassify the Pathfinder and Suzuki Samurai as cars in the United States. Only the United States dissented.

Robert McElwaine, former president of the American International Automobile Dealers Association and a trade consultant, believes that Detroit has been lobbying hard to retain the 25 percent levy that import dealers spent $157,000 in legal fees to overturn.

The Big 3, fearing that the 25 percent tariff may be reduced, "have sent some of their biggest guns to convince the trade staff committee," McElwaine said.

Meanwhile, import dealers and importers are lobbying to repeal the 25 percent tax, charging that it was illegally imposed by President Johnson when Germany joined the Common Market and raised the tax on U.S. chickens. The basic duty on trucks had been 8.5 percent.

Truck tariff started with chickens

The 25 percent duty on trucks, sport-utilities and vans originated as a European tax on American chickens. A brief history:

- **1962:** West Germany, the newest member of the European Common Market, adopts existing European import restrictions against frozen U.S. poultry.
- **1963:** Johnson administration retaliates by hiking import tariffs from 8.5 to 25 percent on pickup trucks and German brandy.
- **1964:** Volkswagen withdraws its imported pickup truck from the U.S. market.
- **Early 1970s:** U.S. automakers begin importing Japanese-made truck bodies, which are exempt from the 25 percent tariff. Some Japanese importers ship chassis and bodies separately.
- **1984:** Nissan begins assembling pickups in Smyrna, Tenn.
- **Jan. 1, 1989:** The Trade Reform Act of 1988 goes into effect, taxing any vehicle principally used for persons at 2.5 percent and vehicles intended for transporting goods at 25 percent.
- **Jan. 4, 1989:** In answer to American Suzuki, U.S. Customs announces that trucks, minivans and sport-utilities fall in the 25 percent class.
- **January 1989:** Treasury agrees to reconsider the tariff ruling.
- **February 1989:** Treasury decides that sport-utilities with four doors are cars, paying a 2.5 percent duty, and those with two doors are trucks, paying 25 percent. Minivans must have "one or more rows of additional seats" to be considered a car.

Camaro, Cavalier incentives doubled

Chevrolet last week doubled its retail cash incentives on 1989 and 1990 Camaros and Cavaliers. The rebate now is $1,000; it expires May 2.

Also, Chevrolet reduced the retail rebate on 1989 and 1990 Astros from $750 to $500 for deliveries made March 8 through May 2. All-wheel-drive and extended Astro models are excluded from the rebate program.

Car output of 138,578 is 1990 high

By Karen Detkowski
SPECIAL CORRESPONDENT

With all car assembly plants operating last week, U.S. auto production again jumped ahead of the prior week's build.

Last week, automakers scheduled the highest weekly output of this year — 138,578 units, 12.39 percent above the prior week, but 5.53 percent below the year-ago week.

So far this year, 767,057 cars have been produced, 35.64 percent below the year-ago total.

Companies split last week's estimated production as follows: General Motors, 45.92 percent; Ford Motor Co., 23.60 percent; Chrysler Motors, 10.82 percent; Honda of America Manufacturing Inc., 6.46 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.18 percent; New United Motor Manufacturing Inc., 2.96 percent; Mazda Motor Manufacturing (USA) Corp., 2.88 percent; Diamond-Star Motors Corp., 2.09 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.69 percent; and Subaru-Isuzu Automotive Inc., 0.40 percent.

Scheduled truck production last week totaled 83,764 units, 0.78 percent below the previous week and 11.67 percent below the year-ago week.

Year-to-date, 518,178 trucks have been built, 28.41 percent below this time in 1989.

GM's Allante line at the Detroit-Hamtramck plant was idled last week because of a material shortage. The plant is scheduled to resume output today.

GM's Wentzville, Mo., plant closed last week for model changeover. When the plant resumes production March 26, it will build 1990 Pontiac Bonnevilles and Oldsmobile 88s and 1991 Buick Park Avenues.

GM scheduled its Janesville, Wis., car assembly plant for Friday overtime last week. The plant produces Chevrolet Cavaliers.

Ford's Wayne, Mich., Escort plant returned from model changeover today. The plant is producing the redesigned 1991 Escort.

Ford slated daily overtime last week at its Wixom, Mich., car plant and its St. Paul, Minn., and St. Louis truck plants.

Chrysler's Toledo, Ohio, Grand Wagoneer line was idled last week to continue inventory adjustment. The plant is scheduled to resume production March 5.

Car build rises 5% in Canada

Canadian automakers last week scheduled 24,571 units, 4.93 percent above the previous week and 16.99 percent above the year-ago week when Chevrolet Lumina production was still accelerating and Toyota Corolla production had not begun.

So far this year, 130,980 cars have been produced, 16.48 percent below the year-ago total.

Truckmakers targeted last week's production at 19,588 units, 5.39 percent above the prior week but 8.95 percent below the year-ago week.

U.S. CAR	Week Ended Feb. 24, 1990	Week Ended Feb. 25, 1989	Week Ended Feb. 17, 1990	Feb. to Date	Jan. 1 to Feb. 24, 1990	Jan. 1 to Feb. 25, 1989
Horizon	0	0	0	818	4,578	0
Sundance	1,800	2,076	1,772	5,481	8,927	19,348
Acclaim	2,000	3,075	2,093	5,528	9,875	15,480
Total Plymouth	3,800	5,151	3,865	11,826	23,380	34,828
LeBaron A	750	0	634	1,553	1,744	0
LeBaron J	900	2,285	667	1,567	1,567	18,427
LeBaron GTS	0	387	0	0	0	2,423
N. Yorker C-Class	500	2,916	454	1,342	2,495	20,374
Fifth Avenue	700	0	641	1,853	3,389	0
Imperial	550	0	514	1,462	2,688	0
Total Chrysler	3,400	5,588	2,910	7,776	11,883	41,224
Omni	0	0	0	762	4,308	0
Daytona	600	2,280	429	1,029	1,029	18,460
Shadow	2,200	2,342	2,366	6,795	10,745	19,660
Dynasty	3,000	3,549	2,819	8,028	14,585	26,138
Lancer	0	143	0	0	0	1,429
Spirit	2,000	2,719	2,121	5,836	11,901	15,839
Total Dodge	7,800	11,033	7,735	22,449	42,568	81,526
CHRYSLER MOTORS	15,000	21,772	14,510	42,052	77,831	157,578
Escort	2,940	5,492	3,000	8,940	17,045	61,562
Mustang	3,705	4,470	3,679	13,169	21,286	33,729
Tempo	3,304	3,258	3,459	8,709	15,812	28,141
Taurus	8,059	7,498	8,201	30,048	57,997	64,154
Thunderbird	3,367	3,381	3,116	6,483	13,339	29,172
Total Ford Div.	21,375	24,099	21,455	67,350	125,479	216,758
Topaz	1,096	1,243	941	2,731	5,282	10,629
Cougar	2,223	3,362	1,897	4,120	7,067	23,717
Sable	2,321	2,795	2,304	7,697	12,283	20,549
Total Mercury	5,640	7,400	5,142	14,548	24,632	54,895
Continental	1,265	1,429	955	4,137	8,211	11,928
Mark VII	602	476	488	2,037	4,053	5,229
Town Car	3,817	2,855	2,893	12,446	24,657	20,000
Total Lincoln	5,684	4,760	4,336	18,619	36,921	37,157
Total L-M Div.	11,324	12,160	9,478	33,168	61,553	92,052
FORD MOTOR CO.	32,699	36,259	30,933	100,517	187,032	308,810
Skyhawk	0	193	0	0	0	2,767
Skylark/Somerset	1,725	1,314	2,501	7,020	10,743	7,503
Century	1,928	1,656	1,940	5,735	9,169	20,832
Riviera	550	637	517	1,936	2,971	4,804
Electra	1,197	1,861	1,662	5,556	12,035	14,697
LeSabre (fwd)	4,120	1,756	3,502	12,995	20,122	8,091
LeSabre (rwd)	190	199	182	448	808	1,599
Reatta	205	159	0	514	1,115	1,105
Total Buick	9,915	7,775	10,304	34,204	56,963	61,398
Eldorado	455	724	411	1,568	2,503	5,681
Seville	660	648	626	2,302	3,483	4,495
Brougham (rwd)	1,120	900	1,031	2,789	4,991	8,161
DeVille (fwd)	3,835	4,655	3,544	12,516	19,382	35,194
Allante	0	75	72	147	437	585
Total Cadillac	6,070	7,002	5,684	19,322	30,796	54,116
Cavalier	7,843	8,053	6,920	24,055	34,864	68,250
Camaro	487	2,565	406	903	903	19,140
Celebrity	0	2,754	0	0	0	29,607
Corsica/Beretta	8,320	9,299	8,175	26,815	40,413	70,584
Caprice	2,945	4,228	2,901	8,207	15,325	29,067
Corvette	560	525	560	2,016	2,800	3,948
Total Chevrolet	19,668	27,424	18,556	61,093	93,402	220,596
Calais	1,875	2,303	1,078	5,992	10,016	12,732
Cutlass Ciera	2,073	1,540	2,166	6,458	10,718	13,053
Cutlass Supreme	3,850	0	0	9,479	10,934	21,568
Toronado	615	225	572	2,140	3,165	2,175
88 (fwd)	1,320	4,517	2,064	5,279	11,542	30,636
88 (rwd)	145	95	113	338	599	1,343
98	1,445	2,083	1,340	4,762	7,248	16,172
Total Oldsmobile	11,323	10,763	7,333	34,448	54,222	97,679
Sunbird	3,525	2,734	2,881	10,821	14,259	21,303
Grand Am	4,800	5,211	0	12,461	18,786	38,432
Firebird	316	1,616	224	540	540	12,017
Grand Prix	3,008	0	1,745	8,704	10,080	20,001
Pontiac 6000	1,585	1,404	1,566	4,712	7,360	14,658
Bonneville	2,927	2,323	2,376	8,834	13,621	16,278
Safari/Parisienne	0	110	0	0	0	858
Total Pontiac	15,845	13,398	8,568	45,532	64,106	123,547
GENERAL MOTORS	63,634	66,362	51,075	196,041	300,932	557,336
DIAMOND-STAR	2,895	718	2,775	10,178	20,719	4,626
HONDA	8,950	8,475	8,877	31,894	67,257	62,447
Civic	2,269	2,982	2,284	8,094	19,966	21,006
Accord	6,681	5,493	6,593	23,799	47,291	41,441
MAZDA†	3,989	4,909	3,736	12,030	26,144	38,431
NISSAN	2,341	2,346	2,379	8,512	18,195	18,385
NUMMI	4,100	3,893	4,092	14,465	30,694	29,255
Corolla	2,100	1,572	2,220	7,549	15,772	12,707
Geo Prizm/Nova	2,000	2,321	1,872	6,916	14,922	16,548
SUBARU-ISUZU*	560	0	560	2,016	4,480	0
TOYOTA	4,410	1,957	4,369	15,744	33,773	14,968
Total Cars, U.S.	138,578	146,691	123,306	433,450	767,057	1,191,836
Total Cars, Canada	24,571	21,003	23,416	76,530	130,980	156,821
U.S., Canada Cars	163,149	167,694	146,722	509,980	898,037	1,348,657
U.S., Canada Cars and Trucks	266,501	284,034	249,731	863,403	1,542,375	2,237,261

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Feb. 24, 1990	Week Ended Feb. 25, 1989	Week Ended Feb. 17, 1990	Feb. to Date	Jan. 1 to Feb. 24, 1990	Jan. 1 to Feb. 25, 1989
Monaco	0	0	0	0	1,894	0
Premier	0	1,252	0	0	401	9,033
CHRYSLER MOTORS	0	1,252	0	0	2,295	9,033
Tempo	3,840	3,213	3,207	9,157	17,769	29,353
Topaz	960	1,613	768	2,266	4,774	11,393
Crown Victoria	2,615	2,487	2,615	9,437	14,544	20,975
Grand Marquis	2,281	3,107	2,281	7,803	13,908	22,605
FORD MOTOR CO.	9,696	10,420	8,871	28,662	50,995	84,326
Celebrity	524	193	697	1,864	2,559	1,586
Cutlass Ciera	3,036	3,749	3,251	10,722	14,606	30,185
Lumina	6,591	770	5,609	18,777	26,608	3,245
Regal	1,024	2,379	904	2,491	3,816	14,467
GENERAL MOTORS	11,175	7,091	10,461	33,854	47,589	49,483
HONDA	2,100	1,926	2,458	8,199	17,715	12,630
HYUNDAI*	320	0	320	1,146	2,510	0
TOYOTA	1,100	170	1,126	4,022	8,474	0
VOLVO	180	144	180	647	1,402	1,349
Total Cars, Canada	24,571	21,003	23,416	76,530	130,980	156,821

U.S. TRUCK	Week Ended Feb. 24, 1990	Week Ended Feb. 25, 1989	Week Ended Feb. 17, 1990	Feb. to Date	Jan. 1 to Feb. 24, 1990	Jan. 1 to Feb. 25, 1989
Caravan	2,000	2,567	2,442	8,807	18,895	18,235
Dakota	1,500	2,273	1,516	4,486	7,695	17,135
Caravan C/V	100	230	154	527	1,170	1,626
Ram pickups	2,300	2,274	2,363	6,721	10,588	17,115
Total Dodge	5,900	7,344	6,475	20,541	38,348	54,111
Cherokee	4,400	4,408	4,424	12,052	22,238	34,891
Comanche	200	734	204	553	999	5,890
Grand Wagoneer	0	350	325	325	585	2,665
Wagoneer	50	208	87	201	393	1,503
Total Jeep	4,650	5,700	5,040	13,131	24,215	44,949
Voyager	1,900	2,387	2,531	8,111	17,324	17,839
Town & Country	50	0	61	246	556	0
Total C-P Div.	1,950	2,387	2,592	8,357	17,880	17,839
CHRYSLER MOTORS	12,500	15,431	14,107	42,029	80,443	116,899
Explorer	206	0	80	286	286	0
Aerostar	4,250	4,967	3,960	14,360	23,160	37,996
Bronco	1,175	1,805	1,162	4,226	7,899	15,362
Bronco II	0	2,903	2,345	6,431	14,596	22,620
Econoline	4,204	5,219	4,203	12,617	23,350	40,345
Mediums/Heavies	1,032	1,460	1,058	12,150	16,673	10,617
Light trucks	9,456	10,526	9,422	30,654	60,984	89,567
Ranger	6,839	7,623	5,778	22,476	39,059	59,606
Total Ford Div.	27,162	34,503	28,008	103,200	186,007	276,113
FORD MOTOR CO.	27,162	34,503	28,008	103,200	186,007	276,113
Astro	2,956	3,509	3,052	7,441	11,106	27,462
Blazer	346	539	423	1,371	2,036	4,475
Lumina APV	2,398	0	2,282	7,998	14,438	0
Mediums/Heavies	284	0	304	1,107	2,379	0
P-Model	630	790	523	2,159	3,362	4,044
Pickups	8,386	9,538	8,396	25,869	40,573	74,104
S-10	4,905	6,648	4,948	16,518	34,918	47,842
S-10 Blazer	3,571	4,144	2,366	9,553	12,456	29,913
Sportsvan/Van	1,615	2,452	1,658	4,766	4,766	14,241
Suburban	1,614	1,533	1,630	5,512	7,471	12,575
Total Chevrolet	26,705	29,153	25,582	82,294	133,505	214,656
Jimmy	133	162	142	542	761	1,411
Mediums/Heavies	448	0	484	1,523	2,713	0
P-Model	70	173	73	230	363	711
Pickups	1,451	3,088	1,026	5,885	10,683	22,245
S-15	1,469	1,680	1,554	4,368	8,733	10,970
S-15 Jimmy	1,152	1,237	1,055	3,335	4,339	8,369
Safari	804	884	666	2,286	3,708	6,852
Suburban	717	583	612	2,524	3,540	4,998
Vandura/Rally Vans	845	536	748	2,308	2,308	3,944
Total GMC	7,089	8,343	6,360	23,002	37,148	59,500
Olds Silhouette	623	0	581	2,097	4,626	0
Pontiac Trans Sport	980	0	1,071	3,822	9,220	0
GENERAL MOTORS	35,397	37,496	33,594	111,215	184,499	274,156
NAVISTAR	1,635	1,851	1,656	5,525	11,723	13,428
NISSAN	3,060	2,796	3,047	10,962	23,426	21,726
SUBARU-ISUZU*	560	0	560	2,016	4,480	0
AM GENERAL*	450	450	450	1,620	3,600	3,510
MISCELLANEOUS*	3,000	2,300	3,000	10,800	24,000	17,940
Total Trucks, U.S.	83,764	94,827	84,422	287,368	518,178	723,772

CANADIAN TRUCK	Week Ended Feb. 24, 1990	Week Ended Feb. 25, 1989	Week Ended Feb. 17, 1990	Feb. to Date	Jan. 1 to Feb. 24, 1990	Jan. 1 to Feb. 25, 1989
Caravan	3,258	3,160	3,334	11,893	25,779	25,329
Caravan C/V	204	205	213	743	1,623	1,618
Ram Wagon	549	686	475	2,076	2,926	5,345
Ram Van	1,325	1,770	1,107	4,796	6,934	13,558
Total Dodge	5,336	5,821	5,129	19,509	37,262	45,850
Voyager	2,682	2,884	2,711	9,819	21,482	21,745
Total Plymouth	2,682	2,884	2,711	9,819	21,482	21,745
Wrangler	1,500	1,866	1,540	3,040	3,040	11,425
Total Jeep	1,500	1,866	1,540	3,040	3,040	11,425
CHRYSLER MOTORS	9,518	10,571	9,380	32,368	61,784	79,020
FORD MTR. (lt. trks.)	3,040	3,429	2,475	10,282	19,673	27,278
Light trucks	3,415	3,687	3,383	11,960	25,836	27,219
Vans	1,390	1,391	1,363	3,817	3,819	11,543
Total Chevrolet	4,835	5,078	4,746	15,777	29,655	38,762
Light trucks	1,435	1,466	1,241	5,291	11,868	12,848
Vans	560	703	543	1,614	1,615	5,076
Total GMC	1,995	2,169	1,784	6,905	13,483	17,924
GENERAL MOTORS	6,830	7,247	6,530	22,682	43,138	56,686
NAVISTAR	200	266	202	723	1,565	1,848
Total Trks., Canada	19,588	21,513	18,587	66,054	126,160	164,832
U.S., Canada Trks.	103,352	116,340	103,009	353,423	644,338	888,604

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Automotive News

March 5, 1990

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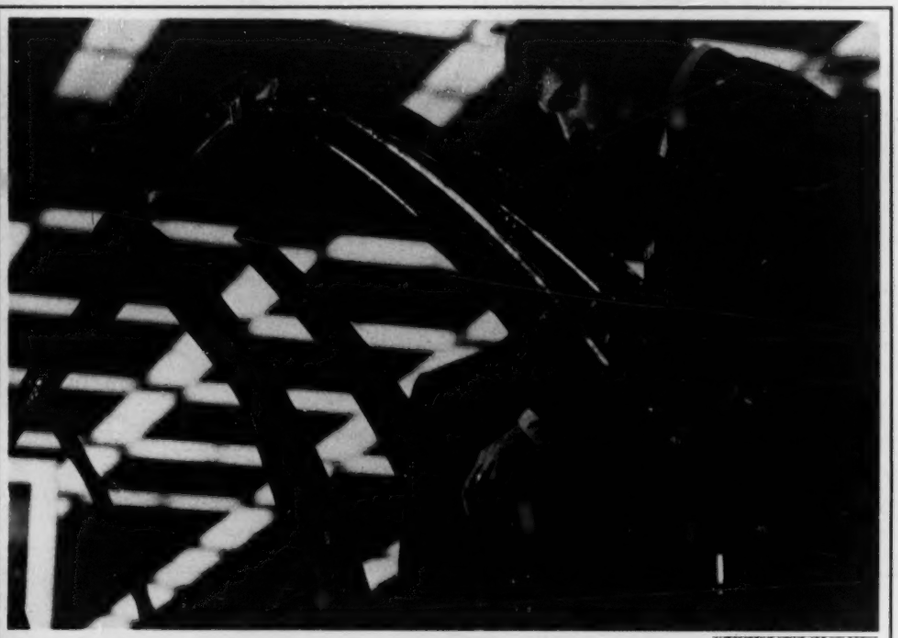


AUTOMOTIVE NEWS/JOE WILSSENS

Plastics on the thermo seat

Modern, durable plastics like the APV side panels in the Budd Co. exhibit improve auto efficiency but will create disposal problems when the vehicle becomes a hulk. Several papers on plastics recycling challenges were presented at last week's SAE convention in Detroit. Story, Page 2.

New auto problem: tougher CFC rules

Earlier ban seen; quick sub needed

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — U.S. vehicle manufacturers are bracing for a climax this spring to the global campaign to wipe out chlorofluorocarbons.

By June, global efforts to reduce CFCs will likely result in a virtual ban of the environmentally damaging chemical compounds by 2000.

Representatives of U.S. vehicle makers will be in Geneva this week for a global conference that is expected to lay the groundwork for an accelerated and more stringent timetable to wipe out CFC use.

At stake for U.S. vehicle makers:

- Manufacturers will have to engineer alternative air conditioning systems for cars and trucks. Current air conditioning systems use a refrigerant containing CFCs. But use of a non-CFC cooling medium dictates significant engineering changes including compressor redesign and cooling capacity upgrades. In addition, a new lubricant compatible to the redesigned system must be found.
- A new, less environmentally damaging refrigerant compatible to the existing fleet of cars and trucks will have to be found. An estimated 75 million cars and trucks will be affected if CFC use is eliminated by 2000. Non-CFC refrigerants developed for new cars and trucks are not compatible with existing fleets.
- Automakers must find an as-yet-unknown compound that can be used to clean electronic componentry without reducing reliability. Current cleaning solvents contain CFCs.

Grappling with the issue of CFC replacement has become of such importance that a technical session on the subject at last week's SAE International Congress and Exposition in Detroit drew a standing-room-only crowd.

Global reduction of CFCs currently is sought under terms of the Montreal Protocol, an international agreement ratified by the United States and 30 other countries in September 1987. The U.S. EPA has adopted CFC regulations based on the Protocol.

But discussions are now under way to revise the Montreal Protocol, and a proposal calling for accelerated CFC elimination and a ban by 2000 is anticipated this spring, according to those who monitor the issue.

"A reassessment process is under way now on a global basis," said David Bateman, technical service consultant for DuPont Co., the largest manufacturer of refrigerants. "We anticipate that a decision will be reached in June as to how the Montreal Protocol will be changed. The changes are most likely to take effect Jan. 1, 1991."

The Protocol, which took effect Jan. 1, 1989, freezes production of regulated CFCs at 1986 output. A

see CFC, page 36

Senate's air bill hits floor today

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A compromise bill that softens the impact of clean air legislation on automakers will be introduced on the Senate floor today.

But last week's agreement — which partially shifts the burden of cleaner air to the oil industry — produced no audible sighs of relief in Detroit, Japan or Europe.

After three weeks of closed-door talks between the White House and a dozen key senators, many issues remain unresolved. As one Chrysler Motors official put it, "the devil is in the details, and we don't know what those details are yet."

But the agreement signals at least a partial victory for the auto industry in four key areas:

- The specter of having to build cars that run on alternative fuels is diminished. Instead of mandating production of alternative-fueled

see AIR, page 36

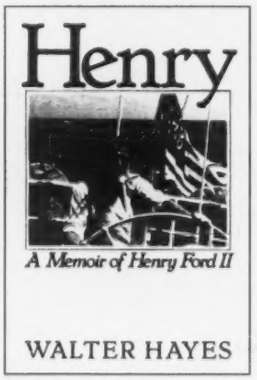
Inside story of Iacocca ax

By Edward Lapham
MANAGING EDITOR

Henry Ford II had Lee Iacocca in his sights for three years before he fired him in July 1978, according to a book scheduled for publication this June.

The book, *Henry: A Memoir of Henry Ford II*, was written by Walter Hayes, a retired Ford executive who was vice president of public affairs.

"It was 1975 when Henry Ford II decided the time had come to replace Lee Iacocca as president of the Ford Motor Co.," wrote Hayes, detailing how "there was never any prospect that they would be buddies, although they could well have been better allies."



Henry: A Memoir of Henry Ford II; by Walter Hayes; Grove Weidenfeld, New York, $19.95, June 1990; 336 pages

The book also emphasizes the importance of international experience to Henry Ford — who Hayes says considered himself English except for his citizenship — and Iacocca's lack of it.

And Hayes recounts in some detail how in February 1972 German industrialist Herbert Quandt offered to sell 25 percent of Daimler-Benz for $450 million to Henry Ford.

The author sets up Iacocca for the ax for more than 100 pages. In

see HAYES BOOK, page 36

SATURN RISING

Workers fired up as plant scurries toward pilot production

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

SPRING HILL, Tenn. — After four years of construction, Saturn Corp. is ready to begin pilot production of finished cars this month at its $3 billion car plant in Tennessee.

Three to four cars a week are now making practice runs down the assembly lines. The pace of work is accelerating to meet a June date for the start of commercial production.

Bins of metal parts are beginning to accumulate near the four Komatsu presses in the stamping plant. Two more presses have yet to be delivered, and the interior plastic parts operation still has to install a half-dozen office-sized injection molding machines by summer.

"We'll make it," assures manufacturing engineer John Reiff, busily installing an electrical system along one of Saturn's general assembly lines.

Plant officials may be slightly defensive. Skeptical media reports have hung over the project, which was announced with great fanfare more than six years ago. But the clock will soon separate fact from hype at Saturn, scheduled to build up to 240,000 coupes, sedans and station wagons annually in the early 1990s.

see SATURN, page 37

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l week. Story, Page 6.

Popular, durable plastic faces dilemma on recycling

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Tough fuel economy standards have forced automakers to use hundreds of pounds of plastic per vehicle to reduce weight. And the trend has been toward even greater usage.

But vehicle-materials recyclers and environmentalists say it's reckless and expensive to build high plastics-content vehicles without a plastics recovery infrastructure or viable recycling process.

Plastic has no scrap value because it is not recycled like steel and aluminum. And automotive shredders say they won't accept vehicles which have insufficient scrap value.

Some carmakers have even begun to question the marketability of vehicles made largely of nonrecyclable materials. Will environmentally-aware customers buy nonrecyclable vehicles?

Chief among the sophisticated but nonrecyclable plastics is SMC, or sheet-molded composites, used as exterior skin on some vehicles, including the Chevrolet Corvette, the Pontiac Fiero, and the General Motors APVs.

APV production is expected to reach 200,000 per year. The GM vans weigh in with 325 pounds of sheet molded composites per vehicle plus about 112 pounds of interior plastics.

"SMC is a problem for recyclability," said B.E. Swanson, executive engineer of materials engineering at Chrysler and current chairman of the Automotive Composites Consortium. "As good corporate citizens, Chrysler has made the choice to use only recyclable thermoplastics on future body panels."

A BMW spokesman also voiced concerns during the SAE Congress and Exposition held in Detroit last week.

"Carmakers could be using significantly less plastic in future models unless solutions are found for recycling," said Christoph Huss, a product information manager for BMW of North America. "Our researchers were looking at a three-piece, plastic-body system for future models," Huss said. "But that work is now put aside. We're thinking our domestic, and soon our U.S. customers, might not want to drive such a nonrecyclable car."

Currently, automotive recyclers send nonrecyclable plastics to incinerators or landfills. But there is growing environmental legislation that prevents incineration or landfill acceptance of certain plastics considered hazardous waste in high-population areas. And so, car shredders or recyclers are incurring higher costs to transport the waste to incinerators or landfills in the Midwest and the South, where laws are less restrictive and landfill operators charge high dumping fees. Prices vary from $25 to $250 per ton.

Recyclers, balancing the profit from the recovery of vehicle metal scrap against the loss on the waste or "shredder fluff," say the profit margin on newer vehicles is narrowing quickly.

"Basically, the car you are producing has become, due to the inability or difficulty in landfilling the fluff, unrecyclable," said Robert K. Waxman of Waxman Metals Group, a multi-million-dollar recycling firm in Hamilton, Ontario.

He said the array of complicated

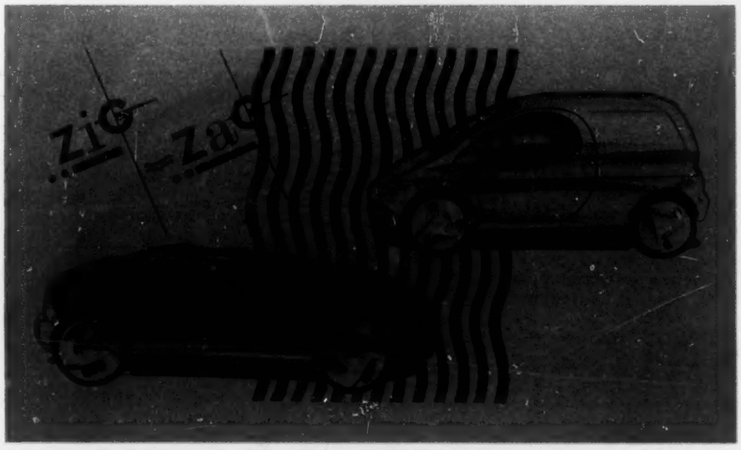
see RECYCLE, page 37

Value of typical 3,150 lb. hulk

11-year-old passenger car, Eastern Canada, February 1990

Source: Waxman Metals Group

AUTOMOTIVE NEWS / CHARLOTTE WINTER



Zig, Zag

Ford Motor Co.'s Ghia studio takes the wraps off Zig and Zag at the Geneva auto show this week. Zig, a compact 2-seater, and Zag, a minivan, are a response to the Japanese concept cars shown at last fall's Tokyo show.

Volkswagen to trim Corrado price, options

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

PANAMA CITY, Fla. — Volkswagen United States Inc. will offer a stripped-down Corrado sports car in the 1991 model year to broaden the car's appeal and pump up its sales.

Also, while VW officials confirmed the Corrado will have a V-6 in the 1992 model year, the U.S. marketing arm will ask VW engineers to explore methods to hype the car's perceived performance characteristics — through exhaust note and suspension adjustments.

"We aren't going to make our 10,000 (projected 1990) sales at the rate we're going," said William J. Young, vice president of Volkswagen United States. "We launched the car during a difficult time in a tough market segment. We overequipped the car. There's too much in the car to launch with."

From its fall 1989 introduction through February, VW has sold 643 Corrados.

Young said the company is seeking ways to "take content out of the car" with an aim at cutting the Corrado's $17,900 base price by some $2,000. Among items Young said are on the replacement list are power windows, power mirrors, central door-lock system, trip computer, cruise control and the high-line Heidelberg IV AM/FM cassette stereo with six amplified speakers.

Options on Corrado include anti-lock brakes, power sunroof, metallic paint, leather seats and a "cold climate package" that includes heated front seats and heated windshield washer nozzles.

But "decontenting" Corrado could be more difficult than marketers believe. Since it was developed primarily for the U.S. market, it was made as a high-line model. The doors, for example, were designed to accept only power windows.

Also to widen Corrado's appeal, VW has developed an automatic transmission. That option, to be offered in the 1991 model year, will add to the car's base price.

Young said the Corrado's 1.8-liter, supercharged 4-cylinder engine is a strong powerplant, but delivers top-end speed that he said may not be suitable for the sport coupe market.

"We are looking at ways to take top-end performance out and give (it to the) lower-end," Young said. "I frankly think it's irrelevant if it can go 140 mph."

Young said changing the engine's performance without recertifying it to meet U.S. emissions standards is the challenge. In the interim, VW United States officials are requesting of VW AG engineers that a "noisier" exhaust note be built into U.S.-bound Corrados. Currently, all of the 20,000 Corrados assembled for worldwide sales get mufflers that meet Swiss noise standards — the most stringent in the world.

Mazda shifts execs at U.S. plant

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

FLAT ROCK, Mich. — Mazda Motor Manufacturing (USA) Corp. has made three top-level personnel changes.

As of March 1, Osamu Nobuto holds the newly created position of chairman of Mazda Motor Manufacturing (USA), which builds the Mazda 626 sedan, MX-6 coupe and Ford Probe. "Mr. Nobuto will oversee Mazda's U.S. manufacturing from a global perspective," said Mazda spokesman Jim Gill.

Nobuto had been president of Mazda Motor Manufacturing (USA) since it was established in 1985. He will remain on Mazda Motor Corp.'s board of directors. He will return to Hiroshima, Japan, and will report to Norimasa Furuta, Mazda Motor Corp. president.

Filling Nobuto's spot as Mazda Motor Manufacturing (USA) president is Masahiro Uchida, former executive vice president of the company. Uchida will be responsible for all production operations, personnel, purchasing and corporate planning functions.

Taking over as executive vice president of operations is Mamoru Takebayashi, former general manager of Mazda's Hofu, Japan, manufacturing plant. Takebayashi, who will move from Japan to Michigan, ran the plant upon which the Flat Rock facility was modeled.

Nobuto began his Mazda career in 1959 as a chassis design engineer. In 1977, he moved to the United States as manager of Mazda Technical Center Inc. in Irvine, Calif. A year later he returned to Hiroshima as manager of Mazda's Cost Control Division and later became manager of the office of international business development. In 1985, he was named U.S. operations president.

Uchida started with Mazda in 1957 and was named an officer of the U.S. manufacturing company in May 1985. He is a managing director on Mazda's board of directors.

Nobuto Takebayashi

Takebayashi joined Mazda in 1959. He became deputy general manager of Mazda's Hofu plant in 1985 and was given responsibility for the Assembly Division in 1986. In 1987, he was elected to Mazda's board of directors, and in 1989 he was named general manager of the Hofu plant.

Mazda has confirmed it is studying the feasibility of building trucks in the United States, but has said that without major changes to the Flat Rock plant, truck manufacture would take place in a separate facility.

Corrections

- A late news item in the Feb. 26 issue incorrectly identified the state where Scania USA's headquarters is located. The truck importer is headquartered in Orange, Conn.
- A story and headline in the Feb. 26 issue misstated the direction of the U.S. vehicle trade deficit in November. The deficit increased.

AUTOMOTIVE NEWS/JOE WILSSENS

Donald Petersen, right, hands the company and keys to the first 1991 Escort to Harold Poling.

Petersen's final advice: Cut costs, product cycle

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Donald E. Petersen, the former engineer who retired as chairman of Ford Motor Co. last week, said Ford's two biggest problems are its long product cycles and high development costs for individual product programs.

"The biggest problem for us, it seems to me, is that it still costs us too much for any given program we do, and it takes us too long," Petersen told a group of automotive journalists during one of his last interviews as Ford chairman. Harold "Red" Poling succeeded Petersen as chairman March 1.

Petersen said the company must change the way it develops cars and trucks and find "new ways, simpler ways" to bring them to market. The company has agreed on some new approaches, which are being incorporated into future product programs such as the U.S. Tempo/Topaz replacement and the European Sierra replacement.

The Tempo/Topaz debuted in May 1983 as 1984 models, and their replacements will debut as 1994 models. The 10-year product cycle for the Tempo/Topaz, which has been typical at Ford, is more a "financial cycle," meaning the time it takes to recoup the investment on a product.

"To go faster, you not only have to know how to go faster, you have to know how to do it for less money or you can't afford to go faster — it takes both," said Petersen.

Ford has the ability to go faster in some cases, but it doesn't see frequent changes as necessary because of consumer tastes. For instance, Ford has said owners of its Lincoln Town Car have said they don't want frequent changes.

Ford has been criticized recently for not changing the sheet metal on its cars as fast as the Japanese. Honda has had three all-new Accords since 1982, while the Tempo/Topaz has undergone one freshening in sheet metal since 1983. But Petersen said the Japanese are changing their vehicles so frequently, some Japanese cars and trucks are starting to look alike.

He said one reason Ford is spending more than it should on future products is that the automaker "does not do a good enough job (of engineering) up front and, as a result, we change tools a lot more."

"We process far more changes through a program than the typical Japanese company will," said Petersen.

"We can help ourselves a great deal by doing much more sophisticated work — let's call it research or advance — so as we start the serious stuff where there are going to be hard tools, new machinery, all the expensive stuff, we're pretty darn sure we know what we're talking about — feasibility and things — and that sticks."

He said he is worried about the gradual erosion of American-owned core component makers — such as machine tool and electronics firms. He said the U.S. auto industry sometimes does not get the leading-edge technology because those industries are largely based overseas.

Honda now thinks twice when rushing automation

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Honda Motor Co., like every major Japanese company, is aiming for 30 percent automation on final assembly. But it is not about to repeat earlier mistakes by rushing into it.

Honda "wasted a huge amount of money" in a rush to install automation in the early 1980s, according to Senior Managing Director Shoichiro Irimajiri.

But when it came time for a new model change, much of the new equipment proved useless, he said.

Today's automation move is fueled largely by a severe labor shortage in Japan combined with a market demand for greater diversity. Despite immediate needs, though, the Japanese are taking a methodical approach. They are willing to wait two to three years to develop the right system.

"In the early '80s we all thought automation was better in every way, but in 1985 we had to re-think automation," Irimajiri said. "There were so many problems. The engineering people have to work closely with r&d. We had to learn."

Honda last May introduced a third line at Suzuka, the company's largest plant. The new line is 100 percent automated in welding and 60 percent in painting. It is 18 percent automated in final assembly, with a target of 30 percent in about two years.

Honda practiced on an experimental line at Suzuka for nearly five years before going ahead. On that line, which produced 200 cars a day, Honda tested software and hardware and worked out problems interfacing

see HONDA, page 37

AUTOMOTIVE NEWS/JOE WILSSENS

Irimajiri: Honda "wasted a huge amount of money."

Jaguar, Ford business plan expected by month's end

By Daniel Ward
STAFF CORRESPONDENT

COVENTRY, England — Improving supplier quality and manufacturing efficiency are understood to be the key issues addressed in the first business plan being put together by the Jaguar/Ford transition team.

The plan will be completed within a month, and approval from Ford Motor Co. in the United States is expected by April.

The first plan will determine what financial and technical assistance Jaguar needs to carry out its current model and marketing plans.

Jaguar Chairman John Egan told *Automotive News* a second plan will be compiled over a longer period. It will consider what else Jaguar must do to justify Ford's $2.5 billion investment in the company.

That will include the development of a smaller model to rival the BMW 5 series and a substantial expansion of production capacity. Output of the small Jaguar would probably begin at 50,000 a year, which equals the firm's current production.

In the short term, Egan said, the Ford takeover will not enable Jaguar to introduce new models now under development any faster.

It will be 1993 before the F-type sports car is ready. The replacements for the XJ6 and long-wheelbase sedans will not debut until 1995. Ford's engineering assistance in the next few years will be mainly in advanced research.

The transition team of more than a dozen Ford executives appears to be concentrating initially on component quality and manufacturing efficiency.

see JAGUAR, page 33

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Volvo-Renault link could alter heavy-truck rankings

By Richard Johnson and Jim Henry
AUTOMOTIVE NEWS STAFF REPORTERS

The partnership between the Renault group and AB Volvo has the potential to create America's biggest heavy-duty truckmaker as well as the world's largest producer of those vehicles.

The Renault-Volvo proposal poses a much less significant impact on the U.S. passenger-car market, though Volvo is said to be talking with other companies. A Swedish report linking Volvo, Chrysler and Mitsubishi could be of more immediate interest in the United States.

Additional information about the longer-term implications of the collaboration is expected from Pehr G. Gyllenhammar, chairman of AB Volvo, and Raymond H. Levy, chairman of Renault, at a press conference in Geneva today.

French Industry Minister Roger Fauroux said in an interview last week with the French newspaper *La Tribune de l'Expansion* that Renault will attempt to sell its cars in the United States once again, through Volvo dealers, but spokesmen for Renault and Volvo denied that.

"I'd be shocked," said Paul Capella, DRI Europe's French specialist. "Renault's name is dirt in the U.S. in terms of marque image. It would probably be the kiss of death for Volvo."

Volvo dealers groaned at the slightest hint that Renault might come back to America in their showrooms.

"Renault is a name it'll take two generations to forget, like Lancia or Fiat. I seriously doubt this would happen," said Donald Merker, president of The Volvo-Saab Store in Yonkers, N.Y.

"I haven't seen Renault be successful in the United States for the last 30 years," said Michael Lazarus, co-owner of Volvoville USA in Massapequa, N.Y., Volvo's top-volume dealership

"Hopefully, this (Renault) disease won't spread to us. Fortunately, there are no more Renault dealers in this country," he said.

Renault's passenger-car exports to the United States ceased after it sold American Motors to Chrysler Corp. in 1987, though it still exports components for the Renault-designed Eagle Premier.

Rather than an out-and-out merger, the Renault-Volvo deal is aimed at longer-range, less-visible goals in technical and industrial cooper-

see DEAL, page 33

Rumor lumps Volvo, Chrysler, Mitsubishi

A Swedish newspaper reported last week that Chrysler Corp., AB Volvo and Mitsubishi Motors Corp. are discussing development of a new luxury sedan that would be produced in the United States and marketed separately under a new brand name.

***Goteborgsposten*, a prominent daily in Volvo's Gothenburg headquarters town, said the recently announced Volvo-Renault equity swap could be the first step in a "global mass marriage" involving Volvo, Renault, Mitsubishi and Chrysler.**

None of the companies involved confirmed the report.

According to the report, wide-ranging discussions are under way, including joint Volvo-Mitsubishi production in Europe; shared componentry; and joint development

see REPORT, page 33

IT TAKES A LOT OF GALT!
...AND WE DELIVER IT.
GALT ENTERPRISES

Honda engine output grows steadily in Ohio

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Honda of America Manufacturing Inc.'s efforts to more than double engine output at its Anna, Ohio, plant are inching along.

Honda will raise output from 219,805 4-cylinder engines in 1989 to about 300,000 this year.

Plans call for the 4-year-old operation to reach capacity and supply all 590,000 U.S.- and Canadian-built Honda cars in 1991.

Until last year, the plant produced only 1.5-liter and 1.6-liter engines for the 4-door Civic. In August, it began manufacturing 2.2-liter engines for the Accord, which is assembled in Marysville, Ohio. This year, Anna will produce about 140,000 Accord engines, up from 61,577 in 1989.

The gradual expansion of engine output is tied to production at the company's new East Liberty, Ohio, plant, where Honda began building 4-door Civics last November. Civic production is slowly being phased out of Marysville so more space can be devoted to Accords.

"We prefer to do things gradually," said spokesman Roger Lambert. "It gives us the chance to prove the systems and also to train more. We don't mind operating under capacity for a while as we bring our people up to snuff."

East Liberty will reach full line speed this summer. By 1991, combined output from Marysville and East Liberty will require about 510,000 engines. Honda's Civic hatchback plant in Alliston, Ontario, can build 80,000 cars annually.

The engine plant recently began manufacturing pistons, as well as casting and finishing cylinder heads, brake discs and suspension arms.

Honda is the only Japanese manufacturer in the United States that casts its own engine blocks and aluminum wheels.

During the past few weeks, the Honda plant also began mass production on lines that forge and machine driveshafts.

Later this year, the plant will increase automation by adding computer controls to its iron-casting operations and replacing a remote-control system installed last year.

The addition of iron-casting capabilities to produce engine blocks helped boost the Accord's U.S. content to about 73 percent, the highest of any Japanese-nameplate vehicle made in the United States.

NADA expects $3 million profit despite operating deficit

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

The National Automobile Dealers Association projects an operating shortfall of almost $3 million this year, but the profit-making side of NADA's operations will provide net income of $3 million.

The trade organization has almost 20,000 car-dealer members and a proposed 1990 budget of about $19 million. That budget exceeds its projected 1990 operating revenue by more than $2.9 million.

But the organization's for-profit NADA Services Corp., with expected 1990 revenue of more than $26 million from ventures like manager-training workshops, will funnel nearly $2.4 million in profits into the association this year.

An additional contribution of more than $4.7 million will come from NADA investments and royalties. NADA anticipates paying $1.2 million in income tax, which it projects will leave it with a 1990 net income of $3 million.

"The NADA isn't very typical of trade associations at all," said Frank McCarthy, NADA executive vice president. "Contrary to what some of our own members think, our income isn't just from annual dues. We're half non-profit, half for-profit. As a result, we can afford to operate at a very large deficit if necessary."

The association lost 261 members last year, ending the year with 19,877.

NADA officials say the decrease was mild compared to membership losses sustained during the 1980-82 recession. McCarthy said last year's decline was due to slower auto sales and budget-tightening by the nation's auto dealers as well as a shift toward more chain dealerships.

McCarthy said the association expects no further drop in membership. A new policy adopted last year allows dealers to join the NADA at one price and purchase memberships for additional outlets at reduced prices.

Canadian vehicle sales increase 7.75% in January

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — Combined Canadian sales of imported and domestic vehicles rose 7.75 percent in January.

The increase came on the heels of a 15.6 percent drop the previous month, Canada's coldest December in a century.

Total imported and domestic car sales were up 4.8 percent from January 1989, while total imported and domestic trucks showed a 13.3 percent gain.

Domestic car sales, which had been off 17.2 percent in December, were off only 310 units from year-ago levels. Import cars did even better, climbing 16.6 percent in January following a 11.1 percent fall in December.

Chrysler Canada Ltd. posted a 3.7 percent gain in domestic car sales and General Motors of Canada Ltd. was up 2.3 percent. Ford Motor Co. of Canada Ltd. fell 8.8 percent.

Bill Atkinson, GM vice president of marketing, called the January market "subtly buoyant." He credited GM's sales gain to selective incentive programs and the recent introduction of 4-door sedans in GM's mid-sized family cars.

Despite Ford's sales decline, Udo Kaul, vice president of general sales, said that Taurus had its best-ever January, and Thunderbird/Cougar, Crown Victoria and the new Lincoln Town Car were well ahead of last year.

Among the imports, every Japanese make increased car sales.

With the exception of Mercedes-Benz — which had four more sales in January than a year ago — each luxury European make posted a decline. Saab was off 52.6 percent.

CANADIAN CAR AND TRUCK SALES

Domestic cars	Jan. 1990	Jan. 1989	1 mo., 1990	1 mo., 1989
General Motors	17,693	17,303	17,693	17,303
Ford	9,582	10,509	9,582	10,509
Chrysler	6,400	6,173	6,400	6,173
Honda	2,063	2,379	2,063	2,379
Hyundai	349	0	349	0
Volvo	223	256	223	256
Domestic car total	**36,310**	**36,620**	**36,310**	**36,620**
Import cars				
Toyota	4,612	3,924	4,612	3,924
Honda	3,866	2,321	3,866	2,321
GM	2,201	1,468	2,201	1,468
Mazda	1,859	1,374	1,859	1,374
Volkswagen	1,799	1,681	1,799	1,681
Nissan	1,403	1,238	1,403	1,238
Chrysler	1,299	1,122	1,299	1,122
Hyundai	868	1,947	868	1,947
Ford	478	293	478	293
Suzuki	466	431	466	431
Subaru	461	401	461	401
Mercedes-Benz	283	279	283	279
BMW	250	364	250	364
Volvo	178	211	178	211
Jaguar	108	126	108	126
Lada	70	51	70	51
Saab	55	116	55	116
Skoda	10	19	10	19
Peugeot	4	18	4	18
Import car total	**20,270**	**17,384**	**20,270**	**17,384**
TOTAL — ALL CARS	**56,580**	**54,004**	**56,580**	**54,004**
Domestic trucks (including vans)				
Chrysler	9,855	6,203	9,855	6,203
GM	9,846	9,845	9,846	9,845
Ford	8,063	8,909	8,063	8,909
Domestic truck total	**27,764**	**24,957**	**27,764**	**24,957**
Import trucks (including vans)				
Toyota	1,293	1,037	1,293	1,037
GM	1,094	624	1,094	624
Mazda	1,069	829	1,069	822
Nissan	1,028	822	1,028	822
Suzuki	454	471	454	471
Chrysler	156	240	156	240
Volkswagen	30	31	30	31
Lada	4	21	4	21
Import truck total	**5,128**	**4,075**	**5,128**	**4,075**
TOTAL — ALL TRUCKS	**32,892**	**29,032**	**32,892**	**29,032**
TOTAL — CARS, TRUCKS	**89,472**	**83,036**	**89,472**	**83,036**

Acceleration problem probed in 1988-89 Thunderbird, Cougar

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The National Highway Traffic Safety Administration has opened an engineering defect investigation into an unexplained acceleration problem with the 1988-89 Ford Thunderbird and Mercury Cougar.

The agency suspects problems in the electronic engine control module. NHTSA said it has received 105 consumer complaints of the cars accelerating suddenly from 45 mph to as high as 70 mph. Owners alleged the problem has caused 10 accidents, seven with injuries, NHTSA said.

The safety agency started its investigation of a possible defect last Oct. 4 and upgraded it to an engineering analysis in February. A recall could affect 423,171 cars.

The investigation covers two generations of the Thunderbird/Cougar. An all-new model was introduced in the 1989 model year.

NHTSA also reported several new investigations in its monthly defect report:

- 1984-88 Dodge Caravan and Plymouth Voyager; 1.2 million minivans. NHTSA has received three complaints of broken cables that hold the spare tire under the vehicle.
- 1987 Dodge Ram D250 4x4; 99,000 vehicles. The U.S. Customs Service said the front frame rail was cracked by the left front spring rear hanger in three vehicles. In one vehicle, the front end dropped and cut the brake lines, causing an accident.
- 1984-90 Chevrolet Corvette; 180,000 cars. NHTSA reported three complaints — involving two accidents and one injury — of failure of a rear suspension tie rod or the socket, resulting in control problems.
- 1989 Jeep Cherokee with anti-lock brakes; no number given. NHTSA has received three complaints — including one accident with one injury — of loss of power brake boost.

Ford may hike Econoline output

Increase would help meet demand for van conversion chassis

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Some industry officials have predicted potential shortages of van conversion chassis, and Ford Motor Co. is moving closer to that situation.

The company's days' supply of Econolines has been dropping quickly enough for it to consider boosting production at Lorain, Ohio, in the second quarter.

As of mid-February, its supply of Econolines dropped to 74 days, down from 94 days at the end of December.

If the trend continues, Ford will likely increase Lorain production during the April-June quarter, according to company sources. At this point, second-quarter production plans have not been finalized.

But Aerostar conversion sales have dwindled to almost nothing, and the future of that vehicle in the conversion market will be rather limited.

"(Full-sized) van chassis right now remain fairly tight. We feel very positive about the market for van conversions and other Econoline products," said Jerome Mittman, Ford Division RV sales manager.

Ford has added four van conversion companies to its consignment pool account. They are American Vans Inc. of Danielsville, Ga.; Explorer Van Co. of Warsaw, Ind.; Seven-O-Seven Industries Inc. of Elkhart, Ind.; and Tiara Motor Coach of Nappanee, Ind.

Mittman expects to sign four or five more companies within 30 days.

But sales of Aerostar conversions have tumbled, and it's doubtful that Ford will continue offering an RV upfit package for Aerostar beyond next year.

The Aerostar has never really been a big success in the van conversion market.

At the end of the 1989 model year, when the auto and RV markets as a whole slowed down, sales of Aerostar conversions almost ground to a halt.

They never really recovered.

Mittman noted that only 4,700 Aerostars were converted in the 1989 model year, representing 2 percent of Aerostar production.

The figure fell to a scant 0.3 percent of production, or 211 units, for the 1990 model year through Dec. 31, based on production of 70,483 Aerostars.

The Aerostar's "future as a van conversion application has to be questioned," Mittman said. The availability of the RV conversion package on Aerostar in the 1991 model year is uncertain. By the 1992 model year, the Aerostar's RV conversion package is even more likely to be dropped.

Mittman noted that Ford will be required to make a considerable investment in its vans to meet new safety standards, dealing with occupant injuries in frontal crashes, that take effect in 1992.

The full-sized van will be restyled from the ground up anyway, so Ford can engineer required safety changes into the vehicle as part of the redesign.

But with Aerostar, it would have to make changes in the RV conversion package, and those changes would be more difficult and expensive because of the vehicle's lighter weight, Mittman said.

Recreational Vehicle Wholesale Deliveries

	Dec. 1989	Dec. 1988	% change	12 mos. 1989	12 mos. 1988	% change
Travel trailers	2,500	3,000	-16.7	53,500	58,300	- 8.2
Park Trailers	400	700	-42.9	7,400	7,300	+ 1.4
Travel trailers—fifth wheel	2,100	2,100	- 0.0	29,400	31,300	- 6.1
Folding camping trailers	3,600	3,700	- 2.7	33,900	42,300	-19.9
Truck campers	500	600	-16.7	9,900	11,000	-10.0
Towable RV total	9,100	10,100	- 9.9	134,100	150,200	-10.7
Conventional (type A)	2,200	2,600	-15.4	35,400	41,500	-14.7
Van Campers (type B)	400	400	- 0.0	5,000	5,200	- 3.8
Chopped vans (all)	900	1,700	-47.1	20,800	26,200	-20.6
Motor home total	3,500	4,700	-25.5	61,200	72,900	-16.1
Van conversions	14,700	17,000	-13.5	200,400	204,200	- 1.9
TOTAL ALL RVs	27,300	31,800	-14.2	395,700	427,300	- 7.4

Source: Recreation Vehicle Industry Association

Explorer scheduled to lead Ford truck push in Europe

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

LOUISVILLE, Ky. — Ford Motor Co.'s new Explorer sport-utility will be the vanguard of the automaker's efforts to penetrate the truck market in Europe, Philip E. Benton Jr., then Ford Automotive Group president, said at the vehicle's production startup.

Noting that Ford's business is shifting, Benton said the company may become more truck oriented, especially in Europe.

Benton, who became president and chief operating officer of Ford Motor Co. March 1, said Ford will export the new vehicle to Europe, where it hopes to create a demand for the light trucks it produces in the United States.

"We expect the European market to adopt the American idea that trucks are for carrying people as well as cargoes," he said. Trucks constitute one-third of the U.S. industry's new-vehicle sales each year and are 40 percent of Ford Division's North American volume.

That percentage is expected to increase because, as part of its strategy for the 1990s, Ford will build more and different kinds of trucks.

"We think that delightful phenomenon of truck ownership in North America will be exported to other countries," Benton said. "Our task is to decide how Ford can best translate its experience and success with pickups and minivans on this continent into other languages — so to speak."

Ford claims to be No. 1 in Europe in light commercial vehicles, with the Ford Transit. It also is solidly situated in the heavy-truck market there with Ford-Iveco.

"I can't tell you exactly how or when this truck expansion in Europe will take place," Benton said, "but I'm convinced that it will and that Ford, with world-class products such as the Explorer, will be a leader."

Benton said the 2- and 4-door Explorers, available in 2- or 4-wheel drive, provide an illustration of Ford's fitness for global cooperation and competition in the 1990s. They are equipped with a new 4-liter V-6 engine developed by Ford of Germany and a manual transmission supplied by Mazda of Japan.

Noting that sport-utility is the fastest-growing segment of the truck market, Benton said the Explorer will be fully competitive in that field.

Ford eventually hopes to sell 200,000 Explorers annually, about twice the sales of the Bronco II, which it replaces.

First-year Explorer production will be 100,000 to 120,000 units with the vast majority being 4-door models. The Louisville plant can produce 220,000 units annually.

Later this year, Ford will build 20,000 2-door 4x4 vehicles at the plant for Mazda to sell as the Navajo through its U.S. dealer network, marking the first time a U.S.-based vehicle maker will manufacture a product for a Japanese company.

4WD Rally
Pathfinder Equipment Co. of City of Industry, Calif., provides 4-wheel drive for GMC, Dodge, Ford and Chevrolet vans as a ship-through option.

RV BRIEFS

Chrysler vans add ABS

HIGHLAND PARK, Mich. — Chrysler Corp. will offer 4-wheel anti-lock brakes, supplied by Bendix Corp., as an option on all its 1991 minivans. The 4-wheel ABS is currently available only on Chrysler's Jeep Cherokee.

The minivans won't have rear ABS, as other light trucks and vans do, because of their front-wheel-drive configuration.

The 4-wheel ABS will be available on both 2-wheel-drive and the new 4-wheel-drive models, said Jack L. Warren, national marketing plans manager for Dodge trucks.

Chrysler does not plan to offer 4-wheel ABS on any other Dodge truck models.

Rockwood merges plants

ELKHART, Ind. — Rockwood Inc. has merged production of its Rockwood Van Division and sister company, Advantage Vans, into one manufacturing facility.

But the two sales organizations will remain separate.

The merger allows Rockwood and Advantage to streamline and upgrade manufacturing operations and product quality, according to Brett Dobrenz, Rockwood national sales manager.

Chevrolet to give promotional lift to its van converters

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Chevrolet, through its dealer ad associations, plans to give a promotional lift to its van converters.

Chevrolet will begin test marketing a new ad support program in Chicago beginning in April, under which the local dealer group will promote van conversions.

The ads will be generic to avoid promoting some converters at the expense of others.

Chevrolet hopes to run the program nationally, once it has been tested and refined.

It will be funded by the 1 percent marketing charge Chevrolet adds to the invoice of new vehicles.

Overall, Chevrolet had a record 100,000 sales in van conversions in calendar 1989, picking up several percentage points of market share in the process, according to James C. Perkins, Chevrolet general manager.

Perkins was a keynote speaker at the Recreation Vehicle Industry Association's annual meeting in Phoenix last week.

He met separately with van converters and motor home manufacturers on March 2 to discuss issues only relevant to them.

Besides more ad support, Chevrolet's new consignment pool program also provides other benefits to converters, Perkins said.

Because it is now able to identify its van conversion buyers, Chevrolet has also been able to provide converters with better demographic profiles on their customers.

Perkins

With new federal regulations, such as Federal Vehicle Motor Safety Standards 204 and 208 coming up in 1991, General Motors plans to provide test data and design criteria for converters that will allow them to continue installing their own seats in van chassis, Perkins said.

Overall, he pointed out that the truck market is still very good, and that Chevrolet is holding to its projection of selling 1.4 million trucks in calendar 1990. That would give it 27.7 percent of the light/medium truck market.

Its sales of trucks for recreational vehicles and the RV lifestyle are an important component of that.

GM produced 40,565 P chassis last year for Chevrolet and GMC. Of the 35,306 produced for Chevrolet, 27,600 ended up being equipped by the RV industry as Class A motor homes, Perkins said. The balance were for commercial vehicle production.

There has been growing concern over lemon law legislation affecting motor homes.

Chevrolet, as the industry's chief chassis supplier, has been developing a new arbitration program that will help manufacturers resolve disputes more quickly.

The program isn't fully developed yet, Perkins added.

Right now, there aren't that many states that include motor homes in their lemon laws, but there's the fear that such legislation could catch on.

PERSONNEL

Toyota Motor Sales

Toyota Motor Sales U.S.A. Inc. has announced three managerial changes.

Nancy L. Fein has been named national service planning and operations manager. She had been warranty administration manager.

Her responsibilities now include supervising service market research, long-range planning, vendor relationships, warranty operations, dealership service capacity analysis and improvement and budget activities. Fein has been with the company seven years.

Fein

Swartz

Neil Swartz has been promoted to national service development manager. He was service development manager and has been with Toyota five years.

Thomas E. Lee has joined the company as Southeast regional public affairs manager. He was automotive publications manager for the American Automobile Association's national headquarters in Falls Church, Va.

Mitsubishi

John Zorger, corporate controller for Mitsubishi Motor Sales of America Inc., has been named a vice president of the company.

He joined Mitsubishi Motor Sales in 1982 when it began operations in the United States. He has been corporate controller since 1984.

Mack Trucks

Robert D. Brown has been named vice president of purchasing for Mack Trucks Inc.

He joins the company after 30 years with Rockwell International Corp. Most recently, he was vice president of procurement and business development for Rockwell Automotive.

Brown

At Mack, Brown will report to **Don DeFosset**, executive vice president of operations.

General Motors

Jay C. Wilber has been named executive director of the quality network for General Motors. He had been director of human resources management for the Automotive Components Group since 1988 and succeeds **Robert E. Boruff**.

Wilber

Boruff has been named business team leader of vehicle systems operations for Saturn Corp. in Spring Hill, Tenn.

Wilber joined Chevrolet in 1965 and moved into labor relations in 1972. He was transferred to the GM industrial relations staff in 1978, became industrial relations director for the Buick-Oldsmobile-Cadillac Group in 1984 and labor relations director for GM of Canada in 1985.

Laforza Automobiles

Fred Blum has been named senior vice president and chief operating officer for Laforza Automobiles, a manufacturer of luxury 4-wheel-drive vehicles. He was vice president of business development.

Pete Evanow has joined the company as director of market planning. He was managing director of Sports Impact, a sports marketing and research company.

Young & Rubicam Detroit

Young & Rubicam Detroit has promoted **Warren Winstanley** to group management supervisor of the agency's three automotive account groups — Lincoln, Mercury large cars and Mercury small/sporty cars. He was management supervisor.

Winstanley

Timothy Cooney has been named vice president, management supervisor for the Lincoln account. He was vice president and management supervisor for the Mercury account.

Tom Ryan has been named vice president and management supervisor for Mercury large cars. He was a management supervisor with the Lincoln-Mercury Dealers Association account.

Carol Canestraight has been promoted to vice president, management supervisor, Mercury small/sporty cars. She had been an account supervisor.

Lexus

Art Garner has been appointed public relations manager for Lexus Division of Toyota Motor Sales U.S.A. Inc.

Garner joined Toyota in 1980 and has served as news media relations manager, publications manager and product news manager. Most recently, he was community relations manager.

Diamond-Star Motors

Diamond-Star Motors Corp. has promoted two personnel representatives.

Tim Walker has been named manager of personnel administration, and **Robert Ponsonby** has been promoted to manager of employee relations.

Auto Tell Services

Charles E. Yocum has been promoted to vice president of sales and marketing, Northern area, for Auto Tell Services, which supplies automated management systems for auto dealerships. He was manager of the Northeast region.

Thomas M. Conner has been promoted to chief financial officer and vice president of finance. He will continue as treasurer.

Competitive Edge

David Woolcott has joined the advertising firm Competitive Edge in Albuquerque, N.M., as a broadcast producer and writer. He was president of Woolcott & Associates Ltd.

Competitive Edge handles advertising for GMC Truck dealer associations.

G&A Financial Services

Joyce Miller has been promoted to vice president of loan servicing for G&A Financial Services in Irvine, Calif. She was an assistant vice president.

General Tire

Robert F. Haimour has been appointed manager of central systems engineering/manufacturing for General Tire in Akron, Ohio. He was systems engineer for the company's Mount Vernon, Ill., facility.

Goodyear

Dan R. Starcher has been named Certified Auto Service manager for Goodyear Tire & Rubber Co. He was manager of service sales for the company's auto service centers.

SPX Corp.

Dale A. Johnson has been named president and chief executive officer for SPX Corp., maker of repair tools and diagnostic instruments. He was president and chief operating officer.

As chief executive, he succeeds **Robert D. Tuttle**, who continues as chairman.

Ziebart International

Lou F. Smith has been appointed vice president of product management and technical services for Ziebart International Corp. in Troy, Mich. He was director of product management and technical services.

AUCTION DATES

Chrysler Motors

March 6 — Clanton's Auto Auction, Inc., Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Nashville Auto Auction, Inc., Nashville, Tenn.; Southwest Auto Auction, Inc., Chandler, Ariz.; and Dallas Auto Auction, Inc., Grand Prairie, Texas.

March 7 — Columbus Fair Auto Auction, Inc., Columbus, Ohio, and Minneapolis Auto Auction, Inc., Plymouth, Minn.

March 8 — Indianapolis Auto Auction, Inc., Indianapolis, Ind.; Fredericksburg Auto Auction, Inc., Fredericksburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Riverside Auto Auction, Riverside, Calif.; and Southern States Vehicle Auction of Atlanta, Newman, Ga.

March 9 — St. Louis Auto Auction, Inc., Bridgeton, Mo., and Northway Auto Exchange, Inc., Clifton Park, N.Y.

March 13 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Salt Lake Auto Auction, Salt Lake City; South Seattle Auto Auction, Kent, Wash.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas

March 14 — A.D.E. of Birmingham, Moody, Ala.; Butler Auto Auction, Gibsonia, Pa.; and Denver Auto Auction, Aurora, Colo.

March 15 — Northway Auto Exchange, Inc., Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Big Sky Auto Auction, Inc., Billings, Mont.; Omaha Auto Auction, Omaha, Neb.; Golden Gate Auto Auction, Fremont, Calif.; Ark-La-Tex Auto Auction, Inc., Shreveport, La.; and Florida Auto Auction of Orlando, Ocoee, Fla.

March 16 - Manheim Auto Auction, Manheim, Pa.

March 20 — Clanton's Auto Auction, Inc., Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Portland Auto Auction, Inc., Portland, Ore.; Nashville Auto Auction, Nashville, Tenn.; Southwest Auto Auction, Inc., Chandler, Ariz.; and Dallas Auto Auction, Grand Prairie, Texas

Ford Motor Co.

March 6 — South Seattle Auto Auction, Kent, Wash.

March 7 — Northway Auto Auction, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C.; Fort Worth Auto Auction, Fort Worth, Texas; Mississippi Auto Auction, Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif.; and Omaha Auto Auction, Inc., Omaha, Neb.

March 8 — Manheim Auto Auction, Manheim, Pa., and Southwest Auto Auction, Chandler, Ariz.

March 13 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Ohio Auto Auction Inc., Grove City, Ohio; and Bay Cities Auto Auction, Inc., Hayward, Calif.

March 14 — Atlanta Auto Auction, Red Oak, Ga.; Concord Auto Auction, Acton, Mass.; Aptco Auto Auction, Taylor, Mich.; Texas Hobby Auto Auction, Houston; Indianapolis Auto Auction, Indianapolis, Ind.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

March 15 — Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Maple Grove, Minn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

March 20 — Greater Chicago Auto Auction, Chicago, Ill.; Newburgh Auto Auction, Inc., Newburgh, N.Y.; Dealers Auto Auction of Oklahoma City, Oklahoma City, Okla.; and South Seattle Auto Auction, Kent, Washington

March 21 — Alburquerque Auto Auction, Albuquerque, N.M.; Baltimore-Washington Auto Exchange, Baltimore, Md.; Southern California Auto Auction, Fontana, Calif.; and Salt Lake Auto Auction, Salt Lake City

March 22 — Greensboro Auto Auction, Greensboro, N.C.; Interstate Auto Auction, Mercer, Pa.; Brasher's Sacramento Auto Auction, Rio Linda, Calif.; and St. Louis Auto Auction, Bridgeton, Mo.

March 27 — Harrisonburg Auto Auction, Harrisonburg, Va., and Bay Cities Auto Auction, Hayward, Calif.

March 28 — Texas Hobby Auto Auction, Houston; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

General Motors

March 6 — A.D.E. of Birmingham, Moody, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; National Auto Dealer Exchange, Bordentown, N.J.; and Florida Auto Auction of Orlando, Ocoee, Fla.

March 7 — Indianapolis Auto Auction, Indianapolis, Ind.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif.; and Statesville Auto Auction, Statesville, N.C.

March 8 — Amarillo Auto Auction, Amarillo, Texas; Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; Big H Auto Auction, Houston, Texas; Nashville Auto Auction, Nashville, Tenn.; Arena Auto Auction, Chicago; St. Louis Auto Auction, St. Louis, Mo.; and State Line Auto Auction, Inc., Waverly, N.Y.

March 13 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; Fresno Auto Dealers Auction, Fresno, Calif.; and Manheim Auto Auction, Manheim, Pa.

March 14 — Alburquerque Auto Auction, Albuquerque, N.M.; Atlanta Auto Auction, Atlanta; Puget Auto Auction, Auburn, Wash.; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; Indianapolis Auto Auction, Indianapolis; and Baltimore-Washington Auto Exchange, Inc., Baltimore

Toyota

March 6 — Bay Cities Auto Auction, Hayward, Calif., and Florida Auto Auctionof Orlando, Ocoee, Fla.

March 8 — Clanton's Auto Auction, Darlington, S.C., and Dallas Auto Auction, Grand Prairie, Texas

March 13 — Southern Auto Auction, East Windsor, Conn., and Southern California Auto Auction, Fontana, Calif.

March 14 — Dealers Auto Auction of Alburquerque, Albuquerque, N.M.

March 15 — Baltimore-Washington Auto Exchange, Kent, Wash.

March 16 — St. Louis Auto Auction, Bridgeton, Mo.

March 20 — Newburgh Auto Auction, Newburgh, N.Y.; Aptco Auto Auction, Taylor, Mich.; and South Seattle Auto Auction, Kent, Wash.

March 22 — Dallas Auto Auction, Grand Prairie, Texas

March 27 — Southern California Auto Auction, Fontana, Calif.

Used car sales

Auction averages

February 1990	$5,589
February 1989	5,353

SOURCE: NADA Official Used Car Guide

Model-year breakdown

Used-car sales, auction averages

Year	Dec.	Jan.	Feb.
1990	—	$9,823	$10,930
1989	$9,549	9,192	9,035
1988	6,951	6,727	6,456
1987	5,554	5,395	5,297
1986	4,587	4,455	4,366
1985	3,839	3,759	3,771
1984	3,096	2,958	2,968
1983	2,315	2,034	2,279
Overall Average	$5,384	$ 5,474	$ 5,589

SOURCE: NADA Official Used Car Guide

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	None
Dodge trucks	$750-$2,500	2.9	6.9	7.9	9.9	None
Eagle	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Jeep	$500-$1,500	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,250	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models)						
Dodge cars	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Eagle Summit	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Dodge cars	**$750-$1,500**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Dodge trucks	**$1,000 - $2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Eagle	**$750-$2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Jeep	**$500-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
***—Buyer will receive any increase in rebate through Sept. 30, 1990.**						
Ford Motor Co. (1989 models)						
Ford cars*	$750-$1,000	6.9	6.9	6.9	10.9	April 2
Ford trucks**	$500-$1,500	6.9	6.9	6.9	10.9	April 2
Continental, Mark VII	$1,500					April 2
Mercury*	$750-$1,500	6.9	6.9	6.9	10.9	April 2
*—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.						
**—60-month financing at 8.9 percent with van-conversion package						
Ford Motor Co. (1990 models)						
Ford cars*	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Ford trucks**	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Continental, Mark VII	**$1,500**					**April 2**
Mercury*	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
***—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.**						
****—60-month financing at 8.9 percent with van-conversion package**						
General Motors (1989 models)						
Chevrolet cars	$700-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$500-$1,500	6.9	6.9	6.9	10.9	May 2
Cadillac	$1,500*	5.9	6.9	7.9		Mar. 31
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
*—Cadillac owners and certificate holders only.						
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$700-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
***—Based on option package selected**						
Hyundai Excel (1989, 1990)	**$500-$1,000**					**Mar. 5**
Mazda (1990 models)						
626	**$1,000**					**April 3**
MX-6	**$750**					**April 3**
Trucks	**$750-$1,000**					**April 3**
Nissan (1988-1989 models)						
Sentra	$1,000-$1,250					May 2
Trucks	$1,200-$1,500					May 2
Nissan (1990 models)						
Sentra	**$1,000**					**May 2**
Trucks	**$1,200**					**May 2**
Sterling (1989 models)	$5,000					Mar. 31
Subaru (1989 models)						
Justy	$500-$1,000					Feb. 22
XT, XT6	$1,000-$3,000*					Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.						
Suzuki (1989 models)						
Swift	$500-$2,000					Mar. 31
Samurai	$1,000					Mar. 31
Sidekick	$500-$3,000					Mar. 31

Chrysler continues guaranteed rebates

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. extended and modified its retail Guaranteed Rebate Program last week, while Pontiac and Subaru of America Inc. adjusted their retail and/or dealer incentives.

All 1990 Chrysler, Plymouth, Dodge, Jeep and Eagle vehicles, except the minivans and Chrysler LeBaron convertible, are eligible for the guaranteed rebate until March 31. If the rebate on an eligible vehicle purchased or leased at retail is increased between March 1 and Sept. 30, Chrysler will pay the difference to the customer.

Changes in Chrysler customer rebates — guaranteed or otherwise — include a reduction to $750 from $1,000 on the 1990 Plymouth Laser, Eagle Talon and 1989 and 1990 Dodge Daytona base and ES models and an increase to $2,000 from $1,500 on 1989 Dodge Dakota pickups, excluding the "S" models.

The $1,000 rebate on the 1990 LeBaron convertible and the $50 test-drive payment ended Feb. 28.

Chrysler reduced its alternative finance rates. They are 2.9 percent for up to 24 months; 6.9 for 25 to 36 months; 7.9 for 37 to 48 months; or 9.9 for 49 to 60 months. The previous starting rate was 6.9.

Pontiac increased the retail rebate on its 1989 and 1990 LeMans to $1,000 from $750. Customer rebates on all other 1989 and 1990 Pontiac cars remain at $1,000 except Sunbird, which is $750.

The following Pontiac dealer incentives are in effect: 1989 LeMans and Grand Am, $500; 1989 Grand Prix, $1,000; and 1990 Grand Prix, $500. The 1989 Grand Prix payment will be reduced to $500 April 2 and remain at that level until the entire program expires May 2.

Subaru of America discontinued its retail incentive program and is directing all incentives to its dealers. Subaru dealers earn $400 on the 1990 Loyale; $500 on the 1989 and 1990 Justy (except ECVT); $1,200 on 1989 and 1990 Justy ECVT; and $1,500 on the 1989 XT and XT6.

The dealer rebate on the 1990 Legacy depends on the number of cars sold. The amounts are as follows: 6 to 10 sales, $500 per vehicle; 11 to 15 sales, $1,000 per vehicle; and 16 or more, $1,500 per vehicle.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models)		
TC by Maserati	$6,000	None
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac LeMans, Grand Am	$500	May 2
Grand Prix	$1,000	April 2
Grand Prix	$500	April 3-May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Cadillac	**$1,000**	**Mar. 31**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Hyundai Excel (1989)	$500	Mar. 5
Isuzu (1989 models)		
Impulse, I-Mark	$300	Mar. 31
Trooper	$500-$1,500, quota	Mar. 31
Pickup	$500-$700	Mar. 31
Isuzu (1990 models)		
Trooper	**$500-$1,500, quota**	**Mar. 31**
Pickup	**$500-$700, quota**	**Mar. 31**
Mitsubishi (1989-90 models)		
Cars	**$500-$1,000**	**Mar. 31**
Trucks	**$1,000**	**Mar. 31**
Nissan		
Sentra, pickups (1988-90)	**Up to $1,000***	**Mar. 2**
Pulsar NX (1989)	**$1,000**	**Mar. 2**
Stanza (1989-90)	**$500-$1,000**	**May 2**
Axxess (1990)	**$1,000**	**May 2**
Pathfinder (1989)	**$1,500**	**May 2**
***—Payment varies by regions.**		
Peugeot (1989-90 models)	**$1,000-$2,000**	**None**
Saab (1989 models)	$3,000-$5,000	April 30
Subaru (1989 models)		
Justy ECVT	$1,200	May 2
Other Justy	$500	May 2
XT, XT6	$1,500	May 2
Subaru (1990 models)		
Loyale	**$400**	**May 2**
Legacy	**$500-$1,500**	**May 2**
Suzuki (1990 models)		
Swift	**$400**	**Mar. 31**
Sidekick	**$700-$1,500**	**Mar. 31**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

Hungarian bus may get chassis by Mercedes

By Richard W. Bruner
STAFF CORRESPONDENT

GYOR, Hungary — Ikarus Body and Coach Building Works, a Hungarian bus manufacturer, is reported to be negotiating with Mercedes-Benz to use Mercedes-made bus chassis.

According to the official government news agency, a prototype chassis has been built.

The agency also reported that Daf Trucks, Renault Vehicules Industriels and "some unspecified American circles" want to establish a joint venture with Ikarus with an eye to getting a "foothold in the Soviet market."

In Budapest, meanwhile, about 1,500 laid-off Ikarus workers demonstrated in front of the Hungarian parliament building. The protesting workers demanded that the government promote a reorientation toward Western markets.

Ikarus had to lay off more than 10,000 workers Feb. 16 for up to seven weeks because the Hungarian government suspended its licenses to sell buses to the Soviet Union and other Eastern Bloc countries.

Hungary has a surplus of 250 million rubles. Government economists contend the surplus amounts to an open-ended interest-free loan to Eastern Bloc nations, especially the Soviet Union. Hungary has not yet signed the traditional annual trade agreements for 1990 with the Soviet Union, Poland and Bulgaria.

For now, Hungary does no business with other countries in Comecon, the Eastern Bloc trade group. Ikarus was supposed to ship 4,500 buses to the Soviet Union this year, but it has not been given permission to go ahead.

As a result, it has been unable to cover its debt of 1 billion forints ($15.7 million) to Csepel Automotive Works, which provides it with chassis and components. Csepel and other companies that ordinarily provide components to Ikarus have suspended deliveries until they are guaranteed payment.

Big 3 slate no downtime for March

By Karen Detkowski
SPECIAL CORRESPONDENT

The improving market is keeping U.S. car production at a steady level.

Chrysler Motors has deferred line-speed reductions at two facilities and plans to operate its four car assembly plants without interruption throughout March.

General Motors and Ford Motor Co. have not announced any downtime for March. Both companies have been scheduling overtime at some plants.

Automakers slated output of 130,675 cars last week, 5.37 percent below the prior week, which was the highest weekly output this year. Last week's build was 14.90 percent below the year-ago week.

Last year, the millionth car was built Feb. 16. As of March 3, this year's auto production was 897,243, 33.03 percent below 1989.

Companies split last week's estimated production as follows: GM, 42.76 percent; Ford, 24.71 percent; Chrysler, 11.56 percent; Honda of America Manufacturing Inc., 6.96 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.37 percent; New United Motor Manufacturing Inc., 3.14 percent; Mazda Motor Manufacturing (USA) Corp., 3.05 percent; Diamond-Star Motors Corp., 2.20 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.82 percent; and Subaru-Isuzu Automotive Inc., 0.43 percent.

Domestic truck production was estimated at 82,471 units last week, 0.30 percent above the previous week but 12.86 percent below the year-ago week.

Year-to-date, 599,113 trucks have been assembled, 26.90 percent below last year's build.

GM's Chevrolet Cavalier plant in Janesville, Wis., was scheduled for Friday overtime last week. The plant operates on a 4-day work week.

Chrysler's truck assembly facility in Warren, Mich., was slated to work Saturday overtime last week. The plant will work four of the five Saturdays in March.

Canadian cars reach '90 peak

Last week, Canadian automakers scheduled their highest weekly output of this year — 25,352 units, 6.34 percent above the prior week and 26.29 percent above the year-ago week when capacity was not as great.

So far this year, 155,602 cars have been produced, 12.80 percent below the year-ago total.

Chrysler's Bramalea, Ontario, plant is expected to resume output today after being idle five weeks.

Truckmakers estimated assembly of 20,274 units last week. That was 2.22 percent above the prior week, but 6.99 percent below the year-ago week.

Year-to-date, 146,679 trucks have been built, 21.29 percent below last year's total at this point.

GM's Oshawa, Ontario, truck plant was scheduled for Saturday overtime last week.

U.S. CAR	Week Ended Mar. 3, 1990	Week Ended Mar. 4, 1989	Week Ended Feb. 24, 1990	Feb. Est.	Jan. 1 to Mar. 3, 1990	Jan. 1 to Mar. 4, 1989
Horizon	0	0	0	818	4,578	0
Sundance	1,800	2,269	1,912	6,673	10,839	21,424
Acclaim	2,000	2,750	2,095	6,823	11,970	18,055
Total Plymouth	3,800	5,019	4,007	14,313	27,387	39,479
LeBaron A	800	0	808	2,091	2,602	0
LeBaron J	1,100	2,240	1,013	2,340	2,780	20,712
LeBaron GTS	0	436	0	0	0	2,810
N. Yorker C-Class	400	2,359	519	1,601	2,914	22,890
Fifth Avenue	700	0	716	2,289	4,105	0
Imperial	500	0	567	1,779	3,205	0
Total Chrysler	3,500	5,035	3,623	10,099	15,606	46,412
Omni	0	0	0	762	4,308	0
Daytona	700	2,244	696	1,545	1,825	20,740
Shadow	2,200	2,450	2,238	8,153	12,963	22,100
Dynasty	3,000	2,900	3,128	9,956	17,713	29,187
Lancer	0	54	0	0	0	1,574
Spirit	1,900	2,200	2,015	6,991	13,816	18,058
Total Dodge	7,800	9,848	8,077	27,406	50,645	91,659
CHRYSLER MOTORS	15,100	19,902	15,707	51,819	93,638	177,550
Escort	3,403	6,292	2,927	10,969	20,435	67,568
Mustang	3,705	4,442	3,726	15,413	25,012	38,216
Tempo	3,416	3,007	3,444	10,898	19,368	31,263
Taurus	8,149	7,739	8,127	35,006	66,214	71,461
Thunderbird	3,339	3,813	3,340	8,459	16,651	33,088
Total Ford Div.	22,012	25,293	21,564	80,746	147,680	241,596
Topaz	825	1,364	929	3,059	5,940	12,025
Cougar	2,221	3,826	2,217	5,447	9,282	27,658
Sable	2,335	3,056	2,353	9,130	14,650	23,404
Total Mercury	5,381	8,246	5,499	17,636	29,872	63,087
Continental	1,076	1,648	1,258	4,775	9,280	13,594
Mark VII	552	551	608	2,374	4,611	5,784
Town Car	3,272	3,294	3,818	14,410	27,930	23,331
Total Lincoln	4,900	5,493	5,684	21,559	41,821	42,709
Total L-M Div.	10,281	13,739	11,183	39,195	71,693	105,796
FORD MOTOR CO.	32,293	39,032	32,747	119,941	219,373	347,392
Skyhawk	0	284	0	0	0	3,030
Skylark/Somerset	1,679	1,307	1,231	7,534	11,928	8,818
Century	1,865	2,388	1,926	6,852	11,032	22,861
Riviera	542	712	525	2,236	3,488	5,483
Electra	0	1,950	1,479	5,838	12,317	16,558
LeSabre (fwd)	4,068	2,236	3,980	15,295	24,050	10,477
LeSabre (rwd)	198	192	192	569	1,008	1,778
Reatta	211	184	200	635	1,321	1,279
Total Buick	8,563	9,253	9,533	38,959	65,144	70,284
Eldorado	449	744	448	1,831	2,945	6,405
Seville	651	642	643	2,675	4,117	5,143
Brougham (rwd)	1,055	893	1,039	3,341	5,965	8,999
DeVille (fwd)	3,775	4,885	3,686	14,632	23,008	39,849
Allante	90	75	0	201	527	660
Total Cadillac	6,020	7,239	5,816	22,680	36,562	61,056
Cavalier	7,841	8,027	7,699	28,616	42,561	75,375
Camaro	1,993	2,574	1,280	2,882	3,679	21,780
Celebrity	0	2,997	0	0	0	31,981
Corsica/Beretta	5,496	9,360	7,925	29,718	45,514	79,978
Caprice	2,980	4,940	2,901	9,951	18,261	33,130
Corvette	560	563	560	2,352	3,360	4,473
Total Chevrolet	18,870	28,461	20,365	73,518	113,375	246,717
Calais	1,921	2,298	2,375	7,644	12,437	15,034
Cutlass Ciera	2,078	1,854	2,138	7,770	12,861	14,837
Cutlass Supreme	1,775	0	3,843	10,537	12,702	21,568
Toronado	624	150	617	2,516	3,791	2,358
88 (fwd)	1,067	3,981	1,253	5,853	12,542	34,523
88 (rwd)	133	139	99	372	686	1,463
98	1,425	2,192	1,403	5,575	8,631	18,255
Total Oldsmobile	9,023	10,614	11,728	40,267	63,650	108,038
Sunbird	3,527	3,031	2,861	12,273	17,122	23,837
Grand Am	4,800	5,964	4,854	15,395	23,640	44,424
Firebird	568	1,593	444	1,009	1,236	13,546
Grand Prix	2,858	0	2,758	10,169	12,688	20,001
Pontiac 6000	1,643	1,951	1,641	5,754	9,059	16,197
Bonneville	0	2,319	3,290	9,197	13,984	18,601
Safari/Parisienne	0	102	0	0	0	943
Total Pontiac	13,396	14,960	15,848	53,797	77,729	137,549
GENERAL MOTORS	55,872	70,527	63,290	229,221	356,460	623,644
DIAMOND-STAR	2,871	798	2,797	11,803	23,492	5,478
HONDA	9,100	8,451	8,342	36,746	75,749	70,572
Civic	2,681	2,779	2,359	9,793	22,737	23,758
Accord	6,419	5,672	5,983	26,953	53,012	46,814
MAZDA†	3,999	5,730	3,674	14,109	29,818	44,243
NISSAN	2,380	2,355	2,371	9,970	20,605	20,731
NUMMI	4,100	4,786	4,193	17,018	34,887	33,148
Corolla	2,100	1,874	2,284	8,993	18,056	14,279
Geo Prizm/Nova	2,000	2,912	1,909	8,025	16,831	18,869
SUBARU-ISUZU*	560	0	560	2,352	5,040	0
TOYOTA	4,410	1,979	4,406	18,388	38,181	16,965
Total Cars, U.S.	130,675	153,560	138,089	511,386	897,243	1,339,723
Total Cars, Canada	25,352	20,074	23,841	91,011	155,602	178,451
U.S., Canada Cars	156,027	173,634	161,930	602,377	1,052,845	1,518,174
U.S., Canada Cars and Trucks	258,772	290,070	283,991	1,016,156	1,798,637	2,524,082

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Mar. 3, 1990	Week Ended Mar. 4, 1989	Week Ended Feb. 24, 1990	Feb. Est.	Jan. 1 to Mar. 3, 1990	Jan. 1 to Mar. 4, 1989
Monaco	0	0	0	0	1,894	0
Premier	0	1,275	0	0	401	10,285
CHRYSLER MOTORS	0	1,275	0	0	2,295	10,285
Tempo	3,840	3,454	3,545	11,166	21,314	32,566
Topaz	960	1,500	872	2,754	5,646	13,006
Crown Victoria	2,960	2,780	2,900	11,498	17,789	23,462
Grand Marquis	2,512	2,871	2,502	9,532	16,641	25,712
FORD MOTOR CO.	10,272	10,605	9,819	34,948	61,390	94,746
Celebrity	701	160	642	2,403	3,378	1,778
Cutlass Ciera	2,859	3,086	2,852	12,253	17,281	33,935
Lumina	6,534	705	5,783	21,890	32,334	4,447
Regal	1,086	2,145	938	3,056	4,816	16,871
GENERAL MOTORS	11,180	6,096	10,215	39,602	57,809	57,031
HONDA	2,310	1,714	2,194	9,679	20,119	14,556
HYUNDAI*	310	0	310	1,322	2,810	0
TOYOTA	1,100	204	1,159	4,741	9,633	340
VOLVO	180	180	144	719	1,546	1,493
Total Cars, Canada	25,352	20,074	23,841	91,011	155,602	178,451

U.S. TRUCK	Week Ended Mar. 3, 1990	Week Ended Mar. 4, 1989	Week Ended Feb. 24, 1990	Feb. Est.	Jan. 1 to Mar. 3, 1990	Jan. 1 to Mar. 4, 1989
Caravan	2,000	2,112	2,216	10,223	21,111	20,502
Dakota	1,500	2,300	1,643	5,529	9,338	19,408
Caravan C/V	100	177	139	626	1,309	1,756
Ram pickups	2,300	2,287	2,437	8,238	13,025	19,389
Total Dodge	5,900	6,876	6,435	24,616	44,783	61,055
Cherokee	4,400	5,156	4,366	14,658	26,604	40,199
Comanche	200	886	203	676	1,202	6,824
Grand Wagoneer	0	349	0	325	585	3,015
Wagoneer	50	248	84	265	477	1,811
Total Jeep	4,650	6,639	4,653	15,924	28,868	51,849
Voyager	1,900	1,994	1,837	9,188	19,161	19,926
Town & Country	50	0	92	318	648	0
Total C-P Div.	1,950	1,994	1,929	9,506	19,809	19,926
CHRYSLER MOTORS	12,500	15,509	13,017	50,046	93,460	132,830
Aerostar	4,213	5,770	4,200	16,838	27,323	43,807
Bronco	1,193	2,103	1,143	4,910	9,060	17,451
Explorer/Bronco II	295	2,931	160	7,054	15,051	25,518
Econoline	4,204	5,215	4,179	15,114	27,529	45,551
Mediums/Heavies	1,038	1,480	1,045	12,786	17,724	12,099
Light trucks	9,465	11,315	9,493	36,370	70,486	100,324
Ranger	6,806	7,433	6,891	26,406	45,997	67,239
Total Ford Div.	27,214	36,247	27,111	119,478	213,170	311,989
FORD MOTOR CO.	27,214	36,247	27,111	119,478	213,170	311,989
Astro	2,956	3,592	2,578	8,837	13,684	30,966
Blazer	346	609	423	1,655	2,459	5,111
Lumina APV	1,695	0	2,109	8,726	15,844	0
Mediums/Heavies	280	0	281	1,272	2,656	0
P-Model	630	733	611	2,518	3,973	4,908
Pickups	8,386	8,704	8,152	30,667	48,725	83,051
S-10	4,377	5,948	4,709	18,948	39,099	54,332
S-10 Blazer	3,464	4,475	2,411	10,471	14,760	34,419
Sportsvan/Van	1,615	2,005	1,886	6,006	6,652	16,414
Suburban	1,614	1,675	1,599	6,465	9,070	14,345
Total Chevrolet	25,363	27,741	24,759	95,585	156,922	243,546
Jimmy	133	178	131	620	892	1,595
Mediums/Heavies	447	0	440	1,783	3,152	0
P-Model	70	142	63	265	426	787
Pickups	1,451	2,785	1,600	6,905	12,283	24,963
S-15	1,426	1,539	1,565	5,319	10,255	12,376
S-15 Jimmy	1,127	1,168	1,079	3,939	5,393	9,721
Safari	804	922	1,073	3,037	4,781	7,753
Suburban	717	680	628	2,865	4,168	5,672
Vandura/Rally Vans	845	368	574	2,544	2,882	4,323
Total GMC	7,020	7,782	7,153	27,278	44,232	67,190
Olds Silhouette	535	0	574	2,369	5,112	0
Pontiac Trans Sport	1,128	0	894	4,413	10,262	0
GENERAL MOTORS	34,046	35,523	33,380	129,625	216,528	310,736
NAVISTAR	1,641	1,848	1,644	6,519	13,373	15,286
NISSAN	3,060	2,761	3,066	12,804	26,492	24,522
SUBARU-ISUZU*	560	0	560	2,352	5,040	0
AM GENERAL*	450	450	450	1,890	4,050	3,960
MISCELLANEOUS*	3,000	2,300	3,000	12,600	27,000	20,240
Total Trucks, U.S.	82,471	94,638	82,228	335,315	599,113	819,563

CANADIAN TRUCK	Week Ended Mar. 3, 1990	Week Ended Mar. 4, 1989	Week Ended Feb. 24, 1990	Feb. Est.	Jan. 1 to Mar. 3, 1990	Jan. 1 to Mar. 4, 1989
Caravan	3,254	3,159	3,308	13,896	29,083	28,489
Caravan C/V	249	201	204	893	1,872	1,823
Ram Wagon	548	659	538	2,394	3,463	6,031
Ram Van	1,372	1,744	1,336	5,630	8,317	15,328
Total Dodge	5,423	5,763	5,386	22,813	42,735	51,671
Voyager	2,641	2,898	2,719	11,441	24,160	24,629
Total Plymouth	2,641	2,898	2,719	11,441	24,160	24,629
Wrangler	1,500	1,875	1,494	3,934	4,534	13,291
Total Jeep	1,500	1,875	1,494	3,934	4,534	13,291
CHRYSLER MOTORS	9,564	10,536	9,599	38,188	71,429	89,591
FORD MTR. (lt. trks.)	3,192	3,520	3,188	12,345	23,013	30,707
Light trucks	3,831	3,507	4,110	14,924	30,332	30,984
Vans	1,218	1,293	1,495	4,653	5,142	12,912
Total Chevrolet	5,049	4,800	5,605	19,577	35,474	43,896
Light trucks	1,537	1,848	760	5,538	12,730	14,236
Vans	732	820	480	1,973	2,267	5,801
Total GMC	2,269	2,668	1,240	7,511	14,997	20,037
GENERAL MOTORS	7,318	7,468	6,845	27,088	50,471	63,933
NAVISTAR	200	274	201	844	1,766	2,114
Total Trks., Canada	20,274	21,798	19,833	78,464	146,679	186,345
U.S., Canada Trks.	102,745	116,436	102,061	413,779	745,792	1,005,908

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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William Ford Jr.: "I would be crazy . . . not to have some lofty goals."

AUTOMOTIVE NEWS/JOE WILSEMS

BIG PICTURE: *William Ford Jr. will direct strategy for automotive group*

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Ford Motor Co. last week gave 32-year-old William Clay Ford Jr. exactly what he wants — a chance to look at big-picture issues and make a strategic impact on the company his great-grandfather founded.

After eight months as manager of engineering and manufacturing at Ford Heavy Truck Operations, Ford was appointed director of business strategy for the Ford Automotive Group as part of a reorganization of the automaker's strategic planning functions.

He will report to Allan D. Gilmour, president of the Ford Automotive Group and fellow member of the board of directors.

Ford, son of former Vice Chairman William Clay Ford, still is out-ranked by his cousin, Edsel Ford II, 41, executive director of Ford's corporate marketing staff and son of former Ford Chairman Henry Ford II. But the move brings the younger cousin one step closer to Ford's inner circle, a step he has eyed for some time.

Ford knows his heritage won't be the only ticket to the top. He must prove himself a good decision maker and a good manager in every position he holds at the company, in which his family owns 40 percent of the voting stock.

"If I were to stay in this company, I would be crazy at this time not to have some lofty goals, but whether it's CEO or chairman I don't know. I'd like to get within shooting distance of it certainly," Ford said in an interview Feb. 16.

"If I do well, they are not going to make me executive vice president tomorrow. There is a certain time frame involved, but time is not the constraint — it's me and how well I do," he said.

The amiable young heir talks as excitedly about the future of Ford Motor Co. as about the new Jaguar XJ-S British Racing Green convertible he recently purchased or the improved record of his father's Detroit Lions professional football team.

Ford isn't shy about discussing his condensed tour of the company through his many assignments.

Since he joined the company in 1979 as a product planning analyst, he has been a sales zone manager, labor negotiator, marketing strategy analyst, advertising specialist, finance specialist, director of commercial vehicle marketing for Ford of Europe and managing director of Ford of Switzerland as well as manager of engineering and manufacturing at Ford Heavy Truck Operations.

Ford admits he has had no training in engineering and knew little about Ford's Truck Operations be-

see FORD, page 49

VW due to reveal pact to build cars in East Germany

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

GENEVA — Volkswagen AG is expected to announce today that it has reached an agreement with East German automaker VEB IFA Kombinant to produce a VW car in East Germany.

An announcement was expected at the Leipzig, East Germany, Trade Fair. Insiders say the deal was reached during last week's Geneva International Auto Show and could include production of the VW Polo supermini model.

In addition, sources said VW and Audi AG engineers have completed a preliminary review of East German suppliers. The West German automaker could announce plans this week for further contacts with more than 100 component operations that could supply Volkswagen-Audi in the West.

VW and Audi are also expected to announce plans in Leipzig this week for setting up an East German dealer network.

VW and Kombinant earlier this year formed a joint venture to develop and produce vehicles in East Germany.

As indicated by the VW developments, the crackling pace of events in Europe's auto industry dominated the year's first European show. East-West talks have reached the frenetic stage, and automakers are scrambling to assess market potential, assemble dealer networks and even enter whole new car-size segments to satisfy anticipated demand.

Geneva was also a forum for the increasingly combative debate over Japanese penetration in post-1992 Europe. It also reflected Europe's rush to environmentalism with ideas like electric cars.

General Motors' aggressiveness in Eastern Europe became apparent. GM recently announced a car and engine production deal in

see VW, page 51

PIETER KAMP

Spotlight on Switzerland

The Bertone Nivola concept car powered by Corvette is one of the highlights in Geneva's Palexpo center, where the 60th annual motor show opened an 11-day run March 8. More show cars and stories, Page 50.

CENSUS

Dealer total dips to 24,576; domestics, imports off 337

By John K. Teahen Jr.
SENIOR EDITOR

In a year of declining sales and scant or non-existent profits, the number of new-car dealerships in the United States dropped by 337.

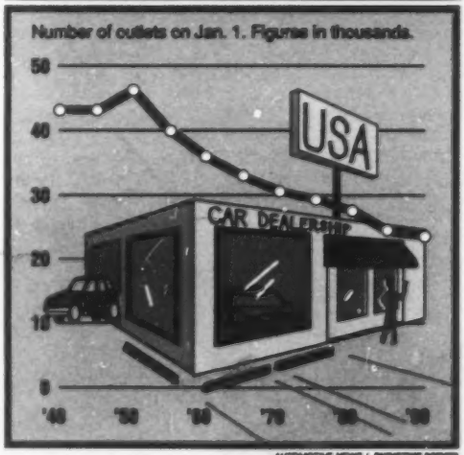
The annual *Automotive News* census found 24,576 outlets on Jan. 1 of this year, compared to a revised total of 24,913 at the beginning of 1989. It was the biggest dip since the recession year of 1982.

The Big 3 lost 214 dealerships last year, and there was a slip of 123 in the number of stores selling only imported cars.

On Jan. 1, the dealership population consisted of 19,379 establishments handling Big 3 autos and 5,197 stocking only imports. About 90 percent of the Big 3 locations also carry an import, either a cap-

49

New-car dealerships in United States



AUTOMOTIVE NEWS / CHRISTINE BERVIN

Team concept, job security fuel strike talk at GM plant

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Lynn Monhollen thinks the UAW may strike General Motors this year.

Monhollen, a 15-year veteran who works on the engine line at the Detroit-Hamtramck assembly plant, is not alone. Monhollen and many of his co-workers believe the team concept is a failure, job security is nonexistent, and the union has relinquished too much power.

They say that with Steve Yokich at the helm — a man they say is much tougher than former UAW GM director Donald Ephlin — GM may be in for the fight of its life when negotiations begin in July.

"I think the possibility of a strike is great," said Monhollen, 35. "It may be time for something like that to happen."

Even Joyce Robbins, a model employee who was picked to represent Cadillac at the Los Angeles Auto Show in January because of

see GM PLANT, page 52

Special report

On Feb. 26, Automotive News Staff Reporter Kathy Jackson spent a full day working on the engine line at General Motors' Detroit-Hamtramck assembly plant to assess the mood of the UAW rank and file in this crucial contract year. Her personal observations are reported on Page 52.

NEWSPAPER

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...Story on Page 2.

Buick returns to the basics on road to recovery

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

FLINT, Mich. — With two key cars yet to debut this year, Buick appears to be solidly on the road to recovery.

Buick's market share, with the exception of a slight dip in February, has edged higher each month since the start of the 1990 model year and, during a couple of 10-day sales periods, exceeded 6 percent, the division's goal for the model year.

The upward climb comes on the heels of market share holding steady for the past two calendar years. And it comes before the division has yet to put its bread-and-butter Regal sedan and new luxury Park Avenue into dealer showrooms.

The Regal sedan and the Regal sedan and coupe with the optional 3800 V-6 tune port injection engine, a Buick exclusive, went into production in recent weeks and will arrive in showrooms soon as 1991 models. The 1991 Park Avenue goes into production at the end of March and will be introduced in early July. Reatta convertibles are being delivered now to showrooms in warm climates.

Still, Buick is a far cry from where it once was, and where it wants to be in the next five years.

Buick remains far from its high point of the 1980s, when it owned 9.23 percent of the car market in 1983. It hit its low point in 1987, capturing only 5.39 percent of the car market.

"We want to be somewhere around 6 percent by the end of the 1990 model year," said Buick General Manager Edward Mertz. "I think that's achievable. We think we can get that with the new products and the quality that we're producing."

Buick's Roadmaster debuts in 1992.

HIDDEN IMAGE/HANS G. LEHMANN

Within five years, Buick wants to take 8 percent of the car market, Mertz said. By then, its entire product line will be consistent with its recently adopted image of the American road car.

In 1992 Buick will introduce the Roadmaster, which it believes is a modern-day version of a classic American road car. The Roadmaster, which also was the name of a classic Buick of the 1950s, will be based on the rear-wheel-drive B-body, upon which the 1991 Chevrolet Caprice is built.

Mertz said Buick is focused on

see BUICK, page 53

Lexus, Infiniti affect luxury market, but trail sales targets

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Luxury car upstarts Lexus and Infiniti already have carved a niche in the hearts of their dealers and the pocketbooks of buyers in their few months on the market.

But Lexus is falling short of even its revised sales goal, and Infiniti is short of its apparent goal based on production targets for the United States.

In February, Lexus sold 4,171 cars, giving it 5.29 percent of the target market, while Infiniti sold 1,075, giving it 1.36 percent.

Lexus reported its August sales with September's, which gave it an inflated 5.36 percent of the target market. Likewise, Infiniti went on sale in November, but it reported those sales with December deliveries, for an inflated 2.34 percent of the December target market.

Since the Japanese entries arrived, market shares of many luxury cars have slipped. Audi, Acura, Cadillac, Mercedes, Saab and Volvo have lost market share. BMW, Jaguar, Porsche and Sterling have held their own.

Lincoln made the most dramatic gain — from 16.39 percent in September to 25.80 percent in February. Lincoln's increase was due largely to a better supply of Town Cars. The 1990 model was introduced in September but was in short supply for several weeks because of component shortages.

J. Davis Illingworth, Lexus vice president and general manager, said 60 percent of Lexus buyers trade in European and domestic makes, 30 percent trade in Japanese-badged cars and 10 percent offer no trade-in at all.

Liz Finnegan, an Infiniti spokeswoman, said many of its trade-ins have been Mercedes-Benz, Jaguar and BMW models.

"We're getting more than originally expected and with relatively low mileage," she said.

Lexus expects to sell 40,000 LS400 and 20,000 ES250 models in 1990. Slugglish sales of the ES250 prompted Toyota Motor Sales U.S.A. to reduce its 1990 sales goal to 60,000 from 70,000. At the current rate of travel — 24,608 in seven months — first-year sales would be about 42,100.

Infiniti has not announced sales goals, but officials have indicated that United States-bound M30 and Q45 output would be about 32,000 units per year. Its 4-month, winter-season rate of travel — 3,869 units since November — would be 11,600 first-year sales.

Cadillac, still the leading seller of luxury cars in the United States, saw it's share of the target market skid from 32.69 percent in September to 26.38 percent in February. Cadillac sales went down only 2,000 units during the period.

Acura, whose owners were targeted as hot prospects by Lexus, slipped to 12.72 percent of the target market in February, down from 14.14 percent in September.

Lexus and Infiniti dealers said they are pleased with sales.

Steve Zamawa, general sales manager at Culiver Infiniti in Phoenix, said his store sold 45 M30s and Q45s in February, making it the No. 1 store last month.

LEXUS, INFINITI TARGET MARKET

	Sept. sales	Pct. of segment	Oct. sales	Pct. of segment	Nov. sales	Pct. of segment	Dec. sales	Pct. of segment	Jan. sales	Pct. of segment	Feb. sales	Pct. of segment
Acura	12,011	14.14	10,865	13.22	10,632	13.22	9,857	13.40	10,087	12.86	10,019	12.72
Audi	2,182	2.57	2,114	2.76	1,409	1.75	1,690	2.57	1,283	1.64	1,411	1.79
BMW	4,401	5.18	5,391	7.04	5,140	6.39	4,463	6.07	4,919	6.27	4,113	5.22
Cadillac	27,773	32.69	21,180	27.64	22,299	27.73	18,722	25.46	20,950	26.71	20,781	26.38
Infiniti	0	0.00	0	0.00	0	0.00	1,723	2.34	1,071	1.37	1,075	1.36
Jaguar	1,482	1.74	1,507	1.97	1,699	2.11	1,879	2.56	1,523	1.94	1,475	1.87
Lexus	4,554	5.36	3,416	4.46	3,787	4.71	4,545	6.18	4,135	5.27	4,171	5.29
Lincoln	13,927	16.39	14,921	19.47	18,138	22.56	14,979	20.37	17,805	22.70	20,327	25.80
Mercedes-Benz	6,886	8.11	5,974	7.80	6,297	7.83	7,113	9.67	4,654	5.93	5,811	7.38
Porsche	656	0.77	688	0.90	797	0.99	659	0.90	696	0.89	725	0.92
Saab	2,627	3.09	2,357	3.08	1,505	1.87	1,444	1.96	1,967	2.51	2,088	2.65
Sterling	418	0.49	510	0.67	492	0.61	361	0.49	505	0.64	493	0.63
Volvo	8,038	9.46	7,697	10.05	8,218	10.22	5,898	8.02	8,834	11.26	6,301	8.00
Total	**84,955**	**100.0**	**76,620**	**100.0**	**80,413**	**100.0**	**73,533**	**100.0**	**78,429**	**100.0**	**78,790**	**100.0**

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Will Mitsubishi, Daimler ties lead to vehicle ventures?

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — While talks between the Mitsubishi Group and Daimler-Benz AG offer huge possibilities in aerospace and electronics, the two firms also could be on the verge of closer ties in automotive ventures. The question is, When?

The two industrial giants revealed last week they are exploring a range of technological and commercial ventures. The talks were said to be in their early stages, and there were no guarantees that they would lead to an alliance.

Yet according to analyst Koji Endo with Nomura Securities, joint automotive production and research and development projects are now "inevitable."

The two companies have had little success in putting previous automotive plans into place.

With that in mind, analyst Stephen Usher, of Kleinwort Benson International, said, "It will be a long time before any agreement is reached." Still, last week's "agreement to agree" does make the environment more receptive to some kind of progress, Usher said.

Daimler-Benz initiated the latest talks, according to Mitsubishi. Analysts see the move as an effort by the West German conglomerate toward further diversification, particularly in aerospace and electronics. Both are fields where the Mitsubishi Group has particular strength.

But if Daimler-Benz has something to gain in those areas, its Japanese counterpart can benefit in the automotive area. Automotive dominates Daimler-Benz's business, but Mitsubishi Motors Corp. is a somewhat minor figure in the Mitsubishi Group.

Endo believes a closer tie-up would benefit Mitsubishi Motors more than Mercedes-Benz AG, Daimler's automotive unit.

Mercedes is unlikely to venture into small cars, he said. But Mitsubishi is trying to extend its lineup toward the luxury end of the market and could benefit from Mercedes technology.

Mitsubishi is also still looking for a production partner in Europe.

The auto ties between the two companies go back to 1987, when they reached a 3-point agreement on joint marketing and production. Today, only one of those is in place.

The 1987 agreement included a feasibility study on producing Mitsubishi commercial vehicles at a Mercedes plant in Europe. But Mercedes pulled back, reportedly because its plants were already at full capacity.

There was also a plan to study joint development of a light commercial vehicle. But there's been little progress beyond an exchange of engineering visits.

Mitsubishi Motors has set up outlets to sell Mercedes cars and trucks in Japan. That agreement apparently led Mitsubishi Motors to later turn aside a similar proposal to sell Chrysler cars. But the Mercedes project has been slow getting started and not altogether successful.

The truck arrangement was established in the fall of 1989, and so far has received only about 20 orders.

As for passenger cars, acquiring dealerships has been an expensive and pain-staking process. Of the 31,511 Mercedes cars sold in Japan last year, only 500 were sold through Mitsubishi-related outlets. Although Mercedes' intent was to set up an independent channel with Mitsubishi Motors' help, Yanase & Co., the largest importer in Japan, still handled most of the sales in 1989.

The larger implications in the Daimler-Mitsubishi tieup have set off ripples of concern over a major international effort that would challenge U.S. supremacy in aerospace. What is more, it would be a link between two corporations that were heavily involved in arming the Axis military efforts of World War II, raising questions about defense-related projects.

Smart cars, highways in Bush transport plan

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Bush administration set the tone for further regulation of auto safety and fuel efficiency in releasing its long-awaited transportation policy last week.

The 129-page document, titled "Moving America Into the 21st Century," sets 65 legislative goals.

It will also guide the reauthorization of highway, mass transit and highway safety programs, said Transportation Secretary Samuel K. Skinner.

Skinner

But the major news to the auto industry is a $12 million commitment to fund research and development of so-called smart cars and smart highways, said Wallace D. Burnett, special assistant for strategic planning at the Department of Transportation.

Intelligent vehicles and highways are being touted as ways to unclog roadways, increase highway capacity and improve highway safety. The plan foresees the technology being used to automate traffic control systems and provide information to drivers.

Skinner said the pursuit of those new technologies will reflect "a major investment" backed by the industry's continued interest. He said several projects are already under way, including the Pathfinder project in Los Angeles where sensors on Oldsmobile Delta 88s advise commuters of congestion and road conditions.

In addition, the DOT plans to develop an advanced driver simulator to evaluate various highway and vehicle systems.

In the safety area, the plan calls for rules requiring increased occupant-protection and vehicle crash-avoidance systems andstepped-up defect monitoring and recalls.

The DOT also said it will work with the Department of Energy to focus on "fuel-efficient transportation alternatives," including increased use of alternative fuels and alternative-fueled vehicles.

While the plan holds true to President Bush's promise not to raise taxes, it proposes shifting costs to users. In lieu of an increase in the federal gasoline tax, Skinner urged states to raise toll fees and state gasoline taxes to generate revenue for highway projects.

He also called for increased taxes at airports to expand overcrowded facilities.

The plan also advocates:

- Continued deregulation of the trucking industry and promotion of uniform state registration and tax reporting requirements.
- Study of new technologies, including high-speed passenger rail service, hypersonic planes, tilt-rotor aircraft, magnetically levitated trains and global positioning systems for navigation.

Sen. Brock Adams, D-Wash., a former transportation secretary, accused the administration of watering down earlier policy. He criticized the plan for proposing increases in user fees. If states are to carry a bigger load, "Why have a DOT at all?" he asked.

DOMESTIC DAYS' SUPPLIES

	Mar. 1, 1990	Feb. 1, 1990	Mar. 1, 1989
Talon	32	41	—
Premier	190	143	159
Total Eagle	81	82	159
Horizon	74	140	119
Laser	68	93	61
Sundance	95	63	78
Reliant	63	66	89
Acclaim	47	59	72
Caravelle	—	0	139
Gran Fury	—	—	43
Total Plymouth	65	75	83
LeBaron A	139	—	—
LeBaron K	—	—	114
LeBaron J	123	93	99
LeBaron GTS	219	98	249
Fifth Avenue (rwd)	118	46	217
Fifth Avenue (fwd)	87	70	—
Imperial	86	62	—
New Yorker C	73	74	60
New Yorker E	—	—	437
Total Chrysler	101	84	91
Omni	79	142	121
Shadow	69	50	69
Monaco	292	688	—
Daytona	110	120	135
Aries	76	67	86
Lancer	255	60	326
Spirit	49	75	72
Diplomat	—	—	62
Dynasty	43	47	48
Dodge 600	—	—	162
Total Dodge	63	72	79
CHRYSLER MTRS.	71	76	87
Escort	85	95	86
Mustang	92	88	60
Tempo	53	62	80
Taurus	57	56	71
Thunderbird	8	82	93
Probe	114	127	84
Crown Victoria	65	59	96
Total Ford Div.	66	77	79
Topaz	74	72	81
Sable	58	59	87
Cougar	80	85	90
Grand Marquis	71	54	73
Total Mercury	70	65	90
Continental	32	49	54
Town Car	55	59	71
Mark VII	45	80	136
Total Lincoln	46	58	74
Total L-M Div.	60	63	85
FORD MOTOR CO.	64	72	81
Skyhawk	85	74	161
Somerset/Skylark	33	46	93
Century	70	77	67
Regal	106	123	105
LeSabre	69	67	59
Reatta	101	176	168
Electra	135	78	99
Riviera	98	91	120
Total Buick	73	75	86
Cimarron	—	—	21
Allante	108	91	122
Seville	50	54	87
DeVille	57	62	59
Brougham	82	87	93
Eldorado	84	87	97
Total Cadillac	62	67	70
Geo Prizm/Nova	78	97	180
Cavalier	57	42	67
Camaro	104	104	98
Celebrity	55	124	64
Corsica/Beretta	62	96	103
Lumina/Monte Carlo	77	70	42
Caprice	74	52	94
Corvette	87	97	133
Total Chevrolet	68	72	87
Firenza	—	—	75
Calais	52	82	108
Cutlass Ciera	70	71	74
Cutlass Supreme	71	100	81
88	63	98	83
90	91	107	87
Toronado	106	101	144
Total Oldsmobile	68	90	85
Fiero	—	—	145
Sunbird	50	38	70
Firebird	91	102	153
Grand Am	59	57	56
Pontiac 6000	61	72	90
Grand Prix	82	124	59
Bonneville H	79	82	97
Safari/Parisienne	—	—	149
Total Pontiac	67	70	75
GENERAL MTRS.	68	74	83
HONDA	39	39	30
MAZDA	76	79	90
MITSUBISHI	78	27	28
NISSAN	137	107	53
TOYOTA	57	32	28
DOM. TOTAL	66	70	78
Subcompact	59	55	55
Compact	54	55	70
Intermediate	66	79	81
Standard	71	68	82
Speciality	93	110	141

*Estimate

Car stockpile holds steady; supply declines to 67 days

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Automakers and dealers continue to keep car inventories in check despite the approach of the spring-selling season.

Automakers entered March with about 3,000 fewer unsold cars than they had at the start of February. March opened with a stockpile of 2,111,436 units, down 15.95 percent from year-ago levels.

On March 1, automakers had a 67-day supply of cars, down from 73 days on Feb. 1 and the bloated 90-day supply they held at the beginning of this year.

A 60- to 70-day supply is considered ideal, though it usually is higher going into the spring-selling season, when dealers and manufacturers traditionally have stocked more cars for warm-weather impulse buyers.

Import stockpiles, which totaled 644,857 cars on March 1, dipped about 6,000 from Feb. 1 and were well below the 720,056 on hand a year ago. Days' supplies were 80 this month, 81 a month ago and 87 a year ago.

Domestic automakers had 1,466,579 unsold cars in inventory on March 1 for a 66-day supply. That was down from a 70-day supply in February and a 78-day supply on March 1, 1989. The latest inventory was up about 3,000 units from Feb. 1, but was 18.16 percent below the year-ago total of 1,791,970.

Massive production cutbacks in January by domestic manufacturers spilled into early February to keep inventory levels down, despite a sales drop during February.

General Motors pared its inventory to a 70-day supply from the 75-day supply it had on Feb 1. Ford trimmed its stockpiles to a 65-day supply from 73 days a month earlier. And Chrysler Corp.'s inventory dropped to 73 days from last month's 79 days.

Dealers continue to stock leaner supplies of new cars than they did a year ago as they attempt to slash floorplan costs.

They remain cautious about how strong the usually brisk spring-selling season will be.

IMPORT DAYS' SUPPLIES

	Mar. 1, 1990	Feb. 1, 1990	Mar. 1, 1989
Chevrolet	98	82	188
Chrysler Motors	93	123	208
Acura	65	67	77
Daihatsu	65	59	89
Honda	50	50	36
Infiniti	61	66	—
Isuzu	188	193	224
Lexus	24	30	—
Mazda	65	61	62
Mitsubishi	80	49	98
Nissan	104	105	114
Subaru	128	127	24
Suzuki	251	252	119
Toyota	65	70	35
JAPAN	78	76	79
Audi	185	162	146
BMW	64	87	85
Mercedes-Benz	33	50	61
Mercury	62	47	166
Porsche	87	94	180
VW	140	143	156
GERMANY	94	100	115
Alfa Romeo	97	186	124
Ford	106	95	125
Hyundai	61	59	71
Jaguar	50	44	42
Peugeot	89	98	99
Pontiac	88	164	133
Eagle/Chrysler	117	66	219
Saab	61	51	63
Sterling	68	75	92
Volvo	92	63	70
Yugo	116	85	428
Other Countries	79	71	99
Total Import Cars	80	78	87
Daihatsu	39	37	—
Geo Tracker	145	139	198
Isuzu*	106	136	126
Mazda	71	74	79
Mitsubishi	109	89	69
Nissan*	54	99	41
Range Rover	57	45	22
Suzuki*	157	171	88
Toyota	44	48	52
Dodge	129	127	201
Total Imp. Trucks	74	90	74
Total Imp. Vehicles	79	80	84

*Includes domestic vehicles

Former owner wants to buy ailing California megadeal

CLAREMONT, Calif. — Jack Head, the former owner of Claremont Auto Park, is among those trying to purchase the dealership, which is in receivership.

Meanwhile, the court-appointed receiver, Attorney David Ray, is grappling with a number of problems connected with the ailing auto center. Discrepancies range from missing and damaged vehicles to improperly handled trade-ins to a slew of unpaid creditors.

Claremont Auto Park, a 7-franchise dealership located about 40 miles east of Los Angeles, was placed in court-appointed receivership in February. The move was made at the request of the principal creditor, General Electric Capital Corp., which reportedly was unsatisfied with park operation.

"A receivership, by its nature, is an insolvency proceeding," said Sarah Graber, counsel for General Electric Capital in Chicago. "However, it is not GECC's policy to discuss matters in litigation."

"I want to make this place a legitimate auto park," said Head. "The receivers are taking bids not only from me, but a lot of other people they think might be good prospects."

Joe Wilson, a Chicago businessman, acquired Head's franchises in February 1989, including Cadillac, GMC, Acura, Pontiac, Hyundai, Sterling and Isuzu. Wilson purchased the park reportedly for $21 million, which included the flooring and the separate purchase of Claremont Acura.

According to Head, General Electric Capital financed 80 percent of the purchase. Head carried the remaining 20 percent. Head also owns the property and buildings, which he said are valued at $25 million.

Sources within the Claremont Auto Park say General Electric Capital mandated that Wilson maintain a specific profit margin on a month-to-month basis. Allegedly, he had been unable to perform to satisfaction. Consequently, General Electric Capital sought and was granted the receivership in early February of this year. Wilson was unavailable for comment.

Ray confirmed that a half dozen demo cars had been damaged while being driven by employees at the auto park, although he said he was unsure of the extent of the damage. He also acknowledged that a number of cars are unaccounted for. Independent sources say the number is between 20 and 40. "Somebody has them that is not supposed to have them," said Ray.

In several cases, Claremont Auto Park took in trade-in vehicles with unpaid balances, with the agreement that it would fulfill the debts. Owners later found the dealership had failed to do so. Ray said that, where possible, he was arranging payoffs.

Maryland court says state resident can sue car dealership in Virginia

By Helen Kahn
SENIOR CORRESPONDENT

In a case that could have implications for dealers near state borders nationwide, Maryland's highest court has ruled that a Maryland consumer can sue a Virginia car dealer under a Virginia consumer protection law.

In 1988, Maryland resident Bert W. Rein, relied on a *Washington Post* advertisement in buying a car from Koons Ford in Falls Church, Va. Koons advertised specific cash prices, except for tags, taxes and freight. But when Rein found that Koons charged a "document preparation fee" of $99.90 for each car sold, he alleged that Koons had changed the advertised price.

In his suit, Rein charged deception under the Virginia consumer protection statute.

Maryland's lowest court dismissed Rein's complaint on grounds that the Virginia law was not enforceable in Maryland. But Maryland's court of appeals, its highest court, said it is.

The decision paves the way for Reins to bring a class-action suit under Maryland law. He has started to assemble other Maryland buyers caught in the same circumstance over the last three years.

Rein is seeking $100 for each such consumer — the minimum allowed under Virginia's consumer protection law. But the class suit must aggregate $2,500 to be certified under Maryland law.

In a separate but related development, the Virginia Legislature has passed a bill to require disclosure of any such document "processing" or "paperwork" fee.

The action stems from a bill introduced by state Sen. Joseph V. Gartlan, who was outraged when a dealer presented a form calling for a $250 processing fee after he thought he had made his deal. Gartlan gave in to the dealer because he wanted his new car but made up his mind to get even.

The Gartlan bill requires the dealer to put any such fee on the standard order form which is submitted to the state commissioner of motor vehicles and which is used in negotiating price with the customer. In addition, the dealer must post a sign in the showroom informing customers of the fee.

The Virginia Automobile Dealers Association said most Virginia dealers charge such a fee but it usually is for less — between $20 and $125.

SERVICE MANAGEMENT

Import buying spree for Japan

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — All 11 Japanese car and truck manufacturers have responded to the wishes of the Ministry of International Trade and Industry by announcing import plans worth a total of 1.03 trillion yen ($7.4 billion). A large but unspecified percentage of that total will include parts and components from U.S. suppliers.

The plans, targeted for 1992, are long on numbers for obvious political effect. The import campaign is an effort to ease trade friction.

In fact, the push for imports seems to be attracting more attention than efforts to increase local content overseas, according to American representatives of the parts industry in Japan.

But all the new announcements on imports are short on detail.

Some plans call for reverse imports of built-up vehicles from transplants in the United States. Other items include helicopters, super computers and integrated circuits.

But for most of the companies, automotive parts will account for at least 50 percent of the total.

John Creamer, director of the Tokyo office of the Motor and Equipment Manufacturers Association, said it is not clear how the plans will affect U.S. suppliers. There are a few specifics on built-up vehicles, but the rest of the plans are nebulous, he said.

The programs may be helpful, Creamer said, but so far there is no case of an American supplier writing a million orders because of the recent announcements.

And when the companies do start putting specifics next to the figures, many of the imports may not come from the United States at all but from Europe and Asia.

Ikuichi Kurita, general manager for corporate communications at Mazda Motor Corp., said the company will import 115 billion yen (U.S. $793 million) in parts and materials by 1992, but has not yet made specific plans for each country.

It is the company's policy not to specify country or company, he said. He added, considering U.S.-Japan trade relations, "We might be persuaded to import more from the U.S."

American suppliers were increasing business in Japan even before the fanfare of the recent announcements, Creamer said. Political pressure has helped.

The U.S. Commerce Department has made auto parts a priority in the Market Oriented Sector Specific talks with Japan. But business is better also because American suppliers are becoming better known and more adept at doing business in Japan, Creamer said. In addition, they often offer a price advantage.

General Motors' Automotive Components Group did $134.9 million in business in Japan last year, an increase of 35 percent, and expects to nearly triple that in five years. Much of last year's business was with Isuzu Motors Ltd., a GM affiliate, but the group also did business with seven other manufacturers.

Some of the increase in sales has been a direct result of the political pressure, according to GM representatives. James Trask, director of planning for GM Overseas Corp. in Japan, said the pressure has often led Japanese firms to take the first step. "We have a good product," he said. "If pressure makes one more guy look at the product, it helps."

But Ben Lipscy, regional sales manager for Delco Electronics, said the weakening of the dollar has had more effect on business than government pressure.

Other factors also affect business. Selling is very labor intensive, according to Daniel Kinnavy, sales manager for Packard International. The sales volume often corresponds to the size of the staff.

There is also the long period required for transportation and the need to warehouse products in order to fit into Japan's just-in-time system. The Japanese buyers have been supplying the warehouse space. That can add 10 to 15 percent to costs, Lipscy said.

Eventually, Delco may have to develop its own warehouse, he said, but will need volume first.

Delco started doing business with Toyota Motor Co. this year with a pressure sensor modified to Toyota specifications. "Someone who sells to Toyota has to want to sell to Toyota," Lipscy said. "It is a large company that insists you do business its way."

But, he added, there is a great potential for volume.

Thirty American firms now have representatives in Japan. Having a setup in Japan is a critical issue for doing business, according to Philip Austin, regional manager for AC Rochester.

Most of the suppliers are still not included in the early design stage, a key issue for the parts industry. Much of the business in the past has involved readily installed components, Creamer said. Internal engine components might be more difficult, he said.

Mazda has been importing tires, windshields, lamps and, more recently, anti-lock brakes and air bags, Kurita said. With the increase in imports, Mazda will add engine, transmission, suspension, electronic and brake parts to the list.

Transportation and warehousing costs have to be considered, Kurita said, so the company must take a step-by-step approach to imports.

Toyota is planning a 300 billion yen (U.S. $2.06 billion) import program by 1992. Parts will account for about 200 billion yen of that, according to Vice Chairman Tsutomu Ohshima.

MEMA schedules conference on boosting trade with Japan

ENGLEWOOD CLIFFS, N.J. — The Motor and Equipment Manufacturers Association will sponsor an executive-level conference April 4-6 in Las Vegas, in an effort to increase business between United States parts makers and Japanese motor-vehicle manufacturers.

Cosponsored by the Japan Automobile Manufacturers Association, the conference will be held during the International Automotive Aftermarket Show.

According to MEMA, the business development conference will be focused around a series of prescheduled, individual company-to-company meetings between executives of leading U.S. parts manufacturers and teams of top purchasing executives from the Japanese vehicle manufacturers.

The conference also will feature sessions with leading industry speakers and specialists, as well as social events designed to foster the development of closer personal and business relationships between U.S. suppliers and Japanese manufacturers, according to MEMA.

MEMA President William A. Raftery said, "The conference offers unequaled opportunities for qualified U.S. original equipment manufacturers to build or expand solid business relationships with all Japanese vehicle producers through senior executive-to-executive contacts."

To promote effective interaction among participating executives, the associations will limit participation to a select number of American suppliers.

Dealer service improving, Canadian survey discloses

By Alex Law
STAFF CORRESPONDENT

OTTAWA, Ontario — Dealer automotive service is getting better, according to a survey of nearly 22,000 members of the Canadian Automobile Association.

Some 56.2 percent of respondents to a questionnaire said they were very satisfied with the service they received from their dealer. That was up from 50.4 percent in the previous survey.

The domestic manufacturers made the biggest jump in the "very satisfied" category, up from 44.0 percent last year to 50.1 this year. The European companies rose from 58.4 percent to 64.3 percent, and the Asian manufacturers climbed from 61.3 percent to 65 percent.

The degree of "satisfaction by manufacturer" was 73 percent, almost unchanged from last year's 72 percent. Satisfaction with European makes went up to 78.2 percent from 75.8 percent; Asian makes, to 82.9 from 82.3; and domestic makes. to 67.7 from 67.1.

Asked what features they want in a new car, respondents included two new items in the top 12 this year — anti-lock brakes and air bags — but left the rest of the list in the same order as last year.

The list is: power steering and brakes, power windows, power door locks, air conditioning, automatic transmission, cruise control, ABS (replacing a sunroof), AM/FM radio with cassette, power seats, tilt steering wheel, air bags (replacing a heavy-duty suspension) and delayed wipers.

Parts cabinets save space, reduce cost of new dealership

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

HAMPTON, Va. — Mark Tysinger offset a potential $1 million cost overrun in the construction of his new 42,000-square-foot dealership by redesigning the parts department to accommodate high-density storage cabinets before the facility was completed.

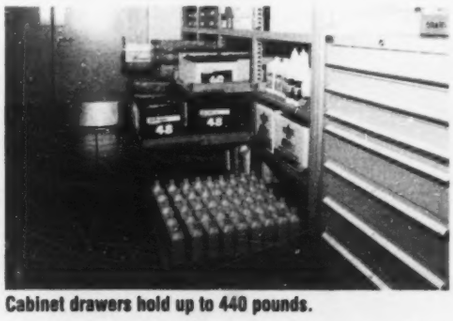
In the initial stages of planning the new home of Tysinger Mercedes-Benz & Dodge, Tysinger collaborated with representatives of the Mercedes-Benz facilities and planning department to determine the dealership's special needs.

Original plans called for a 12,000-square-foot parts department. The space was the recommended requirement for the dealership's projected $2.5 million annual parts sales volume.

Tysinger said a review of the building plans, triggered by the potential overrun, revealed that more than half the space in the parts department was for storage.

Tysinger began a search for a flexible, more efficient storage setup that would require less space while providing enough storage capacity for the projected parts volume.

Tysinger discovered that dealerships using high-density storage cabinets rather than shelving were able to save space. In his situation, the cabinets would enable the parts to be stored in less than 50 percent of the space he had originally allotted.



Cabinet drawers hold up to 440 pounds.

To solve his storage dilemma, Tysinger turned to Lista International in Holliston, Mass., which designed a flexible storage system that reduced the dealership's parts department space requirements from the original 12,000 square feet to 6,000 square feet.

The storage plan maximized the usefulness of the space with high-density modual storage equipment. The company also turned space beneath the department's service counter into primary storage area for fast-moving parts. Now, 70 percent of fast-moving parts are kept in that general counter area, which has reduced retrieval time.

The company designed and manufactured heavy-duty modular storage cabinets that can hold up to 440 pounds per drawer.

It also installed a storage wall that has adjustable shelves to hold bulky items, roll-out trays for easy retrieval of heavy parts and drawers of various heights to hold components ranging from small parts to heavy tools. Drawer partitions and dividers create a variety of small and large compartments, while label holders allow easy identification of components.

Shop volume opens year with big rise

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business in new-car dealerships across the country opened the new year with a bang.

With four of the five indicators in the Automotive News Service Index registering impressive gains, shop volume in January amounted to 112.3 percent of the business recorded in January 1989. In December, shop volume was 96.3 percent of the volume in the same month the year before.

Many dealers attributed January's increase in service and parts volume to the adverse weather in their areas, while others said that because of economic conditions, customers were having major repairs made to their vehicles rather than purchasing new ones. Others said credit advertising and promotions increased business.

The leading indicator in January was gross profit on all labor, parts and accessory sales — the most important indicator from a dealer's viewpoint — up 12.0 percent.

Sales of all parts and accessories, those used in the shop plus counter and wholesale sales, were up 11.7 percent over the year-earlier volume, while both total labor sales and shop parts sales (those used in dealer shops on both customer-paid and warranty work) recorded an increase of 7.8 percent in January.

Repair orders written were off 0.6 percent from the volume registered in the same month in 1989.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealerships.

SERVICE INDEX
112.3★

	Jan., '90 vs. Jan., '89
Gross Profit on All Labor and P&A Sales	+12.0%
Repair Orders Written	−0.6%
Total Labor Sales (Customer & Warranty)	+7.8%
Shop Parts Sales (Customer & Warranty)	+7.8%
Sales of All P&A	+11.7%

★ Survey by Automotive News shows that dealers' service and parts business in January 1990 was 112.3 percent of business in January 1989.

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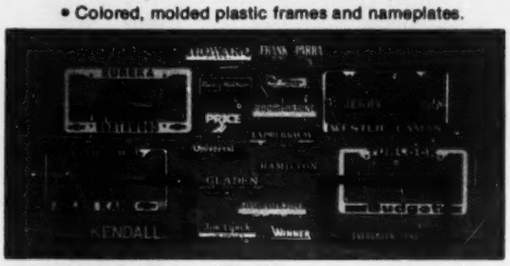

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AROUND THE WORLD

Multi-valve engines for BMW 5

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

LANDSHUT, West Germany — BMW AG is preparing to introduce all-new 24-valve versions of the 520i and 525i in Germany this spring. The larger of the two models will be offered in the United States next fall.

Except for special BMW Motorsport GmbH performance models, BMW until recently has shunned 4-valve technology in its mainstream lineup.

After introducing the U.S.-bound 16-valve 318is at the Frankfurt show last September, BMW is now following with 4-valve heads on its 2- and 2.5-liter 6-cylinder engines in the 5 series, which in the United States starts with the 525i.

The 4-valve head is the same as that used in the 4-cylinder 318is. The 24-valve in-line six-cylinder units are expected to turn up next on 320i and 325i versions of the new-generation 3 series that will debut at next January's Amsterdam, Netherlands, auto show, sources say.

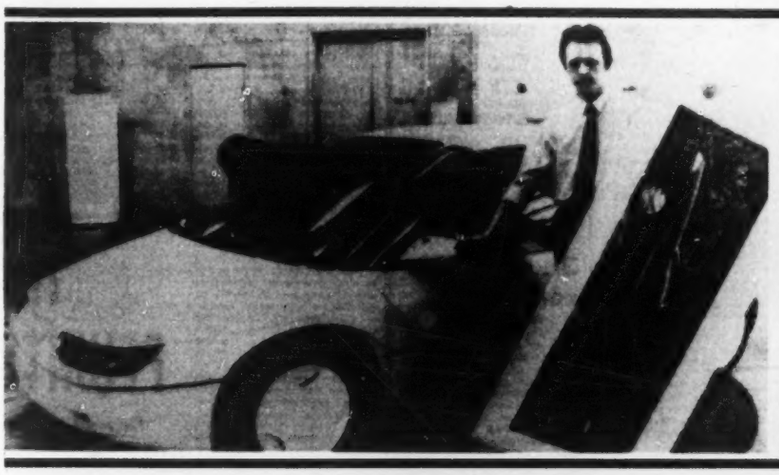
The new engines are expected to get 80 percent of BMW 5-series production. BMW will drop the 188-horsepower 530i from its lineup here because performance is so close to the new 525i. The 730i will continue to be offered.

BMW has no plans for a similar version of the 535i. It is widely assumed here that the 535i is not getting 4-valve technology because the company is preparing a V-8 engine to slot between its biggest in-line sixes and the 5-liter V-12.

Still, Gerhard Schmidt, chief of engine design, said there is "no real technical demand" for a V-8. Other BMW insiders acknowledge that the company has built such an engine, but insist no decision has been made to put it in production.

According to European reports, a 3-liter V-8 will be used in an 830i version of the V-12 850i coupe that goes on sale this spring.

BMW engineers here said the company also does not plan to equip its 5-liter engine with 4-valve cylinder heads, since top speeds for the 750i and 850i are already restricted.



Aleko II
The Feb. 4 edition of the Soviet Communist Party's *Pravda* newspaper previewed the successor to the Moskvich (Aleko), which goes into production in 1993. Aleko II will be the first all-new model from Moscow's AZLK factory in nearly 10 years.

Car sales rise again in Europe; predictions of downturn continue

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — New-car sales in Western Europe, which set a record last year despite widespread forecasts of a downturn, continued their climb in the first month of 1990.

Sales in January rose 2.6 percent to 1,267,600 in 17 Western European nations, according to industry estimates. Volume declined in Italy and the United Kingdom in comparison with strong January 1989 results in those countries. But sales rose in France and West Germany.

Most industry executives and analysts still expect at least a slight downturn from last year's record 13.4 million new-car market in Europe, citing rising interest rates in several countries. But the decline is more than two years overdue, and the market has continued to show steady, if unspectacular, growth.

Italy, which ranked second among European countries in 1989, was tops in January with sales of 264,000 cars. Nevertheless, Italian sales were 5.2 percent lower than in January 1989. Sales also declined 6.3 percent to 206,400 in the United Kingdom, Europe's third largest market last year.

Sales in West Germany, the biggest market for several years, rose to 207,500, up 10.5 percent over January 1989.

January sales in France climbed 16.8 percent to 235,800. Figures reflect an estimated 60,000 cars sold in December, but not registered due to a civil servants strike.

On the strength of January's large Italian market, Fiat Auto, including Lancia and Alfa Romeo, was tops among manufacturers with volume of 203,600 — 10 percent below the previous January — and a 16.1 percent share of the Western European car market.

Volkswagen, Europe's annual sales leader for the past four years, was next at 175,100 units, a 9.3 percent increase over last year and a 13.8 share for the month. The VW figures include Audi and Seat. Peugeot S.A. sales, including Peugeot and Citroen, totaled 174,100, a 13.7 percent share and nearly the same volume as a year ago.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	January 1990	Pct. change vs. 1989
Italy	264,000	– 5.2
France	235,800	+16.8
Germany	207,500	+10.5
United Kingdom	206,400	– 6.3
Netherlands	84,600	+10.5
Spain	84,600	– 2.5
Belgium-Luxembourg	60,800	+12.1
Austria	26,800	+19.6
Switzerland	26,100	+ 3.0
Sweden	21,400	+ 0.0
Finland	15,500	–28.1
Portugal	13,000	–38.8
Ireland	11,300	+13.9
Greece	8,200	+33.3
Denmark	6,600	– 0.7
Norway	5,000	+27.1
Total	1,267,600	+ 2.6

EUROPEAN SALES

Manufacturer	January 1990	1990 share*	January 1989	Volume change '90 vs. '89
Fiat Auto**	203,600	16.1	226,300	–10.0
Volkswagen	175,100	13.8	160,200	+ 9.3
Peugeot S.A.***	174,100	13.7	174,200	– 0.0
General Motors****	140,700	11.1	130,000	+ 8.2
Renault	140,300	11.1	116,300	+20.6
Ford	138,200	10.9	138,700	– 0.4
Mercedes-Benz	40,000	3.2	42,400	– 5.6
Rover	38,300	3.0	40,300	– 5.0
BMW	35,900	2.8	35,900	– 0.0
Nissan	33,400	2.6	29,000	+15.2
Volvo	27,100	2.1	28,100	– 3.6
Toyota	25,300	2.0	26,100	– 3.1
Mazda	21,800	1.7	17,600	+24.0
Mitsubishi	14,400	1.1	13,400	+ 7.5
Honda	12,400	1.0	10,000	+24.0
Lada	8,400	0.7	10,100	–16.3
Suzuki	8,200	0.6	7,700	+ 6.5
Saab	5,200	0.4	8,400	–18.8
Subaru	4,900	0.4	4,800	+ 2.1
Daihatsu	4,500	0.4	3,700	+21.6
Others	15,800	1.2	14,500	+ 0.9
Total	1,267,600	100.0	1,235,700	+ 2.6

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
***Peugeot, Citroen, Talbot
****Opel, Vauxhall, Isuzu, GM U.S./Canada

Bumpers graded 'poor' and 'lousy' in 5-mph crash tests of 16 cars

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The bumper on the 1990 Honda Civic DX suffered the least damage in a series of 5 mph crash tests of 16 small 4-door cars. The Daihatsu Charade SE fared the worst, said the Insurance Institute for Highway Safety.

The insurance-funded study involved four separate crashes with each car. The front end of each car was run into a flat barrier head-on and at an angle. The rear end was run into a flat barrier and a pole.

The four crashes combined caused $3,838 in damage to the Charade and $769 to the Civic.

Brian O'Neill, institute president, said most cars performed badly. "The whole point of bumpers is to bump at low speeds without damage. But every bumper we tested this year did a poor job of preventing damage and some were downright lousy."

Bumper performance even varied within similar models. The Japan-made Toyota Corolla fared better than the U.S.-made Corolla and its twin, the Geo Prizm.

The study also concluded that the bumper on the 1990 Hyundai Excel was weaker than the 1989 model. The 1990 model sustained $721 in damage in the rear pole test, compared with $562 for the 1989 model.

DAMAGE REPAIR COSTS FOR 1990 MODELS

Make/Model	Front into barrier	Rear into barrier	Front into angle barrier	Rear into pole	Total damage in all tests
Daihatsu Charade SE	478	1,508	480	1,372	$3,838
Volkswagen Jetta GL	247	383	916	1,130	$2,656
Volkswagen Golf GL	179	298	761	1,013	$2,251
Volkswagen Fox GL	141	433	423	993	$1,990
Mazda 323 Protege SE	0	0	718	1,203	$1,921
Nissan Sentra XE	0	0	531	1,346	$1,877
Ford Escort LX	0	0	314	1,404	$1,718
Geo Metro	121	0	363	1,080	$1,564
Subaru Loyale	0	47	570	945	$1,562
Plymouth Horizon	231	480	341	424	$1,476
Geo Prizm	267	0	466	732	$1,465
Hyundai Excel	125	113	460	721	$1,419
Mitsubishi Mirage EXE	0	73	611	513	$1,197
Dodge Shadow	0	0	676	479	$1,155
Toyota Corolla DX	0	0	448	492	$ 940
Honda Civic DX	0	344	200	225	$ 769

Cars tested were 4-door models. SOURCE: Insurance Institute for Highway Safety

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Ford completes $2.5 billion Jaguar purchase

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. has officially completed its $2.56 billion purchase of Jaguar plc. The buyout, which was agreed to last fall, became effective Feb. 28.

Jaguar's stock appeared for the last time among the National Association of Securities Dealers Automated Quotations listings on March 1, as the company became a subsidiary of Ford.

Jaguar was founded by William Lyons in England in 1922 as Swallow Sidecar Co.The first vehicle to bear the Jaguar name, the SS Jaguar 2.7-liter sedan, was introduced in Europe in 1935. The company became Jaguar Cars Ltd. in 1945.

It was merged with British Motor Corp. in 1966, then with Leyland Motor Corp. in 1968 to form British Leyland Motor Corp. Ltd.

John Egan, who was later knighted, was hired as chairman of Jaguar in 1980. Soon afterward that, Jaguar began operating as a separate unit of BL.

In July 1984, Jaguar plc was established as the holding company for Jaguar Cars Ltd.

Common shares of Jaguar plc began trading in August 1984 on the London Stock Exchange.

American Depositary Receipts, representing common stock, were traded over-the-counter and listed on the NASDAQ network.

Driving curbs cut smog in Mexico City

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Four months after a ban that keeps 500,000 vehicles off the streets daily was enacted, the mayor of Mexico City said air pollution is down and the state's oil monopoly is promising cleaner gasoline.

The temporary measure was enacted last November to curb Mexico's City stifling smog.

According to Mayor Manuel Camacho Solis, air pollution levels have been reduced by as much as 15 percent. But he said it will take another two months to assess the program's success and to decide whether to continue it beyond April 30. The program was scheduled to end Feb. 28.

Experts said privately owned cars produce more than 50 percent of this area's air pollution. Now Petroleos Mexicanos, the state-run oil monopoly, is promising to offer a new oxygenated gasoline that will be available throughout the year, Camacho Solis said.

Pemex claims the new gasoline reduces carbon monoxide emissions 15 percent and hydrocarbon emissions 12 percent. That, experts said, is equivalent to sparing the capital's population of 920 tons of carbon monoxide and 44 tons of hydrocarbons, among other pollutants, each day.

The ban operates through a 5-sticker system and affects about 2.5 million vehicles. On Mondays, for example, vehicles with a yellow sticker are prohibited.

Since the ban was enacted, demand for new cars has been strong. In January, for example, industry sales were 20 percent higher than a year earlier. Some analysts believe many people are buying a second vehicle to avoid having to use public transportation when one of their vehicles is banned.

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Air-bag makers prepare for increased demand

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Suppliers are responding to the auto industry's plans to increase air-bag installations dramatically during the next four years.

As U.S. carmakers prepare to install about 10 million air bags annually by the mid-1990s, the two largest air-bag makers are adding capacity for both air bags and air-bag inflators, the devices within the module that deploy air bags in a collision.

TRW Inc. is attempting to acquire land in Mesa, Ariz., for a plant that could produce up to four million air-bag inflators a year by 1994, officials there said. The proposed plant would also manufacture the gas propellent used in the inflators.

TRW, the primary supplier of air bags to Ford Motor Co., also is expanding capacity at an existing plant in Mesa from 1.1 million inflators a year currently to 2.9 million by the end of this year.

Additionally, TRW's chief global competitor, Morton International Inc., has entered into a 50-50 joint venture with Allied-Signal Automotive's Bendix Safety Restraints Group to manufacture air-bag modules in Maryville, Tenn. That venture will produce up to 1.8 million air bags annually for use in Chrysler Motors and General Motor cars, starting next year.

TRW is also nearing completion of a new air-bag plant in Cookeville, Tenn., that will begin manufacturing driver-side and passenger-side bags later this year. TRW has not determined what that plant's capacity will be, TRW spokesman Michael Jablonski said. The plant will have six assembly lines, but will use only one initially.

By the mid-1990s, TRW will have total production capacity for 5.9 million driver-side air bags and 5.5 million pasenger-side bags. TRW's output of air-bag inflators will be even larger because the company will supply the components to some Japanese companies.

At the same time, the industry is breathing easier this month because a critical North American supplier of air-bag propellant has resumed production.

CIL Corp. of Toronto said a 4-month production problem at its McMasterville, Quebec, plant has been corrected, and the plant is back to full output. The plant produces almost all the North American industry's supply of sodium azide, the volatile compound that is used to make gas generant.

Two mysterious fires last fall forced CIL to halt production of sodium azide, causing both TRW and Morton to seek temporary overseas sources. A CIL company spokesman said the problem was isolated to the compound's drying process and has been corrected.

The company is also resuming a project that will more than double the output of the chemical by late summer. The expansion, interrupted by the first fire in October, will increase plant capacity to 1,400 tons a year.

The developments reflect the growth in the air-bag industry. The Big 3 automakers now indicate that as many as 5.9 million of their U.S.-built cars will receive air bags by 1994, compared with about 75,000 in 1988.

After a 4-year phase-in, passive restraints became mandatory on 1990 cars. Makers have been meeting the standard by installing air bags or automatic seat belts. Cars with driver-side air bags don't have to have passive restraints on the passenger side until the 1994 model year.

Chrysler Motors has made driver-side air bags standard equipment in all its domestically developed cars.

In January, Ford Motor Co. said it will install both driver-side and passenger-side bags in all its U.S. cars by 1994, representing more than two million vehicles. Last November, General Motors said it will install driver-side air bags in 1.3 million new vehicles in the 1991 model year and 2.7 million vehicles in 1994.

GM also said it will equip about half of its new cars with passenger-side bags by that time.

According to industry plans, almost 12 million air bags will be installed annually in the United States by the mid-1990s, counting both driver and passenger-side bags.

The figure could climb to more than 20 million if manufacturers begin installing them in light trucks.

The demand could go even higher if Japanese makers, who have been slow to commit to the devices, embrace air-bag technology. Honda Motor Co. plans to make bags available as an option on 100 percent of its American-sold vehicles by 1994. But it will depend mostly on motorized seat belts to meet current regulations.

Air bags are standard equipment in about 150,000 U.S.-sold Toyota cars this year, but Toyota has made no additional commitment for subsequent years. Mazda Motors is installing air bags on two models this year, the Miata and the RX-7 convertible.

Zero coupon bond ads backfire on N.J. chain

By Helen Kahn
SENIOR CORRESPONDENT

New Jersey authorities have charged nine dealerships known as the Sansone Auto Network and its advertising agency with misleading advertising of zero coupon bonds to induce car sales.

The state's Bureau of Consumer Affairs charged Sansone with deception because of alleged failure to disclose material information when offering customers a $5,000 zero coupon bond. The bond, deeply discounted because it offers no interest, is worth only about $590. It is not worth $5,000 until maturity.

The bureau, which recently obtained an injunction against Sansone for falsely advertising a half-price sale, is telling investors to seek expert advice before buying or receiving zero coupon bonds. "You may have researched car prices," the bureau warns, "but you can still lose your shirt if you aren't given full disclosure on zero coupon bonds."

Robert Schwartz, former president of Rolls-Royce Motor Cars Inc. in the United States, now heads the Sansone Auto Network in Neptune. Schwartz said the idea to offer the bonds was first run by company attorneys and lawyers in the state bureau of consumer affairs and state security exchange office. Final adjustments were made before the job was given to Sansone's own ad agency and to Gray Advertising in Fort Lauderdale, Fla. The ads list maturity dates.

Schwartz said the whole action is "very strange" because he was given no notice of any charges until reporters started to call. He said he is still under the impression the ads were acceptable to the state offices.

New Jersey is seeking a cease and desist order and civil penalties of up to $150,000.

Paul Sansone is named in the charges along with Royal Lincoln-Mercury, Hopelawn; Sansone Ford, North Brunswick; Galleria Lincoln-Mercury, Avenel; Sansone Nissan, Avenel; General Toyota, Avenel; Dominic Sansone, doing business as Lakewood Toyota, Lakewood; Ford's National Auto Mart, doing business as Plaza Ford, Neptune; Paladin Chevrolet, doing business as Joseph Chevrolet, Perth Amboy; and Sansone Oldsmobile-Cadillac, Red Bank.

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LIGHT-DUTY TRUCK SALES, FEBRUARY

	Feb. 1990	Feb. 1989	2 Mos. 1990	2 Mos. 1989
Vans	10,863	13,417	22,386	24,931
Aerostar	12,985	14,569	28,598	28,602
Club Wagon	1,821	1,707	3,685	3,432
Ranger	20,580	21,647	44,376	43,842
Bronco	4,755	4,852	9,748	10,001
Bronco II	6,520	8,775	14,531	18,479
Pickups	45,961	45,187	91,067	88,547
Ford	**103,485**	**110,154**	**214,391**	**217,834**
Vans	7,336	7,855	15,268	14,344
Sportsvan	479	763	1,070	1,504
Geo Tracker	2,298	635	4,782	1,385
Astro	9,776	9,880	21,029	19,110
Lumina APV	3,623	0	7,095	0
S-10	12,579	17,035	28,800	33,184
S-10 Blazer	9,428	13,316	21,649	27,545
El Camino	0	0	0	0
Blazer	1,752	1,821	3,454	3,595
Suburban	4,805	4,784	8,907	9,282
Pickups	42,721	38,666	83,021	74,178
Chevrolet	**94,797**	**94,755**	**195,075**	**184,127**
Pontiac Trans Sport	**1,794**	**0**	**3,732**	**0**
Olds Silhouette	**1,630**	**0**	**2,978**	**0**
Vans	4,403	5,201	8,247	9,822
Ram Wagon	2,289	1,827	3,648	3,631
Voyager	8,717	14,022	38,564	27,750
Caravan	10,747	16,950	44,123	31,285
Caravan C/V	943	1,570	1,941	2,576
Town & Country	146	0	656	0
Ram 50	1,160	2,345	2,540	4,912
Raider	186	373	503	1,027
Ramcharger	879	1,837	1,933	4,166
Dakota	6,805	7,738	13,506	15,330
Pickups	8,652	7,260	16,017	14,251
Chrysler	**44,927**	**59,123**	**131,678**	**114,750**
Vans	2,358	3,131	4,846	5,829
Safari	2,171	2,299	5,018	4,568
S-15	2,706	3,772	6,493	7,447
S-15 Jimmy	2,107	3,155	5,252	6,740
Jimmy	506	537	989	1,117
Caballero	0	0	0	0
Suburban	1,841	1,675	3,723	3,420
Pickups	10,946	10,939	22,652	20,728
P Model	202	266	399	645
W-4	78	77	157	185
GMC	**22,915**	**25,851**	**49,529**	**50,679**
Wrangler	3,527	3,380	6,432	6,451
Wagoneer	256	573	691	1,277
Cherokee	9,707	10,610	22,739	22,478
Grand Wagoneer	501	765	1,173	1,819
Comanche	1,465	1,958	2,838	4,058
J-10/J-20	0	0	0	0
Jeep	**15,456**	**17,286**	**33,873**	**36,083**
Daihatsu	**288**	**0**	**541**	**0**
Toyota	**12,779**	**15,280**	**26,311**	**30,480**
Nissan*	**14,039**	**15,230**	**22,031**	**29,177**
Mazda	**5,164**	**6,163**	**10,723**	**13,093**
Isuzu*	**8,221**	**6,873**	**14,980**	**13,499**
Mitsubishi	**2,565**	**3,366**	**7,391**	**6,263**
Suzuki*	**1,271**	**2,324**	**2,844**	**4,382**
Range Rover	**373**	**341**	**735**	**836**
Imports	**44,700**	**49,597**	**85,358**	**97,730**
Industry Total	**329,704**	**350,766**	**716,612**	**701,203**

Compiled by Karen Dabkowski

Sales dip; Japan gains market share

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

This year's mini sales recovery ground to a halt in February as new-car sales in the United States dropped 3.91 percent to 725,458 units.

Sales rose in January and in the first 10 days of February. Declines in the next two periods pulled February sales below last year's.

Japanese automakers gained 3.98 percentage points of market share last month while the Big 3 lost 3.25 points. European and Korean makes also fell back.

February car sales — including captives — were off 4.48 percent at General Motors, 11.94 percent at Ford Motor Co. and 14.05 percent at Chrysler Corp.

Japanese manufacturers' penetration of the domestic car market mounted from 23.21 percent in February 1989, to 27.19 percent in February 1990.

The Japanese posted a similar gain for the first two months of 1990, rising to 27.09 percent from 23.35 percent a year ago.

During that 2-month period, GM was the only one of the Big 3 to hold its own. GM's market share for the first two months of 1990 was 35.65 percent compared to 35.30 percent last year.

Ford Motor's share fell from 23.99 percent in the first two months of 1989 to 21.73 percent this year. Chrysler's share dipped from 10.38 percent last year to 9.50 percent in 1990.

Buick and Cadillac increased their market shares, but Oldsmobile and Pontiac lost ground. Chevrolet posted a market share gain for the two months of 1990, garnering 14.89 percent of domestic-car sales compared to 13.11 percent in 1989. GM has said its strategy to gain market share relies in large part on a rebound by Chevrolet, its volume-leader.

Lincoln was the only Ford Motor Co. brand to post a gain in the first two months of the year. Ford Division's share of the U.S. market

see SALES, page 47

SALES

DOMESTIC CAR SALES, FEBRUARY

	Feb. 21. to Feb. 28, 1990	Same Period, 1989	Feb. 1990	Same Month, 1989	Jan. 1 to Feb. 28, 1990	Same Period, 1989
Talon	978	0	2,341	0	4,801	0
Premier	423	1,333	1,043	3,390	2,742	6,218
Total Eagle	**1,401**	**1,333**	**3,384**	**3,390**	**7,543**	**6,218**
Horizon	952	809	2,586	2,266	4,493	5,213
Laser	2,156	395	4,997	907	9,187	1,362
Sundance	1,308	2,685	3,546	7,054	8,701	13,369
Reliant	155	1,014	471	2,721	1,140	6,529
Acclaim	3,288	1,732	8,456	3,934	17,331	6,252
Caravelle	0	28	0	88	0	224
Gran Fury	0	39	0	336	0	841
Total Plymouth	**7,859**	**6,702**	**20,956**	**17,386**	**40,852**	**33,790**
LeBaron A	538	37	990	107	1,111	277
LeBaron J	1,619	2,158	3,554	6,523	9,056	13,067
LeBaron GTS	48	195	120	468	444	1,022
Fifth Avenue (rwd)	24	340	80	980	348	2,543
Fifth Avenue (fwd)	1,092	0	2,623	0	6,454	0
Imperial	405	0	961	0	2,160	0
New Yorker C	1,019	2,816	2,845	8,346	6,445	17,509
New Yorker E	0	4	0	11	0	36
Total Chrysler	**4,745**	**5,550**	**11,173**	**16,435**	**26,818**	**34,454**
Omni	959	902	2,436	2,312	4,310	5,153
Shadow	1,721	2,695	4,566	7,144	10,808	13,154
Monaco	90	0	225	0	337	0
Daytona	1,261	1,792	2,803	4,623	5,877	9,222
Aries	120	896	329	2,657	867	6,423
Lancer	33	116	65	262	391	637
Spirit	2,337	1,558	8,045	4,050	15,185	6,508
Diplomat	0	110	0	494	0	1,274
Dynasty	2,438	4,286	8,443	10,691	17,327	18,752
Dodge 600	0	28	0	88	0	212
Total Dodge	**8,959**	**12,383**	**26,912**	**32,321**	**55,102**	**61,335**
CHRYSLER MOTORS	**22,964**	**25,988**	**61,525**	**69,452**	**129,515**	**135,797**
Escort	6,921	11,390	20,479	29,242	43,466	59,269
Mustang	3,042	5,458	9,392	16,718	18,886	29,095
Tempo	5,194	6,795	20,218	18,814	40,473	40,332
Taurus	7,708	10,307	27,165	27,407	55,188	52,962
Thunderbird	2,207	3,270	8,305	8,712	17,002	17,331
Probe	2,704	3,325	8,598	9,836	18,149	19,051
Crown Victoria	2,970	2,433	8,203	7,254	17,145	15,463
Total Ford Div.	**36,746**	**42,978**	**102,360**	**117,963**	**210,309**	**233,563**
Topaz	1,647	3,009	5,688	7,313	12,948	15,097
Sable	2,584	3,102	7,873	8,397	16,400	16,005
Cougar	1,954	2,921	5,726	6,645	11,728	13,425
Grand Marquis	2,589	2,943	7,245	7,856	16,978	16,872
Total Mercury	**8,774**	**13,475**	**26,532**	**34,670**	**58,054**	**69,386**
Continental	1,678	1,600	6,473	4,267	12,066	9,323
Town Car	3,773	2,490	11,154	7,752	21,548	15,884
Mark VII	939	743	2,700	1,890	4,518	3,721
Total Lincoln	**6,390**	**4,833**	**20,327**	**13,909**	**38,132**	**28,928**
Total L-M Div.	**15,164**	**18,308**	**46,859**	**47,979**	**96,186**	**98,294**
FORD MOTOR CO.	**45,910**	**61,286**	**149,219**	**165,962**	**306,495**	**331,797**
Skyhawk	52	762	134	1,535	350	2,917
Somerset/Skylark	3,866	1,970	9,267	4,488	17,886	7,848
Century	4,507	5,214	10,132	11,791	20,321	22,777
Regal	1,772	2,871	4,358	7,194	8,832	12,392
LeSabre	4,451	4,164	11,232	8,932	22,711	16,010
Reatta	228	216	600	577	977	980
Electra	1,545	2,874	4,040	6,613	11,317	11,867
Riviera	541	555	1,408	1,349	2,842	2,653
Total Buick	**16,962**	**18,626**	**41,171**	**42,479**	**85,236**	**77,444**
Cimarron	0	19	0	69	0	164
Allante	94	98	232	266	546	492
Seville	737	560	2,238	1,596	4,363	3,483
DeVille	4,816	5,229	13,993	14,044	28,123	26,440
Brougham	1,054	1,165	2,640	2,899	5,255	5,223
Eldorado	679	929	1,678	2,340	3,444	4,514
Total Cadillac	**7,380**	**8,000**	**20,781**	**21,214**	**41,731**	**40,316**
Geo Prizm/Nova	3,021	1,215	9,314	3,394	18,162	7,188
Cavalier	7,398	8,688	19,778	24,654	47,569	46,600
Camaro	1,663	2,857	4,801	7,950	10,516	15,288
Celebrity	1,351	5,992	3,277	17,587	5,130	35,150
Corsica/Beretta	9,717	10,083	30,067	26,690	52,529	50,906
Lumina/Monte Carlo	6,305	78	17,096	416	36,561	726
Caprice	3,103	4,040	8,731	10,879	18,833	19,838
Corvette	547	484	1,623	1,397	3,100	2,561
Total Chevrolet	**33,105**	**33,437**	**94,687**	**92,967**	**182,400**	**178,257**
Firenza	0	0	0	2	0	6
Calais	3,254	2,312	8,690	7,254	15,060	14,058
Cutlass Ciera	3,445	4,813	10,474	15,670	20,800	32,705
Cutlass Supreme	4,882	2,319	11,545	10,888	21,032	21,043
88	3,567	4,859	9,983	12,932	18,218	22,126
98	1,393	2,055	4,048	5,627	7,598	10,573
Toronado	419	273	1,081	720	1,993	1,444
Total Oldsmobile	**16,960**	**16,631**	**45,821**	**53,093**	**84,701**	**101,955**
Fiero	0	80	0	226	0	591
Sunbird	3,262	2,484	7,404	6,663	18,094	11,672
Firebird	931	1,350	2,760	3,643	5,896	6,892
Grand Am	5,575	5,297	14,232	17,540	30,292	31,898
Pontiac 6000	1,995	1,884	4,447	5,774	8,520	10,902
Grand Prix	3,590	4,318	9,442	12,606	16,365	24,339
Bonneville H	1,760	2,985	6,246	7,597	12,137	13,670
Safari/Parisienne	0	91	0	287	0	593
Total Pontiac	**17,113**	**18,489**	**44,531**	**54,336**	**91,496**	**100,557**
GENERAL MOTORS	**91,529**	**95,183**	**246,991**	**264,008**	**485,474**	**498,529**
Civic	5,900	5,341	13,373	12,912	27,329	23,178
Accord	10,196	6,258	19,735	15,014	38,020	26,846
HONDA	**16,096**	**11,589**	**33,108**	**27,926**	**65,349**	**50,024**
MAZDA	**2,104**	**1,584**	**4,333**	**2,975**	**8,729**	**5,535**
MITSUBISHI	**1,014**	**449**	**2,327**	**1,248**	**5,473**	**2,047**
NISSAN	**3,722**	**5,177**	**7,642**	**9,960**	**12,940**	**16,715**
SUBARU	**40**	**0**	**87**	**0**	**87**	**0**
TOYOTA	**10,833**	**7,355**	**28,314**	**11,399**	**49,199**	**22,165**
DOMESTIC TOTAL	**194,283**	**200,521**	**531,546**	**582,042**	**1,076,191**	**1,062,699**
IMPORT TOTAL			**193,912**	**282,973**	**402,686**	**413,674**
INDUSTRY TOTAL			**725,458**	**755,015**	**1,478,757**	**1,476,283**

SALES

FROM PAGE 46

dropped from 16.68 percent in 1989 to 14.96 percent in 1990. Mercury dipped from 5.35 percent to 4.19 percent this year.

Plymouth was the only Chrysler car line to gain market share in January and February. Its share rose from 2.66 percent to 3.00 percent.

Toyota and Honda were big gainers among the Japanese lines. Toyota's 2-month share of the overall U.S. market — including its Lexus luxury line — climbed from 5.96 percent last year to 8.42 percent. Honda's share — including Acura — rose from 6.85 percent to 8.06 percent.

Mitsubishi rose from 0.84 percent of the total U.S. market last year to 2.22 percent in the first two months of 1990.

For two months, Acura had a commanding lead over its two new rivals in the Japanese luxury-car class. The totals were Acura, 20,106; Lexus, 8,306; and Infiniti, 2,146.

In the February light-truck market, GM was the only one of the Big 3 to post a gain. GM light-truck sales rose 0.84 percent to 120,980 units.

With no minivan rebate, light-truck sales dropped 20.97 percent at Chrysler. The minivan rebate expired Jan. 31. Light-truck sales fell 6.05 percent at Ford.

Total domestic light-truck sales dipped 7.58 percent in February compared to a year ago. But for the first two months of the year, truck sales climbed 2.20 percent to 716,612 units.

IMPORTED CAR SALES, FEBRUARY

	Feb. 1990	Feb. 1989	2 Mos., 1990	2 Mos., 1989
Acura	10,019	9,465	20,106	18,978
Alfa Romeo	202	237	311	455
Aston Martin*	5	5	10	10
Audi	1,411	1,458	2,694	3,267
BMW	4,113	5,736	9,032	11,419
Chevrolet	13,142	7,508	27,743	15,319
Chrysler	421	445	1,365	987
Daihatsu	1,027	1,019	2,429	2,123
Dodge	1,710	3,081	3,427	6,106
Eagle	1,423	2,054	2,622	4,749
Ferrari*	80	80	160	160
Ford	4,912	6,226	10,897	12,679
Honda	17,923	16,541	33,794	32,099
Hyundai	10,549	14,056	22,432	29,230
Infiniti	1,075	0	2,146	0
Isuzu	226	1,251	434	2,800
Jaguar	1,475	1,361	2,998	2,853
Lamborghini*	13	13	26	26
Lexus	4,171	0	8,306	0
Lotus*	27	27	54	54
Maserati*	20	21	40	43
Mazda	13,458	15,612	30,102	32,049
Mercedes-Benz	5,811	5,542	10,465	10,578
Mercury/Merkur	1,425	4,465	3,928	9,654
Mitsubishi	8,656	5,277	24,356	10,316
Nissan	25,646	30,361	52,957	59,469
Peugeot	312	413	648	861
Plymouth	1,765	2,737	3,505	5,533
Pontiac	2,731	3,604	4,138	7,341
Porsche	725	536	1,421	1,141
Rolls/Bentley*	100	100	200	200
Saab	2,088	2,845	4,055	5,280
Sterling	493	612	998	1,400
Subaru	6,626	13,209	13,204	23,458
Suzuki	515	559	1,130	1,106
Toyota	34,104	29,421	66,950	65,797
Volkswagen	8,668	8,825	16,965	17,854
Volvo	6,301	7,510	15,135	16,649
Yugo	544	761	1,423	1,631
IMPORT TOTAL	**193,912**	**202,973**	**402,686**	**413,674**

*—Estimate

MARKET SHARES, Domestic Cars

	February Sales	Pct. of Total
Subcompact	89,468	16.83
Compact	133,435	25.10
Intermediate	215,009	40.46
Standard	91,179	17.15
Specialty	2,455	0.46
TOTAL	**531,546**	**100.00**

U.S. CAR SALES BY MARKETING UNITS, FEBRUARY

	Feb. 1990	Percent Share	Feb. 1989	Percent Share	2 Mos., 1990	Percent Share	2 Mos., 1989	Percent Share
Alfa Romeo	202	0.03	237	0.03	311	0.02	455	0.03
Aston Martin*	5	0.00	5	0.00	10	0.00	10	0.00
American Honda	61,050	8.42	53,932	7.14	119,249	8.07	101,101	6.85
BMW	4,113	0.57	5,736	0.76	9,032	0.61	11,419	0.77
Buick	41,171	5.68	42,479	5.63	85,236	5.77	77,444	5.25
Cadillac	20,781	2.86	21,214	2.81	41,731	2.82	40,316	2.73
Chevrolet	107,829	14.86	100,475	13.31	220,143	14.90	193,576	13.11
Chrysler	11,594	1.60	16,880	2.24	27,383	1.85	35,441	2.40
Daihatsu	1,027	0.14	1,019	0.13	2,429	0.16	2,123	0.14
Dodge	28,622	3.95	35,402	4.69	58,529	3.96	67,441	4.57
Eagle	4,807	0.66	5,444	0.72	10,165	0.69	10,967	0.74
Ferrari*	80	0.01	80	0.01	160	0.01	160	0.01
Ford	107,272	14.79	124,209	16.45	221,206	14.97	246,182	16.68
Hyundai	10,549	1.45	14,056	1.86	22,432	1.52	29,230	1.98
Isuzu	226	0.03	1,251	0.17	434	0.03	2,800	0.19
Jaguar	1,475	0.20	1,361	0.18	2,998	0.20	2,853	0.19
Lamborghini*	13	0.00	13	0.00	26	0.00	26	0.00
Lincoln	20,327	2.80	13,909	1.84	38,132	2.58	28,928	1.96
Lotus*	27	0.00	27	0.00	54	0.00	54	0.00
Maserati*	20	0.00	21	0.00	40	0.00	43	0.00
Mazda	17,791	2.45	18,590	2.46	38,831	2.63	37,584	2.55
Mercedes	5,811	0.80	5,542	0.73	10,465	0.71	10,578	0.72
Mercury/Merkur	27,957	3.85	38,535	5.10	61,982	4.19	79,020	5.35
Mitsubishi	10,983	1.51	6,517	0.86	32,829	2.22	12,363	0.84
Nissan	34,363	4.74	39,366	5.21	66,872	4.53	76,184	5.16
Oldsmobile	45,821	6.32	53,093	7.03	84,701	5.73	101,955	6.91
Peugeot	312	0.04	413	0.05	648	0.04	861	0.06
Plymouth	21,821	3.01	20,043	2.65	44,357	3.00	39,323	2.66
Pontiac	47,262	6.51	57,940	7.67	95,544	6.47	107,898	7.31
Porsche	725	0.10	536	0.07	1,421	0.10	1,141	0.08
Rolls/Bentley*	100	0.01	100	0.01	200	0.01	200	0.01
Saab	2,088	0.29	2,845	0.38	4,055	0.27	5,280	0.36
Sterling	493	0.07	612	0.08	998	0.07	1,400	0.09
Subaru	6,713	0.93	13,209	1.75	13,291	0.90	23,458	1.59
Suzuki	515	0.07	559	0.07	1,130	0.08	1,106	0.07
Toyota	64,589	8.90	40,811	5.41	124,445	8.42	87,962	5.96
Volvo	6,301	0.87	7,510	0.99	15,135	1.02	16,649	1.13
VWoA	10,079	1.39	10,283	1.36	19,659	1.33	21,121	1.43
Yugo	544	0.07	761	0.10	1,423	0.10	1,631	0.11
TOTAL	**725,458**	**100.00**	**755,015**	**100.00**	**1,477,686**	**100.00**	**1,476,283**	**100.00**
TOTAL GM	**262,864**	**36.23**	**275,291**	**36.45**	**527,365**	**35.69**	**521,186**	**35.30**
TOTAL FORD	**155,556**	**21.44**	**176,653**	**23.40**	**321,326**	**21.74**	**354,130**	**23.99**
TOTAL CHRYSLER	**66,844**	**9.21**	**77,780**	**10.30**	**140,434**	**9.50**	**153,172**	**10.38**
TOTAL JAPANESE	**197,257**	**27.19**	**176,254**	**23.21**	**399,810**	**27.04**	**344,881**	**23.35**
TOTAL EUROPEAN	**32,388**	**4.46**	**36,862**	**4.78**	**66,035**	**4.51**	**73,881**	**5.00**
TOTAL KOREAN	**10,542**	**1.45**	**14,066**	**1.86**	**22,432**	**1.52**	**29,230**	**1.98**

*—Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.
Sales charts compiled by Karen Dabkowski

Record $20.8 million purse set for CART 16-race 1990 season

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

BLOOMFIELD HILLS, Mich. — Indy car racers will vie for a record $20.8 million during the 16-race 1990 season — a 39 percent increase over in 1989.

The increase makes the events sanctioned by Championship Auto Racing Teams Inc. the richest series in the world.

In 1990, the CART season boasts six $1 million events and an anticipated $6 million in payouts for the United States Auto Club-sanctioned Indianapolis 500.

Nine other upcoming CART events will have $700,000 purses.

"What a great indicator of the success, high quality and competitiveness of the CART series," said 2-time series champion Bobby Rahal. "It is certainly the success of the CART series from a marketing standpoint that generates these dollars."

A CART spokesman said the purse increases are from long-time sponsor PPG Industries, greater television-coverage revenue and other corporate support increases.

The most dramatic purse increases are at Phoenix, Ariz.; Cleveland; Road America (Elkhart Lake, Wis.); and Nazareth, Pa. Those events have boosted purses 55 percent over last year's payout.

The 1990 PPG Indy Car World Series begins April 8 at the Autoworks 200 in Phoenix.

GARY JENKINS

A ZR-1 Corvette, foreground, set seven speed and endurance records including one for 24 hours at 175.885 mph. The L98 Corvette, background, set five records.

Corvettes set endurance records

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

Two Chevrolet Corvettes appear to have established 12 new international endurance records — records the company hopes will translate to greater overseas sales.

An off-the-shelf Corvette ZR-1 averaged more than 175 mph — for 24 hours — shattering a 49-year-old endurance mark. A modified L98 Corvette also established new international endurance standards.

The 24-hour record is considered to be the ultimate test of a car's durability.

The records have given Chevrolet ammunition in its attempt to prove its cars can sustain high speeds for great distances — a testimonial future European customers can relate to more easily, said Chevrolet spokesman Ralph Kramer.

Chevrolet's International Export Sales department was behind the push to set the endurance marks prior to the opening of last week's Geneva auto show, according to Kramer. The endurance run was held March 1 and 2.

After its run, the record-setting L98 Corvette was air-freighted to the Geneva show for display.

In all, 12 records were broken — three world endurance and nine international class marks. The records include distances of 100 kilometers and 100 miles, 500 kilometers and 500 miles, 1,000 kilometers and 1,000 miles and 5,000 kilometers and 5,000 miles. Time records of 1-, 6-, 12- and 24-hour periods also were set.

All marks established by the Corvette team are contingent upon certification by the Federation Internationale de l'Automobile.

A modified L98 Corvette captured five of the records while the stock ZR-1 established seven.

The endurance run, organized by Tommy Morrison of Albany, Ga., was conducted at a 7.712-mile oval track in Fort Stockton, Texas.

The 24-hour record of 175.885 mph is almost 15 mph faster than the mark set by high-performance pioneer Ab Jenkins in his Mormon Meteor III on the Bonneville Salt Flats in Utah in July 1940. The Jenkins record, the last major pre-World War II endurance record still on the books, was 161.180.

Peugeot unveils new 4ws racer

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

Automobiles Peugeot officials hope to transfer the company's off-road racing success to the race track.

The company unveiled its new 905 World Sports Car Championship racer, an aerodynamically sleek car aimed at competing at endurance events such as the 24 Hours of LeMans.

Peugeot hopes the race car will see track time at events in Mexico and the United States starting in October, contingent on gaining permission from the Federation Internationale du Sport sanctioning body.

Peugeot has high hopes for its 905 World Sports Car Championship racer.

Plans call for the company to compete in each of the season's events held in 1991.

The Peugeot 905 appears to be a technological wonder in one respect: 4-wheel steering will allow the car to negotiate tight, twisty tracks where the technology may prove an advantage. Peugeot will use 4ws cars at two of the season's 12 tracks.

Subaru may promote 1-2 Alcan Rally finish

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

Subaru is mulling the potential marketing uses of its 1-2 finish in the Alcan Endurance Rally.

The 6,275-mile trek across Alaska and the Yukon Territory ended Feb. 16. It is billed as the longest winter rally in history.

A Subaru of America spokesman said the win could be used in marketing or advertising.

According to Fred Heiler of Subaru of America, "Our marketing plan is about durability and traction, and this was a perfect test of that."

The only modifications to the factory-backed Legacy wagons were extra driving lights, rally computers and more fuel capacity. Neither had anti-lock brakes.

U.S. RACING ATTENDANCE

Series	Number of races	1989 total attendance
NASCAR Winston Cup	29	3,127,130
CART Indy Cars & USAC Indy 500	15	2,281,050
NHRA drag racing	19	1,451,483
World of Outlaws sprint cars	65	1,082,500
CART American Racing Series	12	901,500
IMSA GT Prototype	15	839,500
SCCA Trans-Am cars	14	835,100
NASCAR Grand National	29	718,700
IMSA GTO/GTU	15	680,550
SCCA Formula Super Vee	11	600,050
MTEG stadium off-road vehicles	9	346,462
ACT stock cars	23	327,818
ARCA stock cars	17	316,140
ASA stock cars	15	291,154
NASCAR Winston West	11	238,600
NASCAR Modified	26	264,600
IHRA drag racing	8	249,723
TOTAL	333	14,552,060

Source: Goodyear Tire and Rubber Co.

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CENSUS

FROM PAGE 1

tive or an independent.

A year earlier, the breakout was 19,593 Big 3 outlets and 5,320 import-only spots.

Sales dipped for both domestic cars and imports last year. The National Automobile Dealers Association has estimated that 24 percent of the nation's dealers lost money in 1989, and another 29 percent made a profit of less than one percent on their operations.

The profit drain was the principal reason for the decline in the dealership total. Others include death or retirement of an owner and a decision by the factory not to refranchise the point; shifting market patterns that change the number of outlets in an area; and hard times experienced by a particular make, either domestic or import, that caused retailers to bail out.

At the beginning of this year, a Big 3 auto could be purchased at any of the 19,379 locations noted above. Imported cars were available at 22,579 outlets. Why the difference? The census lists 5,197 stores that carry only imports; *Automotive News* estimates that only 1,997 dealerships handle Big 3 cars without an import on the premises.

In addition to the 5,197 import-only spots, 17,382 dealerships handle both an import and a domestic make. About 16,200 of those have a captive import. A captive is a nameplate that is sold only by the domestic make that imports it. Examples are LeMans by Pontiac or Festiva by Ford.

Because of dualing, the number of new-car dealerships in the United States was 24,576 on Jan. 1.

Last year's 214-dealership loss in the Big 3 ranks resulted primarily from a decline of 200 outlets at General Motors. Ford Motor Co. had a slip of 38 for the year, and Chrysler Corp. was down one.

A change in the number of intercorporate duals reduced the Big 3 dip to 214. An intercorporate dual is a dealership that handles — in the same showroom — cars produced by two or all members of the Big 3. Most of them twin Chrysler's Eagle with GM or Ford lines. Eagle is the former American Motors dealer organization that was acquired by Chrysler Corp. in the 1987 takeover. AMC was very big on Big 3 duals.

All figures in this article and in the accompanying tables refer to the net change in the dealership population.

Chrysler Corp. increased its dealer total six consecutive years before the 1989 dip of a single outlet.

Ford Motor's drop of 38 last year compared with a loss of nine in 1988, and GM's decline of 200 was more than twice as high as the 85 that bowed out in 1988. Last year was GM's biggest slip since 1982.

Franchise totals declined for most Big 3 makes last year. Eagle was up 76; Cadillac added 10; and Buick and Pontiac showed no change. Losses ranged from one for Lincoln to 35 for Chevrolet. Conversely, Chevrolet's Geo total rose 27 for the year.

In addition to their car dealerships, Ford Motor has 103 stores that handle only Ford heavy-duty trucks, and Chrysler Corp. has three Dodge-truck-only and 23 Jeep-only outlets. In this article and the accompanying tables, those points are omitted from the car-outlet and franchise totals.

Also, GM has 460 locations that carry GMC trucks but do not handle GM cars. GM has 9,250 car dealerships; its overall vehicle dealership count is 9,710.

The 5,197 import outlets consist of 4,014 single-line locations and 1,183 that sell two or more imports but no domestic cars. The revised breakout for Jan. 1, 1989 shows 4,201 exclusives and 1,119 duals.

The number of exclusives dipped by 187 during 1989 as various import dealers decided not to continue with only one line in the showroom. The rise in import-only duals reflects that movement.

The exclusive total would have dropped considerably more had it not been for the entry of Lexus and Infiniti. Lexus added 88 single-liners to the import ranks, and Infiniti added 58.

Japanese cars account for 76 percent of the import exclusives. Leaders are Honda, 771; Toyota, 711; Nissan, 554; Acura, 303; Mazda, 249; and Subaru, 216. The only non-Japanese make over 200 is Hyundai with an estimated 245, down from 278 a year earlier.

Hyundai is something of an anomaly. Although its exclusives are down, its overall dealer total rose from 278 to 323 in a year that brought a sales decline of 31 percent. Usually, such a plunge decimates an import's dealer network.

About 16,200 domestic dealerships handle a captive import, up from 15,000 a year ago. Eagle's return to the captive field made the difference. At the beginning of 1988, Eagle dealers had no captive; in 1989, Eagle dealers began selling the Mitsubishi Summit.

All Chrysler Corp., all Ford Motor and all Pontiac dealers have a captive import. So do Chevrolet dealers with the Geo franchise.

Mercury's Merkur line died last year, but it did not affect the captive situation at Ford Motor Co. Mercury dealers still have a captive import — the Mexican-built Tracer.

New-car franchises in the United States totaled 50,747 on Jan 1, down 1.27 percent from 51,400 at the beginning of 1989. Japanese franchises rose to 6,788 from 6,293, and Mitsubishi was the biggest gainer, up 165. South Korea's total grew as Hyundai increased. Franchises declined for all other nations represented in the U.S. market.

New-car franchises in the United States

	Jan. 1, 1990	Jan. 1, 1989
United States	**39,551**	**40,303**
Chrysler Motors	11,019	11,009
Chrysler	3,093	3,118
Dodge	3,014	3,038
Eagle	1,521	1,445
Plymouth	3,069	3,095
TC Maserati	322	313
Ford Motor Co.	8,929	9,678
Ford	4,527	4,561
Lincoln	1,647	1,648
Mercury	2,755	2,765
Merkur	0	704
General Motors	19,603	19,616
Buick	2,945	2,945
Cadillac	1,615	1,605
Chevrolet	4,850	4,885
Geo	4,083	4,056
Oldsmobile	3,135	3,150
Pontiac	2,975	2,975
Japan	**6,788**	**6,293**
Daihatsu	235	201
Honda Motor	1,259	1,223
Acura	303	285
Honda	956	938
Isuzu	572	572
Mazda	850	843
Mitsubishi	415	250
Nissan Motor	1,169	1,110
Infiniti	58	0
Nissan	1,111	1,110
Subaru	752	795
Suzuki	286	186
Toyota Motor	1,248	1,113
Lexus	88	0
Toyota	1,160	1,113
West Germany	**2,236**	**2,352**
BMW	394	413
Mercedes-Benz	414	422
Porsche	278	300
Volkswagen AG	1,150	1,217
Audi	356	386
Volkswagen	794	831
Sweden	**772**	**784**
Saab	361	372
Volvo	411	412
United Kingdom	**450**	**457**
Aston Martin	14	15
Jaguar	139	142
Lotus	71	71
Rolls-Royce/Bentley	53	56
Sterling	173	173
South Korea	**323**	**278**
Hyundai	323	278
Italy	**231**	**414**
Alfa Romeo	132	146
Bertone	0	150
Ferrari	40	40
Lamborghini	13	13
Maserati	46	65
France	**196**	**241**
Peugeot	196	241
Yugoslavia	**185**	**263**
Yugo	185	263
Miscellaneous	**15**	**15**
Total	**50,747**	**51,480**

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Car dealerships in U.S.

(Adjusted for duals)

	Jan. 1, 1990	Jan. 1, 1989*
Chrysler Motors	5,295	5,296
Ford Motor Co.	5,389	5,427
General Motors	9,250	9,450
Total Big 3**	**19,379**	**19,583**
Import exclusives	4,014	4,201
Import-only duals	1,183	1,119
Total new-car dealerships	**24,576**	**24,913**

* — Revised

** — Adjusted for intercorp duals

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U.S. new-car outlets

Domestic and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1958	39,108	−0.1
Jan. 1, 1959	37,558	−4.0
Jan. 1, 1960	36,336	−3.3
Jan. 1, 1961	34,803	−4.2
Jan. 1, 1962	33,461	−3.9
Jan. 1, 1963	33,308	−0.4
Jan. 1, 1964	33,291	−0.1
Jan. 1, 1965	33,360	−0.2
Jan. 1, 1966	33,114	−0.7
Jan. 1, 1967	31,584	−4.6
Jan. 1, 1968	31,101	−1.5
Jan. 1, 1969	31,076	−0.1
Jan. 1, 1970	30,842	−0.8
Jan. 1, 1971	30,314	−1.8
Jan. 1, 1972	30,150	−0.5
Jan. 1, 1973	30,094	−0.2
Jan. 1, 1974	29,998	−0.3
Jan. 1, 1975	29,701	−1.0
Jan. 1, 1976	29,309	−1.3
Jan. 1, 1977	28,744	−1.9
Jan. 1, 1978	28,656	−0.3
Jan. 1, 1979	28,512	−0.5
Jan. 1, 1980	27,891	−2.2
Jan. 1, 1981	26,333	−5.6
Jan. 1, 1982	25,703	−2.4
Jan. 1, 1983	24,729	−3.8
Jan. 1, 1984	24,721	−0.0
Jan. 1, 1985	24,724	−0.0
Jan. 1, 1986	24,823	−0.4
Jan. 1, 1987	25,156	−1.3
Jan. 1, 1988	24,938	−0.9
Jan. 1, 1989	24,913	−0.1
Jan. 1, 1990	24,576	−1.4

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FORD

FROM PAGE 1

fore he was assigned there last May.

"The learning curve has been pretty steep," said Ford, who holds a bachelor's degree from Princeton University and a master's in science from Massachusetts Institute of Technology.

He learned by talking with Ford heavy-truck dealers, customers and suppliers, some of whom had some "tough things to say to us." Ford also attended truck driving school and got his heavy-truck driver's license.

Ford said that after seven months on the job, he was starting to ask intelligent questions and know when he was getting intelligent answers.

He said he's making contacts and learning more about what makes the company run.

"If you look at my resume, I really have bounced all over the corporation. I really don't regret all those moves," he said.

"As a matter of fact, most of them were super, and I made excellent contacts and have a pretty good understanding of how the company works."

And he's impressing Ford's top management along the way.

Last week, Gilmour said Ford is "shrewd and perceptive about the wide range of business that (Ford) has, and he's darn smart."

Two years on the board of directors have given him more experience looking at the broader "big-picture" issues facing the corporation. Ford said Feb. 16 that he wanted his next job to be in an area of the company where he is looking at macro-economic issues, not day-to-day details.

"I'm not very good in managing details," he said. "My natural inclination would be to tackle larger issues. And that, of course, ties in with the whole board responsibility as well, where the larger issues are undertaken. So it would be interesting to have a job that tied into the board experience, too."

Ford's new position seems to satisfy that desire perfectly. He will be looking for new joint ventures and product niches for the automotive group, while keeping close tabs on the competition.

Asked what the company needs to work on in the next three years, he said Ford is not "best in class" in the powertrain area and is spending a considerable amount of time and money to reach that status. He is also concerned about how the company will spend its huge financial resources.

"Probably the biggest challenge for us is to spend our money intelligently. We have a huge product program scheduled for the next five years, and I hope it is spent well," Ford said.

"I think it's a huge challenge for us because other companies have shown us you can throw money at problems and not necessarily fix them."

Ford said he is satisfied with his larger role on the company's board of directors. He added that the Ford family's dispute with former Ford Chairman Donald Petersen on the cousins' limited role on the board "was overblown." Ford said he, Edsel and Petersen ironed things out quickly after a *Fortune* magazine article about the dispute appeared in January 1989.

"They (Edsel II and William Jr.) are following a difficult path trying to be both family and management," said Petersen during one of his last interviews before retiring.

Ford said the dual responsibilities have not been so difficult.

The disagreement between the elder William Clay Ford and Petersen on giving the two cousins additional responsibilities on the board in early 1989 was a timing issue, said Petersen.

But the Fords eventually prevailed. The cousins were given board committee assignments in May 1989. Edsel II and William Jr. serve on the finance and executive committees. Both are chaired by the elder William Clay Ford.

William Jr. said he and Edsel "did not want to come off as young know-it-alls" when they joined the board in January 1988.

"There's a natural inclination to be quiet and to learn," he said. "It's kind of evolved in the last year that I've become much more comfortable as I've gotten to know the outside directors. And they have all encouraged me to be active, and so I have . . . both on the board and on the finance committee."

He said the Ford family wants to have a role in running the company, but that does not necessarily mean having a Ford as chief executive unless he or she is qualified.

"I think the family wants to see the company well run, and if they thought a family member wasn't qualified, I think they'd just as soon see an outsider run it. It's a huge financial investment for all of them, and if they thought a family member would mismanage it, they wouldn't want him there."

As a family member, Ford believes he has a different perspective than non-Fords.

"As a member of the family, I'm really concerned about the long-term interest of Ford Motor Co., and that's not to say the others are not, but most of them have a much shorter horizon in terms of their career," Ford said.

"Plus, I will be living with the decisions that are made at the board level and the finance committee level a lot longer than any of them will. So in that extent, I have a very long viewpoint, which may give me a different perspective than some of the others."

Eby, Barnes also named to strategy posts

DEARBORN, Mich. — Three groups were established in the reorganization of Ford Motor Co.'s strategic planning functions.

- **A corporate strategy office reporting to Ford Chairman Harold Poling. It is headed by John T. Eby.**
- **An automotive business strategy group reporting to Allan D. Gilmour, president of the Ford Automotive Group. It is headed by William Clay Ford Jr.**
- **A diversified business strategy group reporting to Peter J. Pestillo, vice president of employee and external affairs. John E. Barnes Jr. continues as executive director of business strategy for diversified operations.**

Those organizations made up the former corporate strategy and diversification planning staff.

Eby was appointed executive director, corporate strategy. That activity will be responsible for strategic planning at the corporate level and for business planning worldwide. Eby was director of corporate business development for the corporate strategy and diversification planning staff.

Output rises in February, but trails '89

By Karen Detkowski
SPECIAL CORRESPONDENT

Domestic auto production of 497,112 for February fell 18.37 percent from the year-ago month but rose 39.36 percent over January's total. January output was severely affected by downtime.

Last week's scheduled assembly of 134,026 cars was 2.19 percent above the previous week, but 10.45 percent below the year-ago week.

Automakers assembled their millionth vehicle of the year March 8, almost three weeks behind 1989.

Year-to-date, 1,031,743 cars have been built, 30.76 percent below last year.

Companies split last week's estimated production as follows: General Motors, 43.18 percent; Ford Motor Co., 25.53 percent; Chrysler Motors, 11.49 percent; Honda of America Manufacturing Inc., 6.74 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.28 percent; New United Motor Manufacturing Inc., 3.06 percent; Mazda Motor Manufacturing (USA) Corp., 2.41 percent; Diamond-Star Motors Corp., 2.20 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.78 percent; and Subaru-Isuzu Automotive Inc., 0.33 percent.

U.S. truck output totaled 317,777 in February, 29.76 percent above January's stunted output, but 16.60 percent below the year-ago tally, which was the highest February total ever.

Truckmakers scheduled 84,394 units last week, 0.75 percent above the prior week, but 7.86 percent below the year-ago week.

So far this year, 684,804 trucks have been assembled, 25.00 percent below last year's total at this time.

Ford slated Saturday overtime last week at its Wixom, Mich., plant, which builds Lincolns, and its Louisville, Ky., truck plant, which makes the 1991 Explorer.

Canada tops January build

Canadian carmakers assembled 85,646 units in February, 47.02 percent above the prior month and 1.93 percent above the year-ago month.

Last week's scheduled car output totaled 30,325 units, 10.58 percent above the previous week and 55.04 percent above the year-ago week.

As evidenced by last week's figures, Canadian car production is catching up to the year-earlier total. Major reasons are the new Toyota and Hyundai facilities and increased Chevrolet Lumina production by General Motors.

So far this year, 187,998 cars have been produced, down 4.40 percent from last year.

Truck output last month totaled 74,516, the lowest February figure since the 71,178 built in 1985. February's truck output was 18.38 percent above January but 14.12 percent below the year-ago month.

Truckmakers last week slated 19,806 units, 1.83 percent below the previous week and 5.67 percent behind the year-ago week.

Year-to-date, 166,387 trucks have been produced, 19.92 percent below last year at this point.

U.S. CAR	Week Ended Mar. 10, 1990	Week Ended Mar. 11, 1989	Week Ended Mar. 3, 1990	Feb. Total	Jan. 1 to Mar. 10, 1990	Jan. 1 to Mar. 11, 1989
Horizon	0	0	0	321	4,578	0
Sundance	1,900	2,200	2,066	6,858	13,005	23,593
Acclaim	1,900	3,393	2,099	6,347	13,969	20,805
Total Plymouth	3,800	5,593	4,165	13,526	31,552	44,398
LeBaron A	800	0	820	2,074	3,422	0
LeBaron J	1,300	1,832	1,222	2,395	4,202	22,552
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	400	3,033	596	1,505	3,510	25,149
Fifth Avenue	700	0	781	2,107	4,886	0
Imperial	500	0	623	1,665	3,828	0
Total Chrysler	3,700	4,865	4,042	9,746	19,848	50,647
Omni	0	0	0	330	4,308	0
Daytona	800	1,846	794	1,583	2,719	22,584
Shadow	2,100	2,111	2,088	8,054	14,971	24,150
Dynasty	3,000	3,432	3,525	9,351	21,238	32,087
Lancer	0	0	0	0	0	1,528
Spirit	2,000	2,663	1,981	6,185	15,897	19,958
Total Dodge	7,900	10,052	8,388	25,503	59,133	100,307
CHRYSLER MOTORS	15,400	20,510	16,595	48,775	110,533	195,352
Escort	4,031	6,625	3,395	10,827	24,458	74,308
Mustang	3,709	4,124	3,707	14,700	28,723	42,223
Tempo	2,849	3,240	3,371	10,093	22,172	34,387
Taurus	7,877	8,045	8,085	33,018	74,027	79,628
Thunderbird	3,324	3,343	3,342	8,447	19,978	36,344
Total Ford Div.	21,790	25,377	21,900	77,085	169,358	266,890
Topaz	1,661	1,270	893	2,926	7,669	13,272
Cougar	2,219	3,363	2,218	5,433	11,498	30,933
Sable	2,865	2,968	2,276	8,881	17,456	26,397
Total Mercury	6,745	7,601	5,387	17,240	36,623	70,602
Continental	1,265	1,439	1,076	4,552	10,545	15,014
Mark VII	626	479	553	2,270	5,238	6,259
Town Car	3,793	2,882	3,271	13,758	31,722	26,171
Total Lincoln	5,684	4,800	4,900	20,580	47,505	47,444
Total L-M Div.	12,429	12,401	10,287	37,820	84,128	118,046
FORD MOTOR CO.	34,219	37,778	32,187	114,905	253,486	384,936
Skyhawk	0	5,213	0	0	0	3,360
Skylark/Somerset	1,610	1,291	1,393	7,007	13,252	10,127
Century	1,455	2,184	1,921	6,859	12,543	25,062
Riviera	550	552	559	2,163	4,055	6,106
Electra	0	1,576	0	5,412	12,317	18,508
LeSabre (fwd)	4,944	4,297	3,990	15,036	28,816	14,523
LeSabre (rwd)	195	202	192	568	1,197	2,000
Reatta	211	0	200	588	1,521	1,279
Total Buick	8,965	15,315	8,155	37,633	73,701	80,965
Eldorado	455	915	459	1,761	3,410	7,348
Seville	660	571	658	2,560	4,784	5,718
Brougham (rwd)	1,070	682	1,029	2,718	7,009	9,764
DeVille (fwd)	3,835	4,761	3,662	14,337	26,730	44,734
Allante	90	75	89	175	616	735
Total Cadillac	6,110	7,004	5,897	21,551	42,549	68,299
Cavalier	7,950	3,468	7,826	26,917	50,496	83,652
Camaro	1,835	2,471	1,972	2,826	5,493	24,254
Celebrity	0	2,148	0	0	0	35,018
Corsica/Beretta	6,010	9,131	5,456	28,761	51,514	89,098
Caprice	2,975	4,754	2,948	18,019	21,204	38,656
Corvette	560	560	560	2,240	3,920	5,071
Total Chevrolet	19,330	22,532	18,792	78,763	132,627	275,749
Calais	1,990	2,275	2,215	7,432	14,721	17,330
Cutlass Ciera	2,505	1,766	2,125	7,742	15,413	16,671
Cutlass Supreme	1,845	0	1,782	9,829	14,554	21,568
Toronado	602	132	599	2,383	4,368	2,465
88 (fwd)	1,296	998	1,044	5,471	13,815	35,759
88 (rwd)	110	110	94	326	757	1,572
98	1,445	2,221	1,369	5,307	10,020	20,447
Total Oldsmobile	9,793	7,502	9,228	38,490	73,648	115,812
Sunbird	3,530	3,994	3,128	11,406	20,253	27,820
Grand Am	4,800	5,131	4,835	14,450	28,475	49,732
Firebird	838	1,658	602	994	2,108	15,221
Grand Prix	2,878	4,000	2,870	9,491	15,578	23,981
Pontiac 6000	1,618	1,674	1,659	5,812	10,693	18,213
Bonneville	0	0	0	8,851	13,984	18,605
Safari/Parisienne	0	120	0	0	0	1,070
Total Pontiac	13,664	16,577	13,094	51,004	91,091	154,642
GENERAL MOTORS	57,862	68,930	55,166	227,441	413,616	695,467
DIAMOND-STAR	2,954	843	2,725	11,162	26,300	6,363
HONDA	9,040	7,565	8,801	34,825	84,490	78,803
Civic	2,569	2,356	2,167	8,985	24,792	26,497
Accord	6,471	5,209	6,634	25,840	59,698	52,306
MAZDA†	3,235	4,838	4,133	13,800	33,197	49,087
NISSAN	2,380	2,356	2,382	9,490	22,987	23,086
NUMMI	4,100	4,788	4,394	16,375	39,281	37,934
Corolla	2,100	2,008	2,391	8,751	20,447	16,153
Geo Prizm/Nova	2,000	2,780	2,003	7,624	18,834	21,781
SUBARU-ISUZU	440	0	360	2,792	5,280	0
TOYOTA	4,396	2,050	4,406	17,557	42,573	18,964
Total Cars, U.S.	134,026	149,658	131,149	497,122	1,031,743	1,489,992
Total Cars, Canada	30,325	19,559	27,423	85,646	187,998	196,659
U.S., Canada Cars	164,351	169,217	158,572	582,768	1,219,741	1,686,651
U.S., Canada Cars and Trucks	268,551	281,810	262,516	657,284	2,070,932	2,807,553

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Mar. 10, 1990	Week Ended Mar. 11, 1989	Week Ended Mar. 3, 1990	Feb. Total	Jan. 1 to Mar. 10, 1990	Jan. 1 to Mar. 11, 1989
Monaco	850	0	0	0	2,744	0
Premier	425	0	0	0	826	10,285
CHRYSLER MOTORS	1,275	0	0	0	3,570	10,285
Tempo	3,840	3,340	3,665	10,246	24,979	36,201
Topaz	960	1,413	930	2,516	6,576	14,277
Crown Victoria	2,960	2,873	2,960	10,983	20,749	26,588
Grand Marquis	5,990	2,837	5,500	9,258	25,619	28,239
FORD MOTOR CO.	13,750	10,463	13,055	33,003	77,923	105,305
Celebrity	968	196	562	2,248	4,207	1,939
Cutlass Ciera	2,592	3,743	2,826	11,417	19,840	37,020
Lumina	6,413	426	5,920	20,326	38,133	4,417
Regal	1,587	2,457	908	2,729	6,225	18,832
GENERAL MOTORS	11,560	6,822	10,216	36,720	68,405	62,208
HONDA	2,100	1,840	2,477	9,294	22,386	16,270
HYUNDAI*	310	0	310	1,322	3,120	0
TOYOTA	1,150	254	1,185	4,588	10,868	882
VOLVO	180	180	180	719	1,726	1,709
Total Cars, Canada	30,325	19,559	27,423	85,646	187,998	196,659

U.S. TRUCK	Week Ended Mar. 10, 1990	Week Ended Mar. 11, 1989	Week Ended Mar. 3, 1990	Feb. Total	Jan. 1 to Mar. 10, 1990	Jan. 1 to Mar. 11, 1989
Caravan	1,900	2,069	2,426	9,179	23,437	22,614
Dakota	1,500	2,235	1,965	5,599	11,303	21,708
Caravan C/V	100	181	164	581	1,473	1,933
Ram pickups	2,300	2,241	2,930	8,335	15,955	21,676
Total Dodge	5,800	6,726	7,485	23,694	52,168	67,931
Cherokee	4,400	5,348	4,540	13,322	31,144	45,655
Comanche	200	595	193	575	1,395	7,410
Grand Wagoneer	300	335	0	325	885	3,364
Wagoneer	100	227	89	263	616	2,059
Total Jeep	5,000	6,505	4,822	14,485	34,040	58,488
Voyager	1,900	1,962	2,445	8,503	21,606	21,820
Town & Country	50	0	79	296	727	0
Total C-P Div.	1,950	1,962	2,524	8,799	22,333	21,820
CHRYSLER MOTORS	12,750	15,193	14,831	46,978	108,541	148,239
Aerostar	4,250	3,911	4,166	16,003	31,526	47,727
Bronco	1,175	1,793	1,179	4,673	10,221	19,276
Explorer/Bronco II	882	2,847	278	6,371	15,916	28,449
Econoline	4,317	5,153	4,210	15,118	31,852	50,758
Mediums/Heavies	1,041	1,448	1,041	3,154	18,768	13,577
Light trucks	8,705	11,133	9,533	37,816	79,259	111,398
Ranger	7,974	7,682	6,862	25,300	54,027	74,669
Total Ford Div.	28,344	33,967	27,269	108,435	241,569	345,854
FORD MOTOR CO.	28,344	33,967	27,269	108,435	241,569	345,854
Astro	2,820	3,961	2,886	8,219	16,434	35,081
Blazer	365	506	15	1,396	2,493	5,611
Lumina APV	2,000	0	1,676	8,409	17,825	0
Mediums/Heavies	293	0	303	565	2,972	0
P-Model	623	805	483	2,295	4,449	5,721
Pickups	7,361	8,216	8,043	33,752	55,743	92,627
S-10	4,825	6,525	5,043	18,125	44,590	60,806
S-10 Blazer	3,857	3,882	2,727	8,885	17,880	38,402
Sportsvan/Van	1,672	2,315	1,346	5,866	8,055	18,693
Suburban	1,601	1,441	1,932	6,352	10,989	15,757
Total Chevrolet	25,417	27,651	24,454	93,864	181,430	272,698
Jimmy	112	166	3	513	874	1,763
Mediums/Heavies	471	0	428	653	3,604	0
P-Model	77	58	150	304	583	906
Pickups	2,416	2,526	1,761	8,788	15,009	28,032
S-15	1,159	1,600	936	4,812	10,924	13,825
S-15 Jimmy	1,180	1,031	971	2,973	6,417	10,632
Safari	940	979	758	2,772	5,675	8,777
Suburban	674	570	792	2,766	4,917	6,247
Vandura/Rally Vans	788	615	1,140	2,660	3,965	4,916
Total GMC	7,817	7,545	6,939	26,241	51,968	75,096
Olds Silhouette	580	0	527	2,238	5,684	0
Pontiac Trans Sport	1,340	0	1,139	4,161	11,613	0
GENERAL MOTORS	35,154	35,196	33,059	126,504	250,695	347,796
NAVISTAR	1,200	1,693	1,662	6,200	14,594	16,997
NISSAN	3,060	2,797	3,068	12,196	29,560	27,283
SUBARU-ISUZU	436	0	429	2,974	5,345	0
AM GENERAL*	450	450	450	1,890	4,500	4,410
MISCELLANEOUS*	3,000	2,300	3,000	12,600	30,000	22,540
Total Trucks, U.S.	84,394	91,596	83,768	317,777	684,804	913,119

CANADIAN TRUCK	Week Ended Mar. 10, 1990	Week Ended Mar. 11, 1989	Week Ended Mar. 3, 1990	Feb. Total	Jan. 1 to Mar. 10, 1990	Jan. 1 to Mar. 11, 1989
Caravan	3,270	3,154	3,287	13,252	32,386	31,660
Caravan C/V	294	203	272	838	2,189	2,030
Ram Wagon	540	641	530	2,100	3,985	6,700
Ram Van	1,380	1,739	1,437	5,426	9,762	10,762
Total Dodge	5,484	5,737	5,526	21,616	48,322	57,452
Voyager	2,580	2,940	2,644	10,918	26,743	27,509
Total Plymouth	2,580	2,940	2,644	10,918	26,743	27,509
Wrangler	1,500	1,849	1,654	4,050	6,188	15,166
Total Jeep	1,500	1,849	1,654	4,050	6,188	15,166
CHRYSLER MOTORS	9,564	10,526	9,824	36,854	81,253	100,127
FORD MTR. (lt. trks.)	3,192	3,378	3,048	11,536	26,061	34,227
Light trucks	3,475	3,271	4,454	14,505	34,430	34,176
Vans	1,415	1,449	1,309	4,673	6,648	14,232
Total Chevrolet	4,890	4,720	5,763	19,178	41,078	48,408
Light trucks	1,405	1,444	831	4,589	13,429	16,039
Vans	535	655	505	1,827	2,575	6,594
Total GMC	1,940	2,099	1,336	6,416	16,004	22,633
GENERAL MOTORS	6,830	6,819	7,099	25,594	57,082	71,041
NAVISTAR	220	274	205	802	1,991	2,368
Total Trks., Canada	19,806	20,997	20,176	74,516	166,387	207,783
U.S., Canada Trks.	104,200	112,593	103,944	392,293	851,191	1,120,902

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News®

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Japanese methods flower at Ford

Escort brings Mazda touch to Dearborn

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

WAYNE, Mich. — Inside Ford Motor Co.'s new stamping plant here, workers and managers are changing the way Ford builds cars.

Workers change dies on the giant Komatsu presses in as little as 2 minutes — compared to 6 to 12 hours in a traditional Ford stamping plant.

Automated guided vehicles deliver sheet metal to the presses that stamp doors for the Ford Escort, which will be assembled in the Wayne assembly plant next door. The Escort and its sister model, the Mercury Tracer, are based on the same platform as Mazda's all-new 323/Protege.

The Wayne Integral Stamping and Assembly plant is patterned after the Flat Rock, Mich., plant of Mazda Motor Manufacturing (U.S.A.) Corp.

It's no coincidence that the presses come from Japan and that the Wayne setup mimics Mazda's.

From the assembly line to the executive offices, Ford's product development and manufacturing are becoming increasingly Japan-like. Since the mid-1980s, Ford has grown closer to and has learned from its Japanese partner, Mazda Motor Corp.

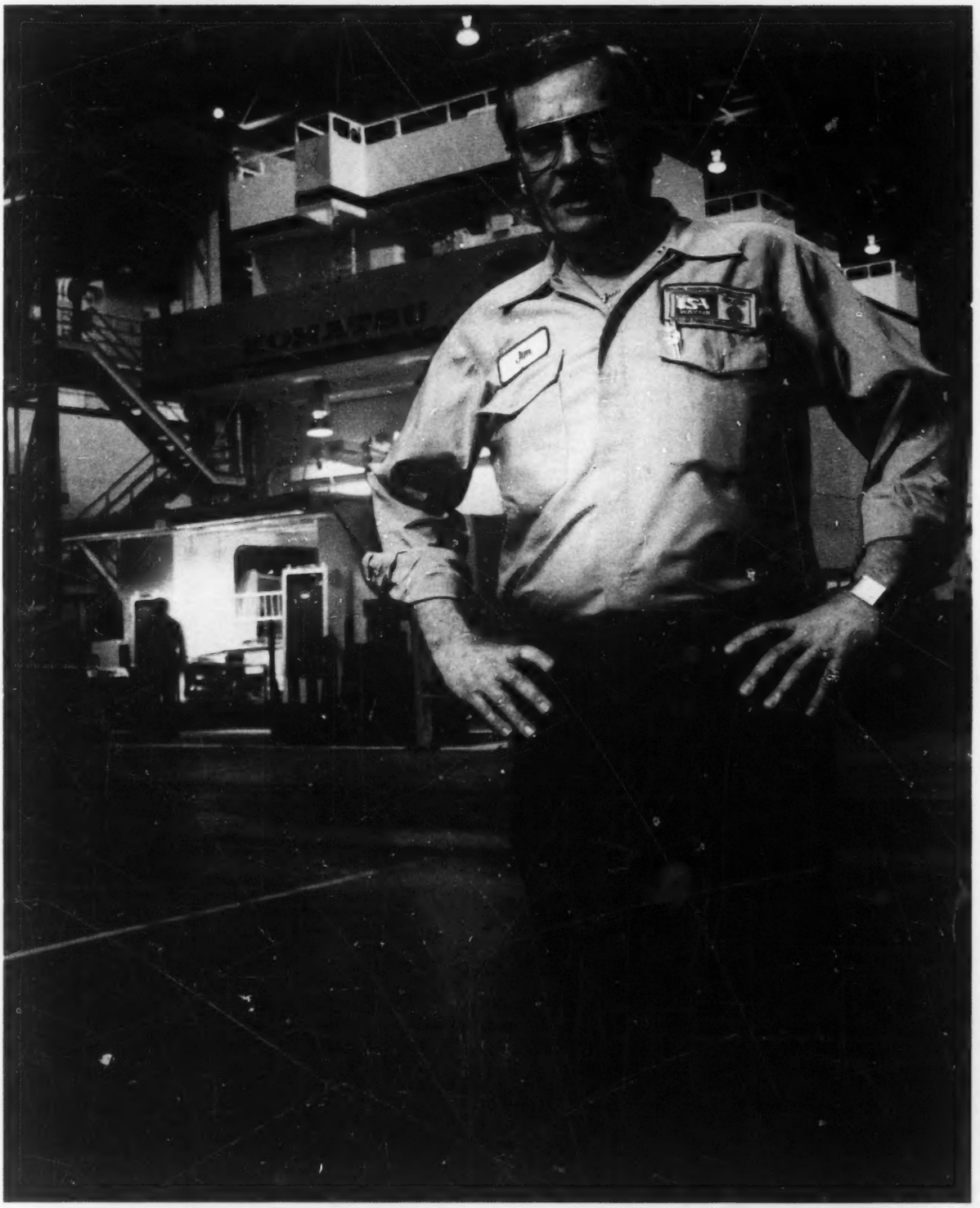
The student has also been a teacher. Mazda has learned from Ford such things as cost containment, air-bag technology and ways to reduce noise vibration on vehicles, say Ford leaders.

Even at the outset of the Escort/Tracer program, known as the CT20 platform, Ford Chairman Donald Petersen hoped the close association would lead to changes at his company.

"CT20 must be more than just a new car. It should represent significant new processes in vehicle development, manufacturing and the utilization of human resources," Petersen told CT20 workers.

At Wayne stamping, job classifications for non-skilled workers have dropped from 12 to one, thanks to a new contract. Skilled workers such as electricians and welders swap responsibilities they once fought for. Just like Japanese workers, Wayne stamping workers eat beside plant managers in the plant's cafeteria and park in the

see FORD-MAZDA, page 10



AUTOMOTIVE NEWS/JOE WILSSENS

Jim Deir, stamping and body manager for Ford's Wayne, Mich., stamping plant, wears the same uniform as hourly workers. Pocket patches emphasizing first names and Ford-UAW teamwork reflect the approach to manufacturing taken by Mazda at its Flat Rock plant 20 miles away.

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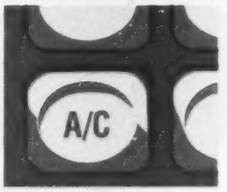
Yuck! What's that smell?
Automakers are concerned about dirty-sock smells that can take the fun out of air conditioning. Engineering editor Jack Keebler tells what's being done to ban bacteria from cooling fins, on the Engineering Page.



Automotive News

March 19, 1990

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Toyota, Honda tops in sales per dealer

Hyundai dethroned after 3 big years

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

After three years as the leader in sales per dealership, Hyundai fell to fourth place in 1989.

Toyota replaced Hyundai as the pacesetter in car/truck sales per outlet, and Honda had the best average in car sales.

The averages show the relationship of the number of new-vehicle sales for a particular make to the number of dealers selling those vehicles. They are a measure of the relative value of a franchise.

Toyota dealers sold 817 new vehicles per store, and Honda dealers moved 677 cars per outlet. Honda was second in the combined car/truck standings even though it does not sell trucks.

Dismal sales and more dealers caused Hyundai to slip to fourth place. Average sales per dealership skidded to 610 in 1989 from 1,053 a year earlier on an overall unit sales decline of 30.65 percent.

In 1986, 1987 and 1988, Hyundai was far ahead of every other make retailed in the United States in average new-vehicle sales per outlet. It led in cars, and it led in cars and trucks — even though it does not sell trucks.

Hyundai is the only make that has exceeded 1,000 sales per franchise in the 35 years *Automotive News* has been compiling such statistics. Hyundai's average of 1,431 units in 1986 was the highest on record.

Sales per dealership are another way of keeping score in the auto industry. Carried to greater lengths at the factory/importer level, the figures can help in formulating sales-planning and distribution programs on a regional basis. And sales-per-dealer figures have been used in dealer-factory litigation.

A gain in sales and a stable dealer total means an increase in sales per outlet. Conversely, a gain in unit sales may not be enough to hold the average steady if the dealer total rises sharply.

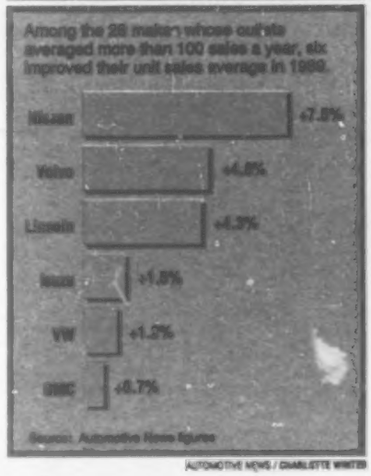
Mitsubishi was an example in 1989. Its car and trucks sales rose nearly 32 percent, but its dealer total grew 66 percent. The result: Sales per outlet dropped to 453 from 571 in 1988.

If unit sales decline and the dealer total rises, the sales-per-outlet plunge can be extensive. Consider Hyundai. Its car sales dropped 30.65 percent last year while its dealer total rose 16 percent. As a result, sales per dealership plunged from 1,053 to 610.

The trend last year was toward lower average vehicle sales for the 42 makes of cars

see SALES, page 46

Happy franchises



BARRY PEPFORD

Chevrolet's 1991 Caprice wagon looks like a big jelly bean to some enthusiasts, a Ford Taurus clone to others.

WAGONS: *New research indicates this '50s staple is poised to make a resurgence in the '90s*

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Futurists predict that the 1990s will be the 1950s revisited, and automakers believe that could mean the resurgence of a 1950s staple: the family station wagon.

Some automakers bet that baby boomers having babies will trade in their coupes and sedans for wagons as well as minivans.

While no one expects wagon sales to reach the million-plus level of 1979, research by a number of car companies and independent firms indicates that wagon sales could rebound in the 1990s from their low-water mark of the previous decade.

J.D. Power and Associates, an Agoura Hills, Calif., market research firm, predicts wagon sales will climb to 770,000 units by 1995, capturing 7 percent of the total car market, compared with 5 percent in 1989. Station wagon sales dropped to less than 500,000 units in 1989, according to R. L. Polk & Co. of Detroit.

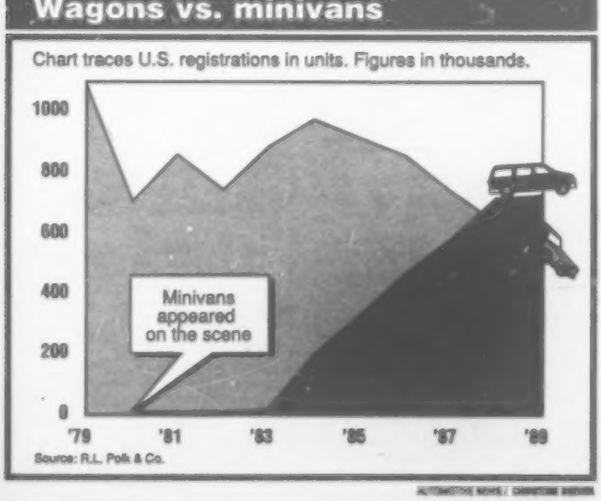
In addition to baby boomers settling into family life, a host of new products in the 1990s will spur the rebound, automakers say. In the next two years alone, more new station wagons will debut than were introduced during all of the 1980s. Virtually all will be from General Motors, Ford Motor Co. and the Japanese automakers along with a couple European models.

In the 1980s, automakers predicted wagons would die with the advent of the minivan. They turned their attention to vans and ignored wagons. Chrysler Corp., which invented the minivan, dropped out of the station wagon market almost entirely.

The only new wagon of any volume to be introduced during the 1980s was the highly successful Ford Taurus/Mercury Sable wagon. About 20 to 25 percent of the Taurus and Sable models sold were wagons, an unusually high

see WAGONS, page 46

Wagons vs. minivans



Beaman, major Saturn dealer, gives up Nashville franchise

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NASHVILLE, Tenn. — Nashville auto dealer Lee A. Beaman, a prominent player in the formative days of the Saturn project, has given up his middle Tennessee Saturn franchise.

The deal comes just months before GM's long-awaited import fighter goes into commercial production. Beaman, 38, said he intends to spend more time on his six other franchises and on a family owned Pepsi and 7-Up bottling business.

Chattanooga Saturn franchisee Nelson Bowers II acquired the contiguous Nashville territory. The move gives him a full third of Tennessee for Saturn sales — including the area where many of the anticipated 3,000 Saturn employees will live and work.

Beaman has been highly visible in Saturn's early marketing and dealer recruitment efforts and was even expected to appear in some Saturn ad campaigns. As recently as last year, he was projecting an early completion of his first Saturn store. And he had plans to use the property in Saturn's marketing spots.

In the early days of Saturn planning, Beaman successfully urged the General Motors subsidiary to

see BEAMAN, page 44

REBATE BACK

In the end, Olds dealers asked for one

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Still not satisfied with the sales of its restyled Toronado, Oldsmobile is giving it customer rather than dealer incentives, which cuts the car's price to pre-1989 levels.

Incentive programs revised, Page 49

Oldsmobile officials said they continually evaluate dealer and customer incentives. The customer rebates, they said, were placed on the cars at the request of dealers.

That's a further departure from the course Oldsmobile set late last year. At the time, Oldsmobile said it would offer incentives only to dealers, not directly to customers.

A Toronado or Trofeo buyer has the choice of a $1,500 cash rebate or 6.9 percent financing on a 48-month loan.

The offer runs for an unusually long period, from March 13 through Sept. 26.

Many dealers, not only Oldsmobile dealers, have pushed for

see OLDS, page 44

Sales of 1990 Toronados are up a third over the 1989 model.

Battle lines drawn in debate over alternative fuels

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A fight over alternative fuels is expected in Congress this week as the House and Senate plunge into debate over the last major automotive clean-air issue.

A preview of the battle was provided in Washington last week, as the Motor Vehicle Manufacturers Association, Automobile Importers of America and National Automobile Dealers Association staged a press conference to outline their positions.

Their claims were countered by environmentalists, who said the industry is once again crying wolf when it says it can't meet demands for cleaner air. And the powerful natural gas lobby offered a plug for fuels other than gasoline — including natural gas.

The auto industry is pushing for reformulated gasoline.

While it would cost 2 cents to 5 cents more per gallon than premium gas, it would require no engine modifications, and it would immediately reduce pollution from cars using it, said Sam Leonard, director of automotive emissions control at General Motors.

The next best alternative would be so-called flexible-fuel vehicles, such as those that run on a mixture of gasoline and methanol.

In the meantime, the industry interests spoke out against some of the most stringent alternative-fuel proposals. It was argued that they leave no room for reformulated gas and flexible fuels, and instead could be met only by vehicles running on natural gas, electricity or 100 percent methanol.

The industry sees its biggest threat in an amendment to the recent Senate-White House clean-air compromise.

The measure, sponsored by Sens. Timothy Wirth, D-Colo., and Pete Wilson, R-Calif., includes demands for an alternative-fuels program that is significantly tougher than the one originally proposed by the Bush administration. The amendment would require the production of alternative-fueled cars beginning in 1994 and "ultra-clean" cars in 2003.

Such vehicles would have dramatically reduced tailpipe emissions as well as hydrocarbon emissions that enter the atmosphere during refueling and while cars are running.

The Senate resumes a floor debate Tuesday on clean air. In the House, the full Energy and Commerce Committee will begin debate on a draft bill supported by the

see CLEAN AIR, page 49

Ford tests methanol in Michigan

By Jack Koebler
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — This week, John Krisko's Sunoco Ultra Service Center here will begin pumping M85 — a mixture of 85 percent methanol and 15 percent gasoline — into a Ford Motor Co. test fleet consisting of Taurus and Crown Victoria autos and Econoline vans.

This is only the second such pump at a commercial gasoline station. The other pump is at a station in California.

The station and the vehicles are part of a joint research agreement between Ford and Sun Refining and Marketing Co. to investigate the use of M85 in vehicles used regularly in cooler climates.

"Ford's entry into a joint research program with Sun underscores our determination to meet the clean-air expectations of the American people and the clean-air requirements of Congress," said Donald R. Buist, Ford's director of automotive emissions and fuel economy.

"Although Ford has been engaged in methanol-vehicle research for more than a decade, all our previous retail station experience has been in the mild climate of California."

The company will also take the opportunity to evaluate motor oils specifically formulated for use in methanol-fueled vehicles, fuel-system materials, station tank and pump materials, fuel sensors and customer refueling impressions.

Access to the pump will be provided by a magnetic card issued exclusively to Ford employees. The card-reading machine will register the name of the user and the amount and cost of the fuel purchased.

1991 Escort GT has 16-valve Mazda-built engine and 12 percent price hike

Ford ups '91 Escort prices; options rise on cars, trucks

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Prices of the 1991 Ford Escorts, which Ford Motor Co. announced last week, are up an average of 6.88 percent over 1990 models.

The increases range from $163 to $1,219, and the average hike is $577.

The dollar and percentage boosts are figured on a model-to-model basis, without sales-weighting or adjustment for equipment changes. Ford said the increase is 2.5 percent on average-equipped models, including transportation charges.

The company also announced that it has raised the prices of popular options an average of $29 a car for all Ford and Lincoln-Mercury cars except Escort and Festiva, effective March 12. Option prices on all Ford trucks, except Bronco II and Ranger, have also been increased.

Destination charges were hiked $20 on Ford F-series and Ranger pickup trucks and $15 on all Ford and L-M cars and other Ford light trucks on Jan. 15. Those charges went up $5 at the beginning of the 1990 model year.

Ford officials had said the 1991 Escorts — which go on sale April 26 — would be priced at or near the 1990 models. Ford wants the Escort to be a high-volume line to boost the company's corporate average fuel economy rating.

The 1991 Pony 2-door hatchback, the Escort price leader, will carry a base manufacturer's suggested retail price of $7,565, or 2.20 percent more than the 1990 Escort Pony. The 1991 Escort LX 2-door hatchback will be $8,247, 5.65 percent above the 1990 model.

The Escort GT, which has a high-output Mazda engine, will be $11,063 — 12.38 percent above the 1990 model. The Escort LX 4-door hatchback will be $8,674, up 6.61 percent, and the station wagon will be $9,259, up 5.97 percent.

Ford Division General Manager Thomas Wagner said several popular options have been made standard on the 1991 Escort. They include AM/FM stereo radio, electronic digital clock, split folding rear seat and full wheel covers.

The following options were among those increased on other Ford Motor Co. cars: power seats, up $10; power door locks, $9; speed control, $9; power windows, $9; power moonroof, $34; and JBL stereo sound system, $51.

On the Ford Taurus, power seats rose from $280 to $290; power windows, from $306 to $315; and power moonroof, from $741 to $775. The Town Car's JBL sound system rose from $525 to $576.

The following options were among those increased on Ford trucks: knitted vinyl bench seats, $10; captain's chairs, $7; AM/FM stereo, $10; and sliding rear window, $10.

3rd blast hits air-bag supply plant

Production halted; Canada facility is source for 2 Lincolns

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

The third industrial mishap in six months hit a Canadian air-bag supply plant last week, leaving one worker critically injured and forcing a halt in production.

The March 14 explosion seriously injured two other workers at the McMasterville, Quebec, factory, owned by CIL Corp. of Toronto.

The accident forced the third production shutdown in six months at the industrial compound.

A company spokesman said the accident was caused when one of the workers attempted to clear a blocked production line. CIL believes the accident may have been caused when a spark from a worker's hammer ignited the gas and caused a flash fire.

The propellant company is a 50-50 joint venture between CIL and TRW Inc., called Sabag Inc. It makes the propellant for passenger-side air bags in the Lincoln Town Car and Continental.

According to Ford Motor Co. production figures, approximately 4,000 cars a week are now being fitted with passenger-side bags that require the Sabag propellant.

A Ford spokesman said the company believes its supply of the passenger bags is adequate "for the foreseeable future," but said that a prolonged work stoppage at Sabag could temporarily interrupt deliveries of Continentals and Town Cars.

Last week's accident did not affect production at CIL's sodium azide plant in the same factory compound, the largest source of the chemical in the world.

CIL resumed production there earlier this month after two separate fires last fall forced it to suspend production for four months.

TRADE: *Mosbacher pushes U.S. automakers' agenda during Japan visit, encouraged by response*

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — U.S. Commerce Secretary Robert Mosbacher argued the case for U.S. automakers and suppliers in trade talks last week, and the response was the most encouraging to date.

He asked about dual dealerships, an issue proposed by Chrysler Motors, Ford Motor Co. and General Motors to promote import sales in Japan. The Japanese appeared receptive, according to Michael Skarzynski, the Commerce Department's assistant secretary for trade development. But Skarzynski said the Japanese companies wanted to see a product that would sell in Japan.

The U.S. trade delegation was also told that talks are progressing between Honda Motor Co. and Chrysler Motors over the proposed sale of Chrysler vehicles, including Jeeps, through Japanese Honda dealers.

Mosbacher

Furthermore, the Americans said they were told that the proposal was not a gratuitous gesture in response to trade friction, but that Honda wants to fill a niche in the Japanese market.

According to Skarzynski, Mosbacher also approached Mitsubishi Motors Corp. with a special request from Chrysler Corp. Chairman Lee Iacocca. Chrysler wants the next model developed for production at Diamond-Star Motors Corp. to be a Chrysler-engineered product, Skarzynski said. Mitsubishi, however, said the issue never came up.

Diamond-Star, a 50-50 joint venture between Mitsubishi and Chrysler in Illinois, currently builds Mitsubishi-developed vehicles sold by both companies.

Mosbacher also got promises of more effort to buy U.S. parts. Under the tutelage of the Ministry of International Trade and Industry, all Japanese automakers have been announcing import plans in the last six months. MITI has also been encouraging the companies to increase U.S. content of vehicles they build in the United States and to import more into Japan.

Most of the plans are broad enough to cover everything from wine to helicopters, but vague on parts.

The U.S. trade group said it expects some progress in that direction when a series of talks with Japan resumes this week.

Perhaps the most specific response from the automakers came during a meeting Mosbacher called to encourage Japanese firms to buy more U.S. semiconductors.

Toyota and Honda gave specific and positive responses, Skarzynski said. Toyota said it will switch 25 percent of its current purchases of multipurpose chips to U.S. makers. Honda said it now buys 1 percent of its semiconductors from U.S. makers but will increase to 4 percent in 1990 and 10 percent in 1991.

Corrections

- A story in the March 5 issue should have noted that Honda of America Manufacturing Inc.'s engine plant in Anna, Ohio, will not supply engines for North American-built Hondas that are exported overseas. The story also should have said that production at Honda's East Liberty, Ohio, assembly plant began in December.
- In the March 12 issue, the U.S. car sales by marketing units table included incorrect figures for 1990. The correct total is 1,478,757. A table with the correct figures is on Page 6.
- In another table in the March 12 issue, the domestic days' supply for the Ford Thunderbird as of March 1, 1990, should have been 78 days.

AUTOMOTIVE NEWS/JOE WILKINSON

Roy Roberts has been named general manufacturing manager for Cadillac.

COMING HOME

Roberts rejoins GM; Cadillac job to grow

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Navistar executive Roy S. Roberts is rejoining General Motors in a lesser post than the one he left two years ago, but in a role that will grow increasingly important in the 1990s.

Last week, Roberts, 50, was named general manufacturing manager for Cadillac, effective April 1, after a 2-year stint as vice president and general manager of truck operations at Navistar International Corp. Roberts left GM as vice president of personnel and administration in August 1988 to take the Navistar post. He is one of only two blacks to be elected a GM vice president. The other was Otis Smith, who retired in 1984 as general counsel.

Roberts takes the Cadillac job at a time when the division is moving toward becoming a self-contained car company.

Cadillac is likely to gain even more control of its engineering and manufacturing operations in the 1990s, when it introduces a host of new products. The division has proposed that in 1992 it will move its high-volume DeVille and Fleetwood models from GM's Orion Township, Mich., plant to the Detroit-Hamtramck Assembly Center in Detroit, for which Cadillac now has responsibility. The Oldsmobile Toronado and Buick Riviera, now made at the Detroit-Hamtramck plant, will be moved to another plant.

The move toward autonomy, if approved by top GM management, would result in Cadillac having responsibility for engineering and manufacturing of all but one of its models. The Cadillac Brougham, with about 40,000 sales annually, would continue to be built at GM's Arlington, Texas, plant, and to be the responsibility of the Chevrolet-Pontiac-Canada Group.

In 1987, Cadillac regained control of engineering and manufacturing of most of its models in an effort to restore its image. Like other GM divisions, it lost engineering and manufacturing control under GM's 1984 corporate reorganization.

Cadillac officials — and independent analysts — credit much of the division's recent turnaround and market share gain to regaining control of its operations.

The addition of Cadillac models to the Detroit-Hamtramck plant will double output and require callback of the second shift.

As a result of the restructuring, pressure on the Detroit-Hamtramck plant to become more productive will increase. The plant initially was plagued with quality and production problems but has improved, according to J.D. Power & Associates surveys.

But the plant continues to trail nearly all other North American assembly plants in production efficiency, based on GM and independent consultant assessments.

Cadillac hopes in the next few years to gain market share and boost annual sales to 300,000-plus from the 267,000 expected this year in a market with even more competitors, including Lexus and Infiniti.

In his new job, Roberts will be responsible for all Cadillac manufacturing operations, including component operations in Detroit, a stamping plant in Grand Blanc, Mich., and assembly operations at the Detroit-Hamtramck plant and the Reatta Craft Centre in Lansing, Mich.

The return of Roberts to GM signals that one can go home again to GM. In the past, GM had refused to rehire employees who had left. That has changed in recent years.

J.C. "Jim" Perkins returned to GM, where he had spent 24 years, in January 1989. He was named to the newly created post of Chevrolet's assistant general manager. Last May, he succeed Robert Burger, who retired, as general manager.

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Ford quick service outlets tested in U.S. and Canada

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. is experimenting with satellite dealership service centers designed to make Ford and Lincoln-Mercury dealers more competitive with neighborhood "quick service" outlets by allowing them to own and operate their own service centers.

Ford Parts and Service insiders say different variations of the satellite service concept are being tested in markets in both the United States and Canada, and the move could change the way consumers service their cars and trucks in certain markets in both countries.

Ford's U.S. operations won't publicly comment on the satellite service experiments. Even members of L-M's U.S. dealer council are not aware of the pilot programs. Members of the Ford Division U.S. dealer council will meet at the end of March to talk about the satellite service center concept.

But some dealers are nervous about such an approach, believing that a crosstown competitor could steal service business with a satellite operation near another dealer's store.

"(Ford) is in unchartered waters; I don't think it will be successful unless the dealers themselves are involved in it," said Ed Mullane, president of the Ford Dealer Alliance, a forum of Ford dealers. Mullane said the satellite service concept may work if dealers cooperatively owned service locations in one market.

Ford has been considering a wide range of possibilities to increase both its Consumer Satisfaction Index ratings and service capacity in its dealerships. Ford officials have said that service CSI scores — especially for Ford Division — have not been as high as the company would like. A big factor in the low scores has been that the number of service bays in dealerships have not increased as fast as Ford's market share in recent years, according to Ford officials.

At the same time, the number of quick service outlets such as Jiffy Lube, Precision Tune and Sparks Tune-Up have increased. Several Ford stores have built quick oil change facilities in their service departments. But more complex maintenance items often require leaving the car for long periods of time because of the limited number of service bays and technicians.

"In some cities, people have to wait three weeks for a front-end alignment (at a Ford dealership)," said one Ford Parts and Service executive.

This is the second time Ford has ventured into satellite service facil-

see SERVICE, page 45

Makers rush to East Germany

GM, Mercedes, VW sign deals

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

LEIPZIG, East Germany — The entire East German car and truck industries were transformed last week as General Motors, Volkswagen AG and Mercedes-Benz AG reached agreements to virtually annex local manufacturers.

GM's Adam Opel AG said it expects to take majority control of Automobile Works Eisenach, maker of the Wartburg; VW announced a joint production agreement with VEB IFA Kombinat Personenkraftwagen, manufacturer of the Trabant in Zwickau; and Mercedes-Benz signed a memorandum of understanding for development, production and sales links with the East German truck monopoly, VEB IFA Kombinat Nutzkraftwagen.

The East German moves are figured to have a major impact on the Western European car and truck industries. For instance, new low-cost production sources could curb the rush to Europe's "sun belt" — Spain and Portugal — and provide much-needed capacity for Western Europe.

But many Western auto executives think the East will demand more capacity than will be installed.

Indeed, all three Western companies say the main reason to set up in East Germany — where 70 percent of the flow of trade is eastward — is to establish a sales base there and markets further east, including the Soviet Union. East German manufacturers — particularly the IFA truck monopoly — also have strong markets in several developing countries.

Competition for East German ties has been intense. IFA Kombinat Nutzkraftwagen General Director Lothar Heinzmann said talks were also held with Fiat's IVECO commercial vehicles unit and West Germany's MAN AG. VW and Japan's Mitsubishi Motors Corp. were the closest competitors for Opel at Wartburg.

Financial details for all three joint ventures await further negotiations and East German commercial law reforms expected to follow yesterday's elections.

Adam Opel, GM's West German subsidiary, signed an agreement here with Automobile Works Eisenach, establishing a joint venture company, Opel-AWE GmbH, in Eisenach. Opel said it will take a majority holding in the firm, which will now plan assembly of up to 150,000 passenger cars annually from the Opel range as well as component production.

see EAST, page 45

East Europe, Soviet Union in Chrysler planning book

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

GRAZ, Austria — Chrysler Corp. officials confirmed that the company is discussing Jeep and van production ventures with manufacturers in the Soviet Union, and is particularly enthusiastic about gaining a foothold in Eastern Europe with Jeep.

"We've had a couple of teams in Moscow for over a year now," said Chrysler Chairman Lee Iacocca. "But it's going to take a while."

Chrysler signs pact on vans Page 45

Iacocca said that new low-cost, modular production methods that Chrysler says it will employ to build the forthcoming JJ sport-utility would be well-suited to Eastern countries.

"We're keeping the costs down," said Iacocca, who was in Austria to sign an agreement to build minivans. Jeeps are "rugged vehicles, so they might be the right kind of entry vehicles in Eastern Europe."

Chrysler is also understood to have talked with the Soviets about licensing a long-wheelbase version of the Chrysler Voyager minivan.

Michael Hammes, vice president for international operations, said Chrysler has looked at Jeep and van projects in Moscow. "But we have not finalized anything at all, and I don't think anything is close to being finalized," Hammes said. "Those have really been exploratory discussions."

Hammes confirmed talks with the Soviets' RAF plant in Latvia and with the Ulianovsk Automobile Factory in the Russian Soviet Socialist Republic, but said no agreements are imminent.

"We've looked at both factories, and we've had good discussions," Hammes said. "But they've been just that, discussions."

Soviet auto industry officials told *Automotive News* in December that Chrysler may offer a Jeep design as a replacement for an aging 4-wheel-drive, canvas-topped off-road vehicle known as the UAZ-469B. The 159-inch long 469B, which rides on a 94-inch wheelbase, has been in production since 1972.

The Ulianovsk Automobile Factory, which is used by the Soviet military, has been exported to several markets, including Italy, where it receives Western powerplants.

Chrysler and RAF have discussed replacement of the Latvian plant's 11-passenger van with a lengthened version of the Chrysler minivan, RAF officials have said. But Valentin P. Morozov, the Soviet first deputy minister of automobile and agricultural machine building, has said he was "quite pessimistic" about the RAF talks.

Meanwhile, Peugeot officials last week confirmed preliminary contacts with the Soviets about possible assembly of its new 605 luxury car under license in the Soviet Union. The deal is believed to involve the Gorkovsk Automobile Factory in Gorki, where Ford Motor Co. had negotiated unsuccessfully to put its European Scorpio into production.

AUTOMOTIVE NEWS-JOE WILSEMS

Hans-Jorg Hungerland has made dramatic changes at Volkswagen and Audi since becoming head of the German car importers' American operations last year.

HUNGERLAND

Dealers applaud new VWoA boss, but sales revival is slow

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

TROY, Mich. — It has been little more than a year since Hans-Jorg Hungerland took the helm of Volkswagen of America Inc., and in that time things have changed dramatically for the German car importer.

Volkswagen and Audi dealers should have known something was afoot last winter.

With little fanfare, Hungerland and William J. Young ventured across the country from dealership to dealership. In 19 days, they visited 18 cities and talked with 170 dealers, big and small.

Hungerland and Young were missionaries, laying out VW's and Audi's new ideology and building a foundation for a company they hoped to revitalize.

An odd thing, perhaps, for two businessmen not officially on the VW payroll.

But it was not altruism that fueled them — it was, as Hungerland calls it, "an excellent and natural exercise." Armed with first-hand dealer knowledge, Hungerland took over as VW's chief executive officer and president in charge of VW and Audi, and Young as vice president of Volkswagen United States Inc. shortly after that trip.

The words they passed on to the dealers were communication and cooperation.

A little more than a year after Hungerland took over, VW and Audi have rejuvenated and enthusiastic dealer bodies, a brace of new product and revolutionary marketing plans.

That may just be what they need to get sales moving. Still, if VW and Audi undergo a sales about-face in the U.S. market, much of the credit will go to Hungerland's communication and cooperation credo.

But the personable, energetic and self-effacing 48-year-old German native would likely shun that accolade. Instead, he'd point to the dealer networks, to those who work for the company, to Young and to Richard Mugg, vice president of Audi.

And the pointing would come back to Hungerland.

Hungerland has a ways to go before he must worry about how

see VW, page 48

Owners' council tells Audi to leave 'Alternate Route'

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

TROY, Mich. — The Audi Owners Advisory Council says Audi should aggressively promote its cars' engineering, high technology and safety attributes and abandon its ambiguous "Alternate Route" advertising theme.

Also, the council — believed to be the only auto owner focus group to meet regularly — cares little for Audi's Coupe Quattro; it feels Audi dealers should organize social get-togethers and test drives for new owners; and it approves of Audi's promotion of safety.

Audi officials are listening. At a meeting of the company's top marketing managers this week, Richard Mugg, vice president of Audi of America, will ask for an assessment of the "Alternate Route" theme to see if it is telling Audi's story effectively.

"I think we would be stupid not to think about what they were telling us," Mugg said. "In discussing (Audi's) promotion, they loved the 'Art of Engineering' theme and didn't understand 'The Alternate Route.' We have the

see OWNERS, page 48

Big 3 sales sputter; transplants up sharply

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Early March was a downer for the Big 3 as their sales of U.S.-built cars and light trucks fell 6.56 percent from the year-earlier total.

But the Japanese transplants chalked up an increase of 45.18 percent for the period.

Combined sales of cars and light trucks for March 1-10 were 268,871, down 3.54 percent from 1989.

Sales rose in January but dropped in February. The decline continued in early March, with sales of U.S-built cars falling 2.91 percent and sales of U.S.-built trucks off 4.53 percent from 1989. Both periods had nine selling days.

Each of the Big 3 lost ground in both cars and trucks. All the Japanese transplants posted gains.

Domestic car sales fell 7.15 percent at General Motors, 6.91 percent at Ford Motor Co. and 9.12 percent at Chrysler Corp. Domestic light-truck sales declined 3.12 percent at GM, 3.07 percent at Ford and 13.39 percent at Chrysler.

Car sales climbed 1.76 percent at Honda, 53.52 percent at Mazda, 157.34 percent at Mitsubishi, 17.39 percent at Nissan and 267.41 percent at Toyota. Nissan's truck sales were up 25.07 percent.

The car and light-truck daily selling rate was 29,875 units, compared to 30,970 in 1989.

10-DAY SALES

DOMESTIC BUILT	Mar. 1-10, 1990	Mar. 1-10, 1989
CARS		
Eagle	817	1,705
Chrysler	3,873	4,277
Dodge	9,139	10,201
Plymouth	6,379	6,053
CHRYSLER MTRS.	**20,208**	**22,236**
Ford	33,209	36,532
Lincoln	6,458	4,729
Mercury	9,668	11,766
FORD MOTOR	**49,363**	**53,027**
Buick	11,718	11,691
Cadillac	6,143	7,152
Chevrolet	33,815	35,263
Oldsmobile	12,765	12,283
Pontiac	12,234	16,186
GENERAL MTRS.	**76,675**	**82,575**
HONDA	**8,919**	**8,765**
MAZDA	**1,331**	**867**
MITSUBISHI	**1,122**	**436**
NISSAN	**1,964**	**1,573**
SUBARU	**54**	**—**
TOYOTA	**6,797**	**1,866**
U.S. CAR TOTAL	**168,433**	**171,429**
TRUCKS		
Chrysler	69	—
Dodge	11,753	13,127
Jeep	4,914	5,577
Plymouth	3,297	4,426
CHRYSLER MTRS.	**20,033**	**23,130**
FORD MOTOR	**36,462**	**36,566**
Chevrolet	34,217	35,862
GMC	8,257	9,025
Oldsmobile	410	—
Pontiac	601	—
GENERAL MTRS.	**43,486**	**44,887**
ISUZU	**86**	**—**
NISSAN	**3,372**	**2,696**
U.S. TRK. TOTAL	**102,438**	**107,299**
U.S. CAR-TRUCK TOTAL	**268,871**	**278,728**

There were 9 selling days in the period this year and last.

U.S. CAR SALES BY MARKETING UNITS

	2 Mos. 1990	Percent Share
Alfa Romeo	311	0.02
Aston Martin*	10	0.00
American Honda	119,249	8.06
BMW	9,032	0.61
Buick	85,236	5.76
Cadillac	41,731	2.82
Chevrolet	220,143	14.89
Chrysler	27,383	1.85
Daihatsu	2,429	0.16
Dodge	58,529	3.96
Eagle	10,165	0.69
Ferrari*	160	0.01
Ford	221,206	14.96
Hyundai	22,432	1.52
Isuzu	434	0.03
Jaguar	2,998	0.20
Lamborghini*	26	0.00
Lincoln	38,132	2.58
Lotus*	54	0.00
Maserati*	40	0.00
Mazda	38,831	2.63
Mercedes	10,465	0.71
Mercury/Merkur	61,962	4.19
Mitsubishi	32,829	2.22
Nissan	67,943	4.59
Oldsmobile	84,701	5.73
Peugeot	648	0.04
Plymouth	44,357	3.00
Pontiac	95,544	6.46
Porsche	1,421	0.10
Rolls/Bentley*	200	0.01
Saab	4,055	0.27
Sterling	998	0.07
Subaru	13,291	0.90
Suzuki	1,130	0.08
Toyota	124,445	8.42
Volvo	15,135	1.02
VWoA	19,659	1.33
Yugo	1,423	0.10
TOTAL	**1,478,757**	**100.00**
TOTAL GM	**527,356**	**35.66**
TOTAL FORD	**321,320**	**21.73**
TOTAL CHRYSLER	**140,434**	**9.50**
TOTAL JAPANESE	**490,581**	**27.09**
TOTAL EUROPEAN	**66,636**	**4.51**
TOTAL KOREAN	**22,432**	**1.52**

*—Estimate
Big 3 totals include their captive imports.
Percent share may contain error of one or two points due to rounding.

U.S. groups excluded from Volvo, Renault director swap

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — AB Volvo's proposed joint venture with Renault will cause some "director-swapping" between the parent companies and their subsidiaries — but not those in the United States.

As part of the deal's 45 percent equity swap between heavy-truck units Renault Vehicles Industriels and Volvo Truck Corp., each partner will nominate two directors to sit on the board of the other's truck business, said Elios Pascual, executive vice president of planning and administration for Renault Vehicles Industriels.

Navistar, Paccar eye Mack, Page 16

There also will be some director swapping at the parent companies, although the number of directors hasn't been disclosed.

In the United States, Renault owns 45.6 percent of Mack Trucks Inc. and Volvo owns 76 percent of Volvo GM Heavy Truck Corp.

But there will be no Volvo GM members on the Mack Trucks board, nor any Renault/Mack members on the Volvo GM board, Pascual said in an interview last week.

Pascual is a Mack Truck board member.

The French and Swedish automakers announced last month that Volvo would acquire 20 percent of Regie Nationale des Usines Renault as well as the 45 percent stake in Renault's truck group. Renault will take 10 percent of AB Volvo and 25 percent of Volvo Car Corp. in addition to the 45 percent share of Volvo Truck.

The announcement touched off speculation that Volvo and Renault may merge the U.S. truck operations, but officials of both companies said there will be no mixing of products or dealers.

Bjorn Ahlstrom, president and chief executive officer of Volvo North America Corp., said in a separate interview that the partnership is aimed foremost at saving money by eliminating redundant research and development costs. The venture will also combine the buying power of the two industrial groups.

"Now we can talk millions of cars, millions of transmissions, millions of air conditioning systems," Ahlstrom said. "Now we can play with the big guys. Doing that will hopefully benefit our numbers."

Operating income for AB Volvo fell 31 percent in 1989 to approximately $784.5 million.

Operating income in the car sector fell 46 percent from 1988 levels, to about $315.6 million.

AB Volvo officials blamed the lower profits on high costs in Sweden combined with weak growth in productivity, as well as research and development costs, most of which were charged to the auto sector.

Research and development costs were about $1 billion, a 20 percent increase from 1988 and the highest year-to-year increase in five years.

AUTOMOTIVE NEWS-JOE WILSEMS

Ahlstrom: Joint venture to cut costs.

FEBRUARY TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1990	TOTAL 1989
CHRYSLER-PLYMOUTH	MO	8,863						8,863	14,022
	YR	39,220						39,220	27,750
DODGE	MO	36,356						36,356	45,101
	YR	92,458						92,458	87,000
JEEP	MO	15,456						15,456	17,286
	YR	33,873						33,873	36,083
TOYOTA	MO	12,779						12,779	15,280
	YR	26,311						26,311	30,480
NISSAN	MO	14,039						14,039	15,230
	YR	22,031						22,031	27,177
MAZDA	MO	5,164						5,164	6,183
	YR	10,723						10,723	13,093
ISUZU	MO	8,221						8,221	6,873
	YR	14,960						14,960	13,499
MITSUBISHI	MO	2,565						2,565	3,366
	YR	7,391						7,391	6,263
SUZUKI	MO	1,271						1,271	2,324
	YR	2,644						2,644	4,382
RANGE ROVER	MO	373						373	341
	YR	735						735	836
DAIHATSU	MO	288						288	0
	YR	541						541	0
FORD	MO	101,444	2,041		282	2,094	803	106,664	114,372
	YR	210,245	4,146		724	4,566	1,915	221,596	226,315
FREIGHTLINER	MO						1,870	1,870	1,926
	YR						3,972	3,972	3,866
CHEVROLET	MO	94,797		31	587	666		96,081	96,217
	YR	196,981		49	1,294	1,265		199,589	186,806
GMC	MO	22,915		508	474	1,018		24,915	27,121
	YR	49,529		642	744	1,835		52,750	54,526
OLDSMOBILE	MO	1,630						1,630	
	YR	2,978						2,978	
PONTIAC	MO	1,794						1,794	
	YR	3,732						3,732	
KENWORTH	MO					38	1,300	1,338	1,281
	YR					57	2,500	2,557	2,732
MACK	MO				102	136	959	1,197	1,860
	YR				210	280	1,884	2,374	3,540
MERCEDES-BENZ	MO				40	78		118	134
	YR				80	164		244	282
NAVISTAR	MO		5	8	979	2,535	1,917	5,444	5,058
	YR		7	16	1,741	5,049	4,092	10,905	11,345
PETERBILT	MO					30	901	931	1,254
	YR					84	2,034	2,118	2,710
VOLVO/GM HEAVY	MO					40	937	977	1,380
	YR					106	1,913	2,019	2,633
HINO	MO	26		34	65	98		223	156
	YR	51		61	100	173		385	320
NISSAN DIESEL	MO	55		55	30	34		174	207
	YR	106		123	57	73		359	328
ISUZU TRUCK	MO	460	49	15	219	20		763	776
	YR	998	101	39	329	102		1,569	1,464
MITSUBISHI FUSO	MO	146		62	23	68		299	301
	YR	277		118	39	101		535	503
SCANIA	MO						12	12	7
	YR						22	22	13
IVECO TRUCKS	MO	101	33	13	9			156	121
	YR	190	58	23	18			289	273
WESTERN STAR	MO						82	82	122
	YR						150	150	222
OTHER DOMESTICS	MO						53	53	121
	YR				34	1	105	140	190
GRAND TOTAL, 1990	MO	328,743	2,128	726	2,810	6,855	8,834	350,096	378,420
	YR	715,994	4,312	1,071	5,370	13,956	18,587	759,190	744,631
1989 YR to DATE		696,032	4,991	1,462	6,561	13,708	21,877	744,361	

NOTE: Class 1-3 reported by individual manufacturers. Class 4-8 reported by Motor Vehicle Manufacturers Association.

Mack says Renault spurned feelers by Navistar, Paccar

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

TROY, Mich. — Mack Trucks Inc. has been a tempting acquisition target for a couple of major U.S. truck manufacturers who visited Renault Vehicules Industriel officials to explore the possibility.

But Renault never seriously considered relinquishing its large stake in Mack, according to Ralph Reins, Mack chairman and chief executive officer.

And Renault's decision to provide $500 million worth of convertible subordinated loans to Mack and its deal with AB Volvo have cemented Renault's ties to Mack.

During the past several months, the strongest reports in the heavy-truck industry have been of a potential takeover of Mack by Navistar International Corp. of Chicago.

Sources close to Navistar noted that James C. Cotting, chairman, president and chief executive officer of Navistar International Corp., and Neil Springer, chairman, president and chief executive officer of Navistar International Transportation Corp., had made a couple trips to Europe and expressed their interest in a deal with Renault involving Mack.

The two companies were considered a good fit for many reasons, including Navistar's strength in the over-the-road market and Mack's strength in construction, where Navistar is weak.

Navistar was also interested in getting a foothold in Europe through a deal with Renault, prior to unification of the European Community in 1992.

Reins confirmed that not only Navistar's top officials but Charles M. Pigott, chairman of Paccar Inc. of Bellevue, Wash., had visited Renault, expressing interest.

"Certainly, Cotting and Piggot expressed some interest in purchasing Mack," Reins said, adding that Renault, with 45.6 percent of Mack's stock and options to purchase up to 60 percent, never really took the conversations seriously.

"They (Navistar and Paccar officials) weren't talking to Raymond Levy," the chairman and chief executive officer of Regie Nationale de Usines Renault, Reins said.

"They were talking to an official who came out of the government and was exploring, from a French government standpoint, various options and was looking at the future of the French investment and privatization of various businesses," Reins added.

"There were a number of people looking at different things. There was a 'Let's fish the market and see what's going on' attitude, and anybody who expressed any formal interest (in Mack) was listened to," added Reins, discounting the seriousness of the overtures.

He said a Navistar-Mack or Paccar-Mack merger could never get past antitrust regulations in the United States any more than a Mack-Volvo GM Heavy Truck Corp. merger could.

"You wouldn't get approved because you'd create a new No. 1" heavy-truck manufacturer, Reins said. "You can create a new No. 2 or a new No. 3, but you can't create a new No. 1 as part of an amalgamation.

"Forget the combinations; forget the nameplates. That's the (antitrust) rule. That's the way the game would be played because the others (truck competitors) would quickly voice their dissent, and there would be problems," he said.

Paccar, with its Kenworth Truck Co. in Kirkland, Wash., and its Peterbilt Motors Co. in Newark, Calif., overtook Navistar as the top Class 8 heavy-truck retailer for the first time last year.

According to R.L. Polk & Co. registrations, Paccar captured 24.5 percent of Class 8 compared to Navistar's 21.5 percent.

Elios Pascual, executive vice president of Renault and a member of Mack's board, said flatly that there will be no merger of Mack and Volvo GM in the United States, now or in the future.

"We are putting in a file with the Securities and Exchange Commission, saying we have no intention of changing anything in the ownership of Mack. We definitely have no changes (planned) in the future, too," Pascual added.

Rockwell spends big to expand international automotive business

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Rockwell International Corp. has been expanding its Automotive Body and Chassis Systems business internationally.

The company pumped $130 million into sunroof operations, plastic parts and assemblies, suspension systems and its steel wheel business between 1988 and 1990 to capitalize on burgeoning worldwide automotive markets.

William F. Rebone Jr., president of Automotive Body and Chassis Systems, said the investments have increased sales volume, added new technology, expanded product lines and increased the firm's ability to provide "concept-to-delivery" service to customers.

Rebone, speaking at an SAE conference, said he remains bullish about the North American car market in the 1990s.

Rockwell has 25 production locations worldwide, compared to 19 at the end of 1988, he added. He said more plants "probably" will be established in the near future.

Rockwell's investments have moved it from a contract manufacturer to a systems-oriented supplier, capable of handling design, engineering and prototyping requirements in all its body systems.

The investments included $40 million for installing two system module plants in Europe.

Rockwell also invested more than $60 million to expand its North American plastics capability. That includes acquisition of Butler Polymet.

Rockwell is also expanding its suspension products business and has supply agreements with every North American automaker.

SALES

FROM PAGE 1

and light trucks included in the *Automotive News* study.

Toyota dipped to 817 car/truck sales per outlet from 850 in 1988, and Honda fell to 677 from 691. Third-place Ford averaged 639 new-vehicle deliveries per franchise last year, down from 669 in 1988. Nissan was one of 10 makes that bucked the trend. Its average car/truck sales per dealership rose to 596 in 1989 from 579 a year earlier on a 12.3 percent surge in unit sales.

Other makes showing gains were Volvo, Isuzu, Volkswagen, GMC, Lincoln, Range Rover, Daihatsu, Peugeot and Rolls-Royce/Bentley. Of the 10 gainers, only Nissan, Volvo and Range Rover were up more than five sales per outlet.

Suzuki had the greatest decline in car/truck sales per location, sinking to 127 in 1989 from 241 a year earlier.

Suzuki's car sales rose from its partial-year total in 1988, but sales of its 2-door Samurai sport-utility fell 58 percent, due at least partially to the 25 percent tariff on such imports.

Six Japanese makes, three domestic makes and one Korean nameplate made up the Top 10 in car/truck sales per outlet.

Ford crept up to third place from fourth in 1988. Chevrolet rose to sixth from seventh, and Dodge remained in 10th place.

Imports also captured eight of the 10 top spots for car sales per outlet in 1989. Six of the top 10 makes were Japanese, one was Korean, two were domestic and the other was European.

The domestics were seventh-place Ford and ninth-place Chevrolet.

Five of the top six were Japanese: Honda, Toyota, Acura, Nissan and Mitsubishi. Fourth-place Hyundai was the only exception.

Honda's Acura Division made the top 10 list without a transplant.

Trucks beefed up sales for domestic dealers again in 1989.

The domestic light-truck market was down about 3 percent in 1989, while sales of domestic cars fell 9 percent. At Dodge, for example, about 55 percent of dealer sales per outlet were trucks (including minivans). The breakout was 148 cars and 181 trucks.

Car and truck sales per outlet were almost evenly divided at Ford and Chevrolet. At Ford, the score was 331 cars and 308 trucks for a 52-48 percent ratio. At Chevrolet, the totals were 281 cars and 270 trucks for 51-49 percent.

And yet, sales for dealers of Japanese imports tilted significantly toward cars. Toyota's car sales were 76 percent of its sales per dealership; Nissan's, 77 percent; Mitsubishi's, 74 percent; and Mazda's 77 percent.

CAR-TRUCK SALES PER OUTLET

Final 1989	1989	1988
1. Toyota	817	850
2. Honda	677	691
3. Ford	639	669
4. Hyundai	610	1,053
5. Nissan	596	579
6. Chevrolet	551	570
7. Acura	483	510
8. Mitsubishi	453	571
9. Mazda	404	427
10. Dodge	329	354
11. Volvo	249	238
12. Pontiac	229	262
13. Isuzu	209	206
14. Oldsmobile	192	227
15. Lexus	185	—
16. Buick	184	198
17. Mercedes	181	198
18. Mercury	181	197
19. Subaru	179	195
20. Jeep	167	178
21. Cadillac	166	166
22. Volkswagen	164	162
23. BMW	161	176
24. Plymouth	159	172
25. GMC	148	147
26. Jaguar	135	144
27. Suzuki	127	241
28. Lincoln	122	117
29. Saab	86	104
30. Chrysler	72	90
31. Range Rover	72	57
32. Daihatsu	71	67
33. Audi	57	58
34. Yugo	47	107
35. Eagle	47	48
36. Sterling	34	50
37. Porsche	33	51
38. Infiniti	30	—
39. Peugeot	26	26
40. Rolls/Bentley	22	21
41. Alfa Romeo	21	31
42. Maserati	5	11

Totals include sales of captive imports and transplant models.

CAR SALES PER OUTLET BY MAKE FOR 5 YEARS

	1989	1988	1987	1986	1985
Honda	677	691	693	716	640
Toyota	622	625	578	592	572
Hyundai	610	1053	1309	1431	—
Acura	483	510	595	352	—
Nissan	458	426	477	495	520
Mitsubishi	336	571	521	439	598
Ford	331	349	306	301	295
Mazda	311	313	266	290	277
Chevrolet	281	302	304	343	362
Volvo	249	238	257	276	257
Pontiac	227	262	234	283	265
Oldsmobile	191	227	226	334	334
Lexus	185	—	—	—	—
Buick	184	198	189	260	285
Mercedes-Benz	181	198	213	236	207
Mercury	181	197	174	184	192
Subaru	179	195	219	226	219
Cadillac	166	166	162	188	185
Volkswagen	164	162	219	247	246
BMW	161	176	209	226	204
Dodge	148	168	136	178	168
Jaguar	135	144	150	150	120
Lincoln	122	117	102	110	104
Plymouth	99	109	112	141	122
Chrysler	71	90	99	117	124
Daihatsu	69	67	—	—	—
Audi	57	58	101	146	182
Yugo	47	107	166	173	—
Eagle	47	48	33	—	—
Sterling	34	50	85	—	—
Porsche	33	51	74	94	78
Infiniti	30	—	—	—	—
Isuzu	28	44	89	134	118
Peugeot	28	26	34	51	53
Suzuki	25	3	—	—	—
Rolls/Bentley	22	21	21	20	18
Alfa Romeo	21	31	42	54	31
Maserati	5	11	14	20	24

Note: Totals include sales of captive imports and transplant models.

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Ford's full-sized, rear-wheel-drive wagons have been a favorite of boaters and campers, but the automaker will not offer a big wagon after the 1991 model year.

WAGONS

FROM PAGE 1

percentage. Market studies showed people opted for the Taurus/Sable wagons, not because they were in the market specifically for a wagon, but because they liked the look of the Taurus/Sable wagons.

"When you consider how few new entries there have been and how little has been done in the redesign of wagons, it's remarkable sales held up at all," said Ron Cieslak, a Buick marketing manager. "It really tells you that there is a basic ongoing need that is being satisfied, and people want wagons in spite of the fact that the styling hasn't been freshened."

This fall, GM will introduce its redesigned full-sized, rear-wheel-drive wagons. The Chevrolet Caprice, Oldsmobile Custom Cruiser and Buick Estate wagons were redesigned in the 1977 model year and restyled in the 1981 model year.

In addition to revamping its full-sized wagons, GM will redesign its mid-sized Buick Century and Oldsmobile Cutlass Ciera wagons in 1993. It also is considering where to go with small wagons. GM's Saturn Corp. is contemplating a small wagon.

GM expects to capitalize on the full-sized wagon market with the redesign of the line as well as Ford's decision to abandon that market segment.

Ford will build its last rwd Crown Victoria and Grand Marquis in 1991. Ford said it has opted to put its resources into existing and future van products and will fill the niche left by the large wagons with those products. Competitors suspect that when Ford redesigns the Taurus/Sable, it will produce a stretched version to fill the gap left by the departure of the large wagons. Ford has wagons in its redesigned Ford Escort/Mercury Tracer lines. Escort goes on sale April 26; Tracer, a month or so later.

Chrysler has no plans to return to the wagon market — the company will pump its resources into the minivan segment.

GM's research shows underlying strength remains in the full-sized wagon segment. Oldsmobile forecasts industry sales of 250,000 to 280,000 units annually for full-sized wagons and about 180,000 annually for mid-sized wagons throughout the 1990s.

Research by a number of automakers indicates that the vast majority of minivan buyers — expected to peak at just over a million units in the next couple years — didn't trade their wagons for vans. Rather, they traded their coupes and sedans — as well as trucks — for minivans.

GM and Ford studies show about 30 to 35 percent of the minivan buyers trade in another van, a truck or sport-utility. GM's research showed only 17 percent of minivan buyers in 1988 previously owned station wagons. Another 28 percent previously owned sedans, and 25 percent owned coupes.

Part of the reason is that wagons make up less than 6 percent of the total car market. But studies by automakers also define station wagon owners as different animals than van owners.

Minivan sales are concentrated in the 35 to 50 age range, with most having young families, according to GM and Ford studies. Station wagon sales span a broader age spectrum. Income of wagon owners, on average, is higher than that of minivan owners. They are a loyal lot, who often buy the same kind of wagon when they purchase a new vehicle. And 20 to 30 percent of wagon owners, depending on the size of the vehicle, are fleet buyers. Automakers expect the fleet market for wagons to continue at that pace.

Joel Pitcoff, Ford's sales analyst, said a study of minivan sales compared to Taurus wagon sales showed 48 percent of minivan sales were to 35- to 49-year-olds. Taurus buyers were fairly evenly distributed across the age spectrum, with a quarter of them over 65. Similarly, Buick found a bulk of its wagon owners were retired empty nesters.

"Despite the fact that vans and trucks are becoming more car-like, wagon owners still like wagons," said Buick's Cieslak.

Oldsmobile asked its wagon owners why they picked a wagon over a van or multipurpose vehicle. The No. 1 reason was safety; owners noted that minivans meet the less-stringent standards for trucks. Other reasons included the ride, handling and comfort characteristics that a car offers over a truck.

Buick gathered some of its wagon owners to view GM's new all-purpose vehicles, sold as the Chevrolet Lumina APV, Pontiac Trans Sport and Oldsmobile Silhouette. Only a small percentage said they would replace their wagons with the vans.

Likewise, a Ford study of Taurus/Sable wagon owners found that if the Taurus and Sable wagons were no longer available, owners wouldn't choose a van. Instead, they would seek out a station wagon they viewed as similar to the Taurus/Sable.

GM and Ford aren't alone in their interest in the station wagon market. Asian automakers and European makes have aggressive product plans for station wagons in the 1990s.

"It almost appears that the Asians believe there is more potential in the wagon market than the van market," said J.D. Power's Christopher Cedergren. "Their 1995-96 product plans don't look as aggressive in the compact van markets as we once believed."

> "Despite the fact that vans and trucks are becoming more car-like, wagon owners still like wagons."
>
> **Ron Cieslak**
> Buick marketing manager

Cedergren said the number of van entries from Japanese automakers will increase in the next five years, but not as much as they had planned two years ago.

Honda, for example, had considered production of a minivan built on the Accord platform. Those plans are shelved at least until the middle of the decade.

Instead, Honda will introduce an Accord wagon for 1991. Honda's plant in Marysville, Ohio, will produce about 50,000 wagons a year beginning this fall.

Likewise, Mazda plans a station wagon based on its 626 model for 1992. Mitsubishi plans a CZL high wagon, based on the Galant, as early as spring of 1991. A shorter-wheelbase version will be sold through Chrysler Corp. to replace the Dodge Colt/Plymouth Vista. Toyota will redesign its Camry wagon for the 1992 model year and produce in Kentucky.

European makes, the popular choices of free-spending yuppies in the 1980s, plan to stay strong in the wagon segment. Of the Europeans, Volvo has performed best in the station wagon market. In the past 10 years, Volvo has increased its wagon offerings from two to six models and has doubled its sales to more than 30,000 units annually.

Mercedes-Benz wagon sales have edged upward, and the company expects its stranglehold on the luxury end of the market to continue through the 1990s.

Meanwhile, Audi is considering a wagon version of its 80/90 series. And industry observers speculate that BMW eventually will sell a wagon version of its next-generation 5 series in the United States.

While wagons could make a comeback, the models of the 1990s won't be like those of 1950s, the 1960s or even the 1970s. The clunky wagon of yesteryear will give way to a more aerodynamic shape in the 1990s. The sloppy handling and soft ride of previous wagons will be replaced — in many cases, by a sporty, performance-oriented version to appeal to yuppies who owned Euro-sedans and sports coupes in the 1980s. Bare-bones versions will be replaced by luxury models with all the amenities of their sedan counterparts.

And the 1990s will see a proliferation of a version of station wagon that didn't exist before the 1980s. More "tall" wagons, or wagon/van hybrids, will be introduced in the coming years, market researchers say.

"Maturing baby boomers will be growing older and making more money," said Cedergren. "They'll need family oriented transportation but don't want to give up the performance, styling and luxury."

Dealer, buyer incentives adjusted

Oldsmobile, Peugeot, Hyundai and Nissan offer varied lures

By Arlena Sawyers
AUTOMOTIVE NEWS STARR REPORTER

Four manufacturers adjusted their retail and dealer incentive programs last week.

Oldsmobile announced a $1,500 factory-to-customer rebate on 1990 Toronado and Trofeo models which runs until Sept. 26. In lieu of rebates, customers may choose the special 6.9 percent finance rate for contracts up to 48 months or 10.9 percent for 49- to 60-month contracts.

Also, Oldsmobile dealers can earn additional cash if they meet their factory-set sales quotas in February, March and April. Dealers who met their quota in February earned $750 per unit; those who meet their March objective will earn $1,000; and those who make their April goal will receive $1,250. Cash payments are retroactive to the first vehicle sold. All Oldsmobile vehicles except the Silhouette are counted toward the objective.

Peugeot Motors of America Inc. is offering retail incentives of $3,000 on 1989 405 and 505 sedans; $1,700 on 1989 505 wagons; and $1,000 on the 1990 405 Sports Wagon. The Peugeot program runs indefinitely.

Hyundai Motor America is paying its customers cash rebates of $750 when they purchase the 1990 Excel GL and GS and $1,000 for the 1990 Excel GLS. Hyundai's program expires April 3.

Nissan Motor Corp. in U.S.A. announced several changes Friday. The $1,000 dealer incentive on 1989 Pulsar NX expired March 2. Nissan is offering dealers the following: 1988 and 1989 Sentra non-standard models, $1,250; 1990 Sentra non-standard models, $1,000; 1988 and 1989 Hardbody, non-base 4x2 and all 4x4 models, $1,500; and 1990 Hardbody, non-base 4x2 and all 4x4 models, $1,200.

Under another program, Nissan is offering dealers cash on sales of the 1988, 1989 and 1990 Stanza. Dealers earn $500 on the first unit, $750 on the second unit and $1,000 for the third unit and above. Nissan's program expires May. 2.

CLEAN AIR

FROM PAGE 2

auto industry. Opening arguments were heard last week, and members promised to offer alternative-fuel amendments.

The draft — which environmentalists charge was written by carmakers — demands less of the industry because it would only require them to certify they can produce, distribute and offer to sell alternative-fueled vehicles.

An earlier proposal would have actually required sales.

But Rep. Henry Waxman, a California Democrat and ardent environmentalist, is expected to back an alternative-fuels amendment that is "almost a parallel of" the Wirth-Wilson amendment, according to Robert G. Liberatore, Chrysler Corp.'s executive director for public policy and legislative affairs.

Environmental groups have been resurrecting industry arguments from the 1970s — when carmakers said they couldn't reach standards that were later met.

"The auto and oil industries are once again trying to scare the Senate with recycled horror stories about the alleged impossibility of meeting these critical environmental protection provisions," the Sierra Club said in a flier.

The group backs the Wirth-Wilson alternative-fuels program, which it says will not only "clean up cities" but will benefit the natural gas industry and farmers who sell corn to ethanol producers.

Voices for dealers and the industry counter by saying alternative-fuel technology is unproven. They warn that performance problems, inconvenience and more costly fuel may scare potential buyers and leave dealers stuck with unsold cars.

The dealers and the industry added that if alternative-fueled vehicles are mandated, they should be accompanied by programs that will stimulate consumer demand.

Honda backing unique

Honda has set its sights on a true market niche: women who participate in grass-roots racing.

American Honda Motor Co. Inc. announced its sponsorship of the Women's Pro Solo Championship for 1990 — the only major for-women-only auto racing series in the United States. Sponsorship is estimated to cost Honda as little as $10,000.

— Dutch Mandel

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models)		
TC by Maserati	$6,000	None
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac LeMans, Grand Am	$500	May 2
Grand Prix	$1,000	April 2
Grand Prix	$500	April 3-May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Cadillac	**$1,000**	**Mar. 31**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Isuzu (1989 models)		
Impulse, I-Mark	$300	Mar. 31
Trooper	$500-$1,500, quota	Mar. 31
Pickup	$500-$700	Mar. 31
Isuzu (1990 models)		
Trooper	**$500-$1,500, quota**	**Mar. 31**
Pickup	**$500-$700, quota**	**Mar. 31**
Mitsubishi (1989-90 models)		
Cars	**$500-$1,000**	**Mar. 31**
Trucks	**$1,000**	**Mar. 31**
Nissan		
Stanza (1989-90)	**$500-$1,000**	**May 2**
Axxess (1990)	**$1,000**	**May 2**
Pathfinder (1989)	**$1,500**	**May 2**
Saab (1989 models)	$3,000-$5,000	April 30
Subaru (1989 models)		
Justy ECVT	$1,200	May 2
Other Justy	$500	May 2
XT, XT6	$1,500	May 2
Subaru (1990 models)		
Loyale	**$400**	**May 2**
Legacy	**$500-$1,500**	**May 2**
Suzuki (1990 models)		
Swift	**$400**	**Mar. 31**
Sidekick	**$700-$1,500**	**Mar. 31**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	None
Dodge trucks	$750-$2,500	2.9	6.9	7.9	9.9	None
Eagle	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Jeep	$500-$1,500	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,250	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models)						
Dodge cars	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Eagle Summit	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Dodge cars	**$750-$1,500**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Dodge trucks	**$1,000 - $2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Eagle	**$750-$2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Jeep	**$500-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
*—Buyer will receive any increase in rebate through Sept. 30, 1990.						
Ford Motor Co. (1989 models)						
Ford cars*	$750-$1,000	6.9	6.9	6.9	10.9	April 2
Ford trucks**	$500-$1,500	6.9	6.9	6.9	10.9	April 2
Continental, Mark VII	$1,500					April 2
Mercury*	$750-$1,500	6.9	6.9	6.9	10.9	April 2
*—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.						
**—60-month financing at 8.9 percent with van-conversion package						
Ford Motor Co. (1990 models)						
Ford cars*	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Ford trucks**	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Continental, Mark VII	**$1,500**					**April 2**
Mercury*	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
*—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.						
**—60-month financing at 8.9 percent with van-conversion package						
General Motors (1989 models)						
Chevrolet cars	$700-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$500-$1,500	6.9	6.9	6.9	10.9	May 2
Cadillac	$1,500*	5.9	6.9	7.9		Mar. 31
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
*—Cadillac owners and certificate holders only.						
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$700-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Toronado	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**Sept. 26**
Pontiac	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
*—Based on option package selected						
Hyundai Excel (1990 models)	**$750-$1,000**					**April 3**
Mazda (1990 models)						
626	**$1,000**					**April 3**
MX-6	**$750**					**April 3**
Trucks	**$750-$1,000**					**April 3**
Nissan (1988-1989 models)						
Sentra	$1,000-$1,250					May 2
Trucks	$1,200-$1,500					May 2
Nissan (1990 models)						
Sentra	**$1,000**					**May 2**
Trucks	**$1,200**					**May 2**
Peugeot (1989, 1990 models)	**$1,000-$3,000**					**None**
Sterling (1989 models)	$5,000					Mar. 31
Suzuki (1989 models)						
Swift	$500-$2,000					Mar. 31
Samurai	$1,000					Mar. 31
Sidekick	$500-$3,000					Mar. 31

PRODUCTION

Truck build drops 3%; cars steady

By Karen Datkowski
SPECIAL CORRESPONDENT

Last week's targeted domestic auto production totaled 135,690, down 0.47 percent from the prior week and 11.07 percent below the year-ago week.

So far this year, 1,167,689 cars have been assembled, 29.00 percent below last year's total at this point.

Last week's scheduled auto output was divided as follows: General Motors, 42.64 percent; Ford Motor Co., 25.13 percent; Chrysler Motors, 11.50 percent; Honda of America Manufacturing Inc., 6.75 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.28 percent; Mazda Motor Manufacturing (USA) Corp., 3.42 percent; New United Motor Manufacturing Inc., 3.02 percent; Diamond-Star Motors Corp., 2.17 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.75 percent; and Subaru-Isuzu Automotive Inc., 0.34 percent.

Scheduled truck output was 85,690 units last week, 3.02 percent below the previous week and 11.30 percent below the year-ago week.

Year-to-date, 772,519 trucks have been built, 23.42 percent below 1989. Truckmakers are some three weeks behind last year's pace when the millionth truck was built March 18.

GM slated Friday overtime at its Janesville, Wis., plant and Saturday overtime for the A-line at its Lansing, Mich., plant last week. The A-line assembles the Buick Skylark and the Oldsmobile Cutlass Calais.

GM's Wentzville, Mo., plant remains closed until March 26 for changeover to the 1991 Buick Park Avenue.

GM's Detroit truck facility was down last week for inventory adjustment. The plant produces commercial, recreational and specialty vehicle chassis and is scheduled to resume operations today.

Chrysler's Grand Wagoneer line in St. Louis was down last week and will be closed this week to adjust inventories. Operations are expected to resume March 26.

Ford scheduled the following car plants for daily overtime last week: Wayne, Mich.; Wixom, Mich.; Atlanta; and Chicago.

Also working daily overtime last week were Ford's St. Louis and St. Paul, Minn., truck facilities.

Canadian cars move ahead 8%

Last week's scheduled Canadian car production of 27,441 increased 7.95 percent over the previous week and 34.47 percent above the year-ago week.

So far this year, 210,534 cars have been produced, 2.07 percent below last year's total at this point. Truckmakers targeted last week's production at 20,299, 0.28 percent above the prior week and 19.17 percent over the year-ago week.

Year-to-date, 187,123 trucks have been built, 17.36 percent below 1989's build at this point.

Saturday overtime was scheduled at GM's Oshawa, Ontario, truck facility last week.

U.S. CAR	Week Ended Mar. 17, 1990	Week Ended Mar. 18, 1989	Week Ended Mar. 10, 1990	Mar. to Date	Jan. 1 to Mar. 17, 1990	Jan. 1 to Mar. 18, 1989
Horizon	0	0	0	0	4,576	0
Sundance	1,900	2,386	1,972	4,698	14,977	26,093
Acclaim	1,900	3,445	2,043	4,783	16,012	24,098
Total Plymouth	3,800	5,831	4,015	9,481	35,567	50,191
LeBaron A	800	0	821	1,949	4,243	0
LeBaron J	1,400	2,296	1,355	3,244	5,657	24,784
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	400	2,861	547	1,185	4,057	28,582
Fifth Avenue	700	0	702	1,714	5,588	0
Imperial	500	0	557	1,306	4,385	0
Total Chrysler	3,800	5,157	3,982	9,399	23,930	56,312
Omni	0	0	0	0	4,306	0
Daytona	900	2,300	905	2,123	3,724	24,830
Shadow	2,100	2,404	2,198	5,133	17,169	26,561
Dynasty	3,000	3,564	3,088	7,498	24,326	36,019
Lancer	0	0	0	0	0	1,528
Spirit	2,000	2,749	2,073	4,865	17,970	22,921
Total Dodge	8,000	11,017	8,264	19,619	67,497	111,859
CHRYSLER MOTORS	15,600	22,005	16,261	38,499	126,994	218,362
Escort	4,640	6,900	3,910	9,906	28,977	81,109
Mustang	3,693	4,163	3,614	8,790	32,321	46,402
Tempo	2,785	3,246	2,864	6,997	24,972	37,669
Taurus	7,885	8,191	7,772	18,891	81,807	87,819
Thunderbird	3,376	3,786	3,313	8,026	23,343	40,285
Total Ford Div.	22,379	26,286	21,473	52,612	191,420	293,284
Topaz	1,725	1,154	1,660	3,742	9,393	14,376
Cougar	2,241	3,806	2,230	5,358	13,750	34,880
Sable	2,857	3,088	2,977	6,744	20,425	29,542
Total Mercury	6,823	8,048	6,867	15,845	43,568	78,798
Continental	1,094	1,660	1,267	2,791	11,641	16,685
Mark VII	533	553	629	1,383	5,774	6,817
Town Car	3,273	3,317	3,788	8,369	34,990	29,516
Total Lincoln	4,900	5,530	5,684	12,544	52,405	53,018
Total L-M Div.	11,723	13,578	12,551	28,389	95,973	131,816
FORD MOTOR CO.	34,102	39,864	34,024	81,001	287,393	425,100
Skyhawk	0	316	0	0	0	8,573
Skylark/Somerset	2,510	1,347	1,597	4,664	15,749	11,418
Century	1,423	2,758	1,480	3,671	13,991	28,118
Riviera	545	535	537	1,306	4,587	6,613
Electra	0	0	0	0	12,317	18,125
LeSabre (fwd)	3,214	4,485	4,834	9,604	31,920	19,015
LeSabre (rwd)	200	199	189	466	1,391	2,202
Reatta	211	194	204	495	1,725	1,478
Total Buick	8,103	9,834	8,841	20,206	81,680	95,542
Eldorado	640	919	443	1,267	4,038	8,265
Seville	705	568	625	1,593	5,454	6,290
Brougham (rwd)	1,080	838	1,030	2,522	8,049	10,596
DeVille (fwd)	3,835	4,936	3,679	8,979	30,409	49,675
Allante	89	73	89	214	704	805
Total Cadillac	6,349	7,334	5,866	14,574	48,654	75,631
Cavalier	7,838	7,890	7,708	18,676	58,092	87,120
Camaro	1,583	2,513	2,738	5,110	7,979	26,715
Celebrity	0	2,870	0	0	0	37,634
Corsica/Beretta	5,835	9,218	5,806	13,835	57,145	98,639
Caprice	2,990	5,478	2,944	7,113	24,163	44,382
Corvette	560	573	560	1,344	4,480	5,631
Total Chevrolet	18,806	28,542	19,756	46,079	151,859	300,121
Calais	1,990	2,317	1,954	4,830	16,675	19,605
Cutlass Ciera	2,405	1,858	2,527	5,782	17,840	18,372
Cutlass Supreme	1,948	0	1,891	4,552	16,548	21,568
Toronado	390	167	598	1,228	4,754	2,639
88 (fwd)	1,921	240	1,269	3,608	15,709	35,788
88 (rwd)	115	137	88	241	850	1,731
98	1,445	254	1,380	3,373	11,400	20,734
Total Oldsmobile	10,214	4,973	9,707	23,612	83,776	120,437
Sunbird	3,530	4,089	4,091	8,872	24,344	31,814
Grand Am	4,800	6,077	4,836	11,570	33,311	55,583
Firebird	1,285	1,568	1,041	2,567	3,596	16,884
Grand Prix	3,005	4,000	2,864	7,017	18,569	28,021
Pontiac 6000	1,755	2,235	1,698	4,117	12,528	20,639
Bonneville	0	0	0	0	13,984	18,605
Safari/Parisienne	0	124	0	0	0	1,196
Total Pontiac	14,375	18,093	14,530	34,143	106,332	172,742
GENERAL MOTORS	57,847	68,776	58,700	138,613	472,301	764,473
DIAMOND-STAR	2,946	1,119	2,725	6,761	29,017	7,284
HONDA	9,165	7,600	8,914	21,599	93,529	86,368
Civic	2,771	2,507	2,139	5,777	27,133	28,913
Accord	6,394	5,093	6,775	15,823	66,396	57,455
MAZDA†	4,645	4,862	4,242	10,540	38,849	53,925
NISSAN	2,380	2,329	2,357	5,690	25,344	25,442
NUMMI	4,100	4,023	4,298	10,156	43,579	42,722
Corolla	2,100	1,652	2,316	5,372	22,763	18,161
Geo Prizm/Nova	2,000	2,371	1,982	4,783	20,816	24,561
SUBARU-ISUZU	455	0	400	999	3,647	0
TOYOTA	4,450	2,004	4,409	10,621	47,036	21,014
Total Cars, U.S.	135,690	152,562	136,330	324,480	1,167,689	1,644,690
Total Cars, Canada	27,441	20,407	25,420	63,830	210,534	214,986
U.S., Canada Cars	163,131	172,969	161,750	388,310	1,378,223	1,859,676
U.S., Canada Cars and Trucks	269,120	286,633	270,347	436,922	2,337,985	3,094,815

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Mar. 17, 1990	Week Ended Mar. 18, 1989	Week Ended Mar. 10, 1990	Mar. to Date	Jan. 1 to Mar. 17, 1990	Jan. 1 to Mar. 18, 1989
Monaco	850	0	981	1,831	3,725	0
Premier	425	0	294	719	1,120	10,285
CHRYSLER MOTORS	1,275	0	1,275	2,550	4,845	10,285
Tempo	3,428	3,403	3,113	8,007	27,680	39,541
Topaz	1,468	1,480	1,237	3,077	8,321	15,690
Crown Victoria	3,134	2,945	3,080	7,398	24,003	29,461
Grand Marquis	2,626	2,838	2,613	7,439	24,868	31,076
FORD MOTOR CO.	10,656	10,666	10,043	25,921	84,872	115,768
Celebrity	968	196	1,060	2,253	5,267	2,153
Cutlass Ciera	2,592	3,742	2,501	6,223	22,341	41,101
Lumina	6,143	1,420	5,548	14,057	43,409	6,395
Regal	1,857	2,290	1,252	3,472	7,747	18,049
GENERAL MOTORS	11,560	7,648	10,359	26,005	78,764	67,698
HONDA	2,310	1,701	2,136	5,437	24,732	18,110
HYUNDAI*	310	0	310	744	3,430	0
TOYOTA	1,150	212	1,117	2,741	11,985	1,236
VOLVO	180	180	180	432	1,906	1,889
Total Cars, Canada	27,441	20,407	25,420	63,830	210,534	214,986

U.S. TRUCK	Week Ended Mar. 17, 1990	Week Ended Mar. 18, 1989	Week Ended Mar. 10, 1990	Mar. to Date	Jan. 1 to Mar. 17, 1990	Jan. 1 to Mar. 18, 1989
Caravan	1,900	2,548	2,414	5,284	25,851	24,883
Dakota	1,500	2,991	1,975	4,261	13,278	24,143
Caravan C/V	100	217	157	323	1,630	2,114
Ram pickups	2,300	2,993	2,970	6,442	18,925	24,517
Total Dodge	5,800	8,749	7,516	16,310	59,684	75,657
Cherokee	4,400	4,584	4,522	10,736	35,666	50,103
Comanche	200	588	198	475	1,593	7,905
Grand Wagoneer	0	350	325	325	910	3,699
Wagoneer	100	198	100	236	716	2,186
Total Jeep	4,700	5,720	5,145	11,774	38,885	63,893
Voyager	1,900	2,401	2,492	5,370	24,098	23,862
Town & Country	50	0	85	167	812	0
Total C-P Div.	1,950	2,401	2,577	5,537	24,910	23,862
CHRYSLER MOTORS	12,450	16,870	15,238	33,620	123,479	163,432
Aerostar	4,277	5,800	4,025	9,968	35,576	53,442
Bronco	1,174	2,062	1,146	2,792	11,366	21,331
Bronco II/Explorer	1,293	2,969	846	2,250	17,173	31,775
Econoline	4,323	5,198	4,344	10,351	36,202	55,912
Mediums/Heavies	1,042	1,747	1,052	2,510	12,821	15,290
Light trucks	9,778	11,616	9,781	23,372	90,113	122,854
Ranger	6,923	7,548	7,759	17,427	60,735	83,120
Total Ford Div.	28,810	36,940	28,953	68,671	270,988	383,724
FORD MOTOR CO.	28,810	36,940	28,953	68,671	270,988	383,724
Astro	2,848	3,526	2,976	6,978	19,436	38,487
Blazer	385	619	396	787	2,909	6,209
Lumina APV	2,170	0	2,059	4,899	20,054	0
Mediums/Heavies	285	0	240	646	3,204	0
P-Model	0	822	502	695	4,328	6,537
Pickups	7,464	9,232	7,933	18,614	63,779	100,604
S-10	5,125	5,354	5,236	12,378	50,126	66,126
S-10 Blazer	4,125	4,901	3,990	9,206	22,138	43,258
Sportsvan/Van	1,779	2,269	1,805	4,122	9,967	20,999
Suburban	1,612	1,780	1,596	3,981	12,596	17,464
Total Chevrolet	25,793	28,503	26,733	62,308	208,539	299,684
Jimmy	127	213	127	255	1,016	1,964
Mediums/Heavies	459	0	472	1,102	4,064	0
P-Model	0	41	70	130	576	971
Pickups	2,373	1,339	2,709	5,786	17,675	30,719
S-15	2,017	1,462	1,087	3,478	12,869	15,423
S-15 Jimmy	1,254	1,570	1,119	2,761	7,610	11,978
Safari	912	946	739	1,954	6,386	9,697
Suburban	684	713	616	1,617	5,543	6,922
Vandura/Rally Vans	681	612	669	1,806	4,527	5,540
Total GMC	8,507	6,896	7,608	18,891	60,266	83,214
Olds Silhouette	510	0	563	1,284	6,177	0
Pontiac Trans Sport	1,030	0	1,100	2,586	12,403	0
GENERAL MOTORS	35,840	35,399	36,004	85,068	287,385	382,898
NAVISTAR	1,644	1,888	1,218	3,527	16,256	18,875
NISSAN	3,060	2,763	3,033	7,320	32,593	30,080
SUBARU-ISUZU	436	0	458	1,066	3,868	0
AM GENERAL*	450	450	450	1,080	4,950	4,860
MISCELLANEOUS*	3,000	2,300	3,000	7,200	33,000	24,840
Total Trucks, U.S.	85,690	96,610	88,354	207,551	772,519	1,008,709

CANADIAN TRUCK	Week Ended Mar. 17, 1990	Week Ended Mar. 18, 1989	Week Ended Mar. 10, 1990	Mar. to Date	Jan. 1 to Mar. 17, 1990	Jan. 1 to Mar. 18, 1989
Caravan	3,270	3,169	3,308	7,893	35,694	34,814
Caravan C/V	294	199	307	710	2,496	2,233
Ram Wagon	540	0	520	1,272	4,505	6,641
Ram Van	1,380	0	1,412	3,367	11,174	17,151
Total Dodge	5,484	3,368	5,547	13,241	53,869	60,839
Voyager	2,580	2,845	2,629	6,267	29,372	30,449
Total Plymouth	2,580	2,845	2,629	6,267	29,372	30,449
Wrangler	1,500	1,849	1,504	3,666	7,692	17,015
Total Jeep	1,500	1,849	1,504	3,666	7,692	17,015
CHRYSLER MOTORS	9,564	8,062	9,680	23,174	90,933	108,303
FORD MTR. (lt. trks.)	3,192	3,601	3,193	7,604	29,254	37,605
Light trucks	3,854	2,380	4,213	9,949	39,022	37,447
Vans	1,415	1,322	1,244	3,183	7,892	15,681
Total Chevrolet	5,269	3,702	5,457	13,031	46,914	53,128
Light trucks	1,514	646	1,007	2,853	14,545	17,483
Vans	535	755	679	1,416	3,254	7,249
Total GMC	2,049	1,401	1,686	4,269	17,799	24,732
GENERAL MOTORS	7,318	5,103	7,143	17,301	64,713	77,860
NAVISTAR	225	268	227	534	2,223	2,662
Total Trks., Canada	20,299	17,034	20,243	48,612	187,123	226,430
U.S., Canada Trks.	105,989	113,644	108,597	256,164	959,642	1,235,139

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News

March 26, 1990

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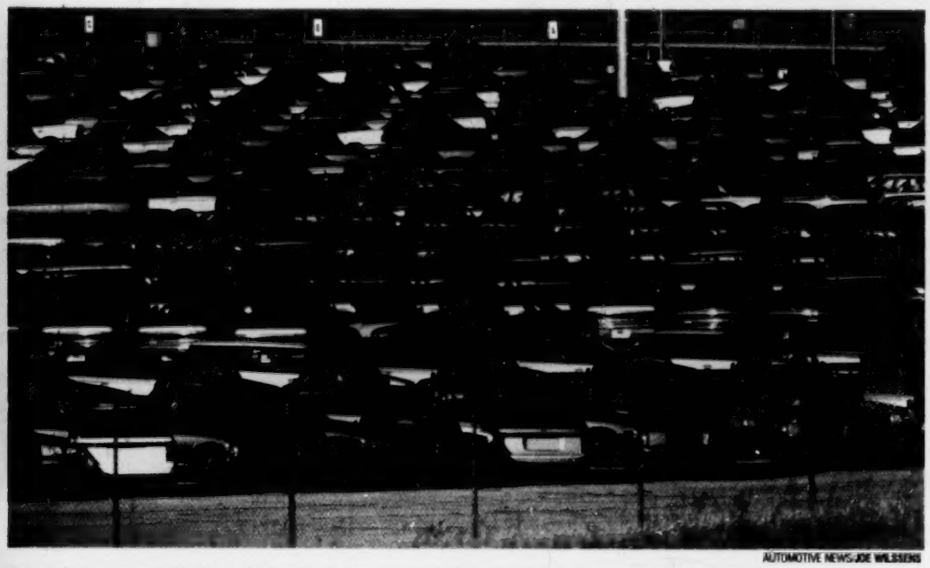


AUTOMOTIVE NEWS/JOE WILSSENS

Subaru Legacys are being stockpiled at the Subaru-Isuzu plant in Indiana, awaiting orders from dealers.

Fuji loss escalates; U.S. a major factor as Legacy struggles

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Fuji Heavy Industries Ltd.'s admission that it will lose 23 billion yen ($148 million) on operations in the fiscal year that ends this week has raised serious questions about the future of the Japanese automaker.

Subarus pile up in Indiana, Page 51

Fuji acknowledged earlier this month that it was deeper in operating red ink than anyone had expected. Not only is Fuji the only Japanese automaker failing to make money on its car business, it's doing so in one of the Japanese industry's strongest years ever.

Analysts are now wondering how long it will be before Nissan Motor Co., which owns 4.5 percent of Fuji, launches a rescue mission. While some analysts praise the vitality of the Japanese industry because of the competition among nine automakers, others have predicted that nine cannot survive in open global competition.

see FUJI, page 51

Ford sees Europe market growing to 23 million

By Daniel Ward
STAFF CORRESPONDENT

LONDON — Swelled by Eastern European markets, total new-car sales in Europe may be almost twice as high as sales in the United States by 2008.

Eastern European countries will account for 7 million new-car sales by 2008, according to the latest forecast by Ford of Europe executives.

With Western Europe's projected 16 million, European new-car demand will reach 23 million annually, Ford estimates.

By contrast, Ford expects U.S. new-car sales to rise to 13 million over the same period.

Ford would need a new plant capable of producing 200,000 cars a year in Eastern Europe if it wants a modest 5 percent of the annual market of 3.2 million to 3.8 million cars forecast for 1998.

Bruce Blythe, vice president of business strategy at Ford of Europe, told *Automotive News*, "The forecast for the year 2008 means a 300 percent growth rate. You can't ignore that sort of growth rate."

> "The forecast for the year 2008 means a 300 percent growth rate. You can't ignore that sort of growth rate."
>
> **Bruce Blythe**
> Ford of Europe

Ford estimates the Soviet Union will account for 4 million to 5 million of the 6.5 million to 3 million new-car market in the East in 18 years.

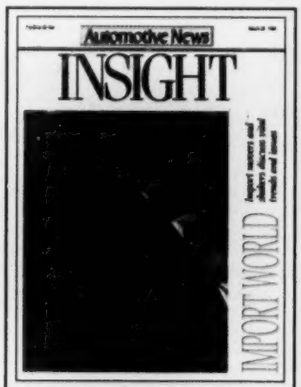
Blythe said he was not concerned that Ford has yet to sign a collaborative agreement in Eastern Europe, despite the fast-footed moves by General Motors' Adam Opel AG subsidiary, Volkswagen AG and Mercedes-Benz AG in East Germany.

Ford's approach to Eastern Europe is likely to be pragmatic, leading in the longer term to a car production plant that would have equal status with the company's six current assembly plants in Western Europe.

For that reason, a collaborative venture is not favored. Blythe said he believes the very real problem of hard currency means Ford must be prepared to export cars and components to the West. That can be considered only when quality standards are high enough.

Blythe favors making a modest investment, initially to establish a components plant. He believes Ford should then progress to a production plant for knock-down kits before moving to an assembly plant.

see EUROPE, page 51



The Insight section focuses on interviews with leading importers, following Page 28.

No air bags for passengers; Ford stores 3,000 Lincolns

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

After two costly supplier snags last fall, Ford Motor Co. was zapped again by a fire at an air-bag propellant plant.

Ford was forced to store 3,000 of its hot-selling Lincoln Town Cars and Continentals at its Wixom, Mich., assembly plant and a Detroit site because they could not be fitted with passenger-side air bags.

Ford began changing the interiors of the stored cars and production-run cars last weekend to inform consumers that they do not have the passenger-side bag.

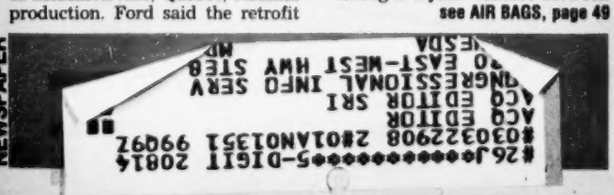
Ford hopes to retrofit the cars with passenger-side air bags when the propellant supplier, Sabag Inc. of McMasterville, Quebec, resumes production. Ford said the retrofit program will be carried out by dealers.

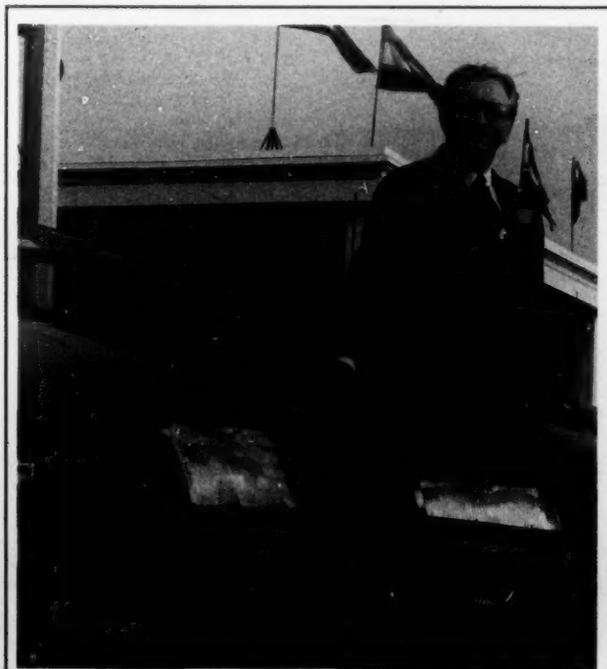
Ford spokesman Jim McCraw said Ford is waiting for Sabag to determine the cause of the March 14 fire and explosion and resume production. Canadian government and Sabag officials are investigating the blast, the third at the plant in six months.

Driver- and passenger-side air bags are standard equipment in Town Cars and Continentals. The Sabag fire does not affect the installation of the driver-side air bag. The driver- and passenger-side air bags use a different propellant, and it cannot be interchanged, according to a TRW Inc. spokesman.

Sabag is a joint venture between

see AIR BAGS, page 49





AUTOMOTIVE NEWS/JOE WILSSENS

NADA President Ray Green: "GM is listening to its dealers."

GM, dealers call truce on Delco outlets

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Because of stiff opposition from its dealers, General Motors has temporarily stopped expanding its network of certified independent service outlets.

GM won't appoint new Delco Tech Service Centers for at least 18 months while it studies whether the centers hurt franchised dealers.

Since the program started in May 1987, GM Service Parts Operations has authorized 850 Delco Tech centers, most of which are operational within AC-Delco retail outlets, to service GM cars after the new-car warranty has expired. AC-Delco is a wholesale activity of the parts operation.

The dealers view certification as a threat to the new-car franchise's service business.

The moratorium on new shops

see DELCO, page 49

Curry tags trucks, side impact as NHTSA priorities

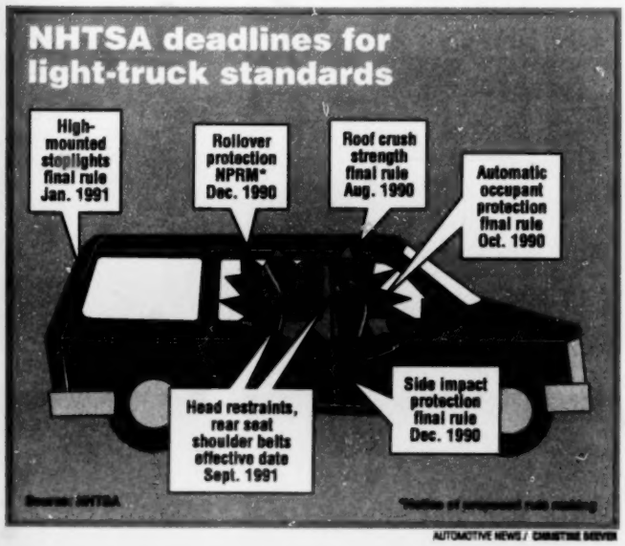
By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The painful job of assigning priorities to transportation safety problems — based on lives lost — is essentially over, according to retired U.S. Army Gen. Jerry Curry, new administrator of the National Highway Traffic Safety Administration.

Curry said the next step is to get feedback from law-enforcement officers, members of state and local judicial groups and the private sector.

Curry last Monday told *Automotive News* that the safety areas he plans to attack first provide an action timetable for the near future.

He shared the timetable and targeted safety concerns with the auto companies last Wednesday. Tomorrow, he meets with consumer groups.


NHTSA deadlines for light-truck standards
High-mounted stoplights final rule Jan. 1991
Rollover protection NPRM* Dec. 1990
Roof crush strength final rule Aug. 1990
Automatic occupant protection final rule Oct. 1990
Head restraints, rear seat shoulder belts effective date Sept. 1991
Side impact protection final rule Dec. 1990
Source: NHTSA
*Notice of proposed rule making
AUTOMOTIVE NEWS / CHRISTINE SEIVER

High on the list of concerns for this year are standards for passenger-car side impact, light-truck side impact, light-truck passive restraints, light-truck high-mounted stoplights, light-truck rollover, child-seat testing and school bus safety features.

Curry

Curry also said he recognized the fuel-economy burden that comes with increased vehicle safety. He noted that the additional structure required for better side-impact protection and the additional hardware associated with anti-lock brakes and air bags add significant weight, which reduces fuel economy. He said that is one reason NHTSA will not push for large fuel economy improvements.

Curry's timetable ends the hands-off NHTSA style of the Reagan years, though his priority system acknowledges that NHTSA cannot accomplish every goal immediately.

Curry said his top goal is to raise the national safety consciousness and to increase safety-belt usage to 70 percent by 1992. Belt use in some states without usage laws is as low as 10 percent.

He plans to reduce the number of alcohol- and drug-related highway accidents and fatalities through more public education and tough methods that include expanded use of roadside checkpoints.

He also plans to cut the highway death rate to 2.2 per 100 million miles of travel by 1992 by reducing crash injuries and increasing crash survival rates.

One of the major ways that Curry plans to increase safety is by emphasizing state, local and private-sector input and solutions.

He said NHTSA has the muscle to affect policies on those levels because it already provides much

see CURRY, page 49

Curry's agenda: no surprises

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — There were no surprises in the 3-year plan released by the National Highway Traffic Safety Administration last week.

The 63 auto industry representatives briefed for 90 minutes by NHTSA Administrator Jerry R. Curry walked away feeling the government had laid its cards on the table and was willing to listen.

That was Curry's intention. "I believe we should try to over inform the public or the groups we work with, rather than keep them in the dark," Curry said.

Consumer groups will get a similar briefing tomorrow. And they're not expected to be as docile. They are likely to press the agency to step up defect investigations and to air concerns about child safety seats.

There is also some skepticism on their part over whether Curry will stick to his agenda through 1992.

Karl-Heinz Faber, vice president of of product compliance for service and parts at Mercedes-Benz of North America Inc., said the atmosphere marked a new "cooperative spirit."

"With this kind of approach . . . things can be achieved faster and in a more professional way," Faber said.

Toni Harrington, manager of government and industry relations for Honda North America Inc., agreed. "It showed an openness on the part of the agency and gave the industry a clear outline of NHTSA's major areas of concern for the next three years," she said.

Chrysler goal: Increasing U.S. parts at Diamond-Star

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chrysler Corp. wants to slash the Japanese content of the next-generation Plymouth Laser/Eagle Talon/Mitsubishi Eclipse sport coupes in order to cut costs.

Chrysler Motors Chairman Bennett Bidwell said Chrysler wants to produce a U.S.-engineered replacement for the sport coupes built at Diamond-Star Motors Corp.

Diamond-Star, located in Normal, Ill., is a 50-50 joint venture of Chrysler and Mitsubishi Motors Corp.

Chrysler has relayed its desire for additional domestic content to its Japanese partner, according to Bidwell. "They said 'we'll think it over,' " he said.

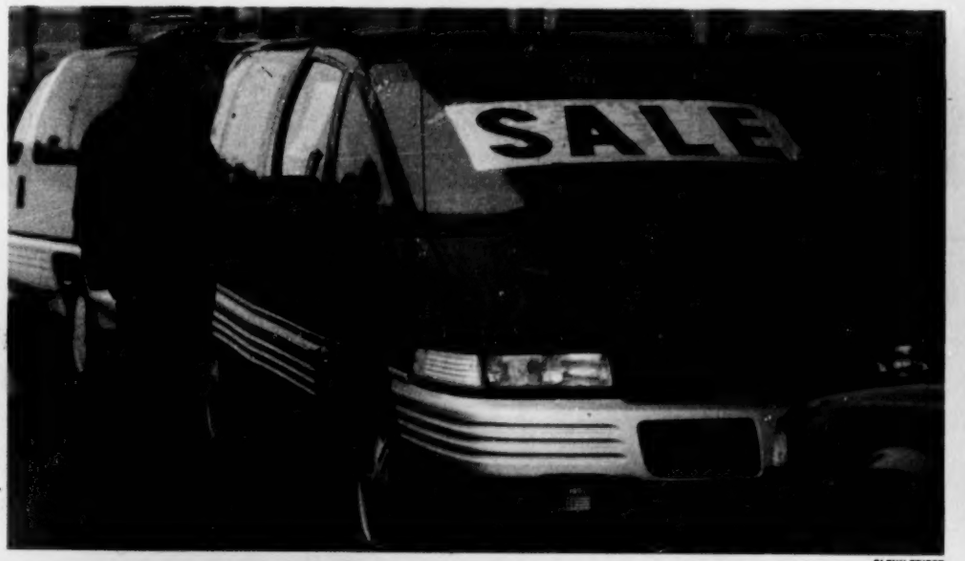
The current sport coupes were designed by Chrysler and engineered by Mitsubishi. Replacements are planned for the early 1990s.

The current coupes have 60 percent domestic content and 40 percent Japanese content, a Diamond-Star spokesman said. The Mitsubishi engine and powertrain represent the bulk of the Japanese content. A change in sourcing would likely mean that Chrysler engines would be mounted in the models.

Bidwell said cutting Japanese content will reduce vehicle costs.

Chrysler has sought the aid of

see BIDWELL, page 50



GLENN TRIEST

Potential customer Stan Jarubas checks out a Trans Sport minivan at Barnett Pontiac in Dearborn, Mich.

FIRST REBATE: *GM pays $1,000 on minivans in effort to gain on Chrysler*

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors' first rebate on its new minivans is a strategic move aimed squarely at minivan leader Chrysler Corp., which has ended its minivan rebates for the rest of the model year.

GM announced a $1,000 cash rebate last week on its Chevrolet Lumina APV, Pontiac Trans Sport and Oldsmobile Silhouette, introduced last October. Customers can choose the rebate or financing at 6.9 percent on loans up to 48 months or 10.9 percent on loans of 49 to 60 months. The incentive runs through May 2.

GM hoped to sell 100,000 of the plastic-bodied vans in the 1990 model year. The monthly sales rate will have to pick up soon for GM to meet its goal. Through March 10, GM had sold just over 30,000 units and produced about 68,000.

By offering an incentive now, the GM divisions hope to capitalize on the usually strong spring selling season and to build awareness for the futuristic minivans.

But it also appears to be a move to capitalize on Chrysler's tough financial situation and minivan capacity constraints as well as Chrysler's vow not to return to rebates on minivans, which expired Jan. 31. Chrysler's minivans still hold more than 50 percent of that market.

In December and January, Chrysler's first-ever rebates on its minivans — $1,000 per vehicle — made sales soar.

"Chrysler did an effective job in January," said Michael Erdman, Chevrolet general marketing manager. "Now, we're hopeful that every Chrysler potential gives us a look."

GM's inventory of the new minivans has been climbing since the start of the calender year. Industry observers who track inventory levels said Chevrolet's February supply of Lumina APV units was 104 days, up from 88 in January. Stocks of the Pontiac Trans Sport ruse to 113 days from 92. Supplies of the Oldsmobile Silhouette are the lowest with a 71-day supply, up from 63. Olds has a small share of minivan output.

Meanwhile, GM's North Tarrytown, N.Y., assembly plant, which produces the minivans, is scheduled to reach its full production

see MINIVANS, page 52

Czech scorecard: VW pursues Skoda; GM strong at BAZ

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

PRAGUE, Czechoslovakia — The Czech automaker Skoda is the next big prize in the race among Western carmakers to seal partnership agreements with counterparts in Eastern Europe.

Led by Volkswagen AG, General Motors and BMW AG, Western companies are aggressively courting Skoda as well as BAZ, a light commercial vehicle manufacturer in Bratislava. The new focus on Czechoslovakia follows the rapid conclusion of joint production agreements by VW, GM and Mercedes-Benz AG with the entire East German car and truck industry.

see SKODA, page 50

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Chrysler, Ford and Saab recall 97,500 cars; new Monaco involved

By Jack Keebler and Rick Kranz
AUTOMOTIVE NEWS STAFF REPORTERS

Chrysler Motors has announced a recall of 12,500 1990 Eagle Premiers and Dodge Monacos because the steering shaft may separate from the steering gear, causing a loss of control.

Meanwhile, Ford Motor Co. is recalling about 60,000 1990 Ford Tempo and Mercury Topaz models because of a problem with the engine cooling fan.

Saab-Scania of America Inc. is recalling 25,000 1986-1990 Saab 9000 models for a potential lamp switch overheating problem. More than half of the affected cars also are being recalled to fix chafing between a throttle cable and a brake fluid line.

Apparently, Chrysler engineers, hoping to improve steering-system isolation, changed the hardness of a rubber isolation coupler in the lower intermediate shaft of the Premier and Monaco steering column. The new couplers have separated from the shafts on several cars, resulting in a loss of steering control.

Chrysler said 1990 models built before March 5, 1990, are affected. A spokesman said he did not know the breakout of Premiers and Monacos in the recall. Monaco was introduced last month.

Chrysler officials said they became aware of the problem recently through four field reports. The company said it has a fix that requires replacement of the intermediate shaft with one that has a "restrained" coupling.

Steering problems have prompted a recall of 12,500 1990 Eagle Premiers.

"There have been no accidents and no injuries as a result of this problem," said the Chrysler spokesman. "We sent a letter to NHTSA March 15. So, we now have a recall number that registers us with the government. Our dealers have also been alerted, and the customers have been notified.

"The odd thing is, these are all low-mileage vehicles — most have only about 3,000 miles or something like that," the spokesman said.

Last week Ford Motor Co. said it is recalling 60,000 1990 Tempo and Topaz models equipped with 2.3-liter engines for a problem with the engine cooling fan.

Ford said some fans could wobble excessively during engine startup and run down, possibly rubbing against the fan shroud. That could cause the fan motor to overheat and damage the engine.

Ford estimates that 50,600 of the affected cars are in the United States and 9,700 are in Canada. The remaining cars are in export locations.

A Ford Parts and Service Division spokesman said the automaker knows of no accidents, injuries or deaths related to the engine fan problem.

Saab has recalled 25,000 1986-1990 Saab 9000 models equipped with automatic transmissions to correct a potential overheating problem in a lamp switch.

Saab also said that among those cars are about 14,000 1988 through mid-1989 models recalled to install a bracket to prevent chafing between a throttle cable and one of three brake fluid lines.

In the larger recall, Saab told owners an electric circuit will be modified to eliminate the possibility of overheating. Saab said that it was aware of no accidents or injuries associated with either problem.

Automotive News Staff Reporter Laura Clark contributed to this report.

1990 NEW CAR ASSESSMENT PROGRAM RESULTS

Vehicle	Type of protection	Test weight (pounds)	Head injury Driver	Head injury Passenger
Hyundai Excel 2-dr. hatchback	Motorized belts	2,660	696	419
Geo Prizm 4-dr. sedan	Manual belts	2,790	1,030	1,141
Acura Integra 4-dr. sedan	Motorized belts	2,915	585	637
Toyota Celica 2-dr.	Belts and driver air bag	2,980	834	685
Nissan Axxess 4-dr. hatchback	Motorized belts	3,433	1,051	654
Ford Taurus 4-dr. sedan	Belts and driver air bag	3,620	735	609

Source: NHTSA

3 cars on borderline in crash

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The driver and front-seat passenger in a Geo Prizm could possibly suffer head injuries in head-on accidents at 35 mph, the National Highway Traffic Safety Administration said.

The Prizm was one of five 1990 vehicles crashed in the latest round of NHTSA's new-car assessment program. The agency will check 36 vehicles this model year by crashing them into a fixed barrier at 35 mph. So far 12 have been crashed.

The Prizm is equipped with a non-motorized automatic safety belt.

Also tested was the Toyota Celica, equipped with a driver-side air bag. Its score indicated that head injuries are possible for drivers and unlikely for passengers.

The Hyundai Excel 2-door hatchback, with a motorized belt, and the air bag-equipped Ford Taurus sedan both had scores that indicate head injuries are unlikely.

Results for the Nissan Axxess minivan indicated head injuries are possible for drivers but are unlikely for passengers. The Axxess has motorized safety belts.

In the test, NHTSA records the potential for head and chest injuries. The lower the score, the less likely of an injury. Head injury scores below 750 indicate injury is unlikely; scores of 750 to 1,250 indicate injury is possible; scores above 1,250 indicate injury is likely.

NHTSA upgrades probes of Camaro, Voyager

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The National Highway Traffic Safety Administration has upgraded a defect investigation of rear axles on the 1984-86 Chevrolet Camaro and Pontiac Firebird.

NHTSA has opened an engineering analysis of complaints that the axle shaft fractures, causing the loss of one wheel. Investigations typically move to the engineering analysis phase if the preliminary study shows a defect could exist.

The agency has received 169 owner complaints, alleging 132 accidents and 59 injuries. A recall, the next step in the defect investigation process, could involve 891,699 cars.

NHTSA also upgraded to the engineering analysis level its investigation of under-the-instrument-panel fires in the 1984-89 Plymouth Voyager and Dodge Caravan. NHTSA said the fires occur in the area of the emergency brake levers. A recall could affect 1.7 million minivans.

Three preliminary investigations involving the Chevrolet Corvette have been opened.

NHTSA is trying to determine whether electrical wiring on the 1990 Chevrolet Corvette could rub against the hood-release cable and become a potential fire hazard.

About 3,400 cars could be affected.

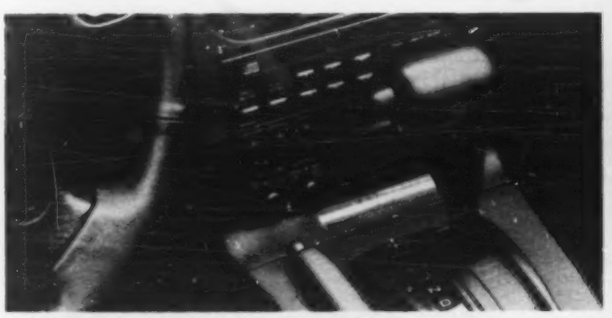
The 1990 Corvette ZR-1 is being investigated for a potential problem with the button on the parking brake lever that could disable the parking brake. About 1,000 ZR-1 models could have the problem.

Separately, NHTSA is investigating the safety-belt retractor assembly on the 1986-87 Corvette. The agency has received seven complaints — one alleging injury — that the belt does not work properly. About 33,000 vehicles could be affected.

NHTSA is also investigating 1982-89 Chevrolet S10 Blazer/GMC S15 Jimmy sport-utilities and Chevrolet Astro/GMC Safari vans. There have been complaints that the cable holding the spare tire breaks, dropping the tire onto the road.

Caprice police cruiser

Chevrolet is offering a police package for its revamped 1991 Caprice. Standard equipment includes a driver's side air bag, anti-lock brakes and a 5-liter V-8 that produces 170 horsepower at 4,000 rpm and 255 pounds-feet of torque at 2,400 rpm. But almost all police-package buyers are expected to choose the optional 5.7-liter V-8 that delivers 195 horsepower at 4,400 rpm and 285 pounds-feet of torque at 2,400 rpm. Chevrolet expects to retain its 60 percent share of the 60,000-unit police-car market.



Automatic transmission is a $720 option for Miata.

Miata offers automatic drive

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

IRVINE, Calif. — Mazda Motors of America Inc. has begun offering an automatic transmission on its popular Miata MX-5 sports car. The price of the option is $720.

Rod Bymaster, product manager of sports and sporty cars, said the automatic will make the car more attractive in crowded urban markets.

"We're offering a choice to those buyers who spend two to three hours on the freeway every day," Bymaster said. "As much fun as a manual is on the weekends, people have to live with it on a daily basis, and many commuters, want an automatic for that reason."

Dealers said they have been asked about the automatic option, but don't expect it to be wildly popular. "A lot of people are going with the automatic for the comfort of driving, but it won't ever drive our sales," said Masen Fayyad, Mazda sales manager at Keyes for Cars of Van Nuys, Calif.

Bymaster expects about 10 to 15 percent of Miata buyers to choose the automatic.

Miata sales got off to a breakneck start last summer, reaching a monthly peak of 5,029 in August.

Sales have since leveled off at a lower figure. Last month, Mazda sold 2,510 Miatas, bringing the total since its June launch to 28,414.

Safety group urges second look at Toyota cruise control

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Center for Auto Safety has charged that the 1985-88 Toyota Camry and Corolla suffer from a "sudden acceleration" problem and has asked the National Highway Traffic Safety Administration to begin an investigation.

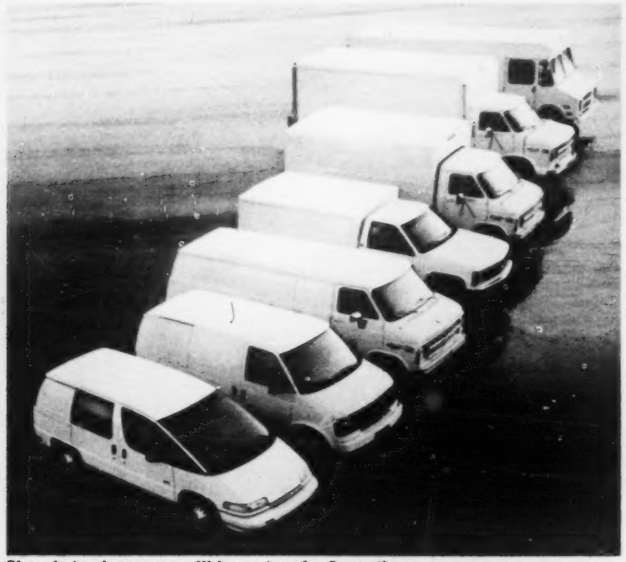
The call was prompted by Toyota's Feb. 28 recall of the 1983-84 Camry and 1984 Corolla for a faulty cruise control system. NHTSA described it as a computer malfunction that could cause engine racing when the car is started with the cruise control in an "on" position.

Consumers have reported the same problem with the 1985-88 models, according to Sam Cole of the center's vehicle safety staff.

Cole said the center has received more than 30 reports of accidents involving the 1985-88 Camrys and Corollas. "We don't see any difference between what happened with these cars and the 1983 and 1984 models that were recalled," he said.

Toyota said it is unaware of any cruise control complaints affecting the later models.

The consumer group also alleged that Toyota is aware of defective cruise controls in many of its models and that the company has included the system in a list of secret warranties. The center has turned over 200 cruise control complaints to the Federal Trade Commission and has asked for an investigation.



Chevy's truck caravan will be on tour for 3 months.

Chevy trucks on tour

Commercial business heavily emphasized

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Two Chevrolet vehicle convoys are touring the country to demonstrate the division's commitment to the commercial truck business.

General Motors' consolidation of all medium-truck marketing under GMC Truck a few years ago created the impression that Chevrolet was de-emphasizing commercial sales.

The new "Sidewinding America" multimillion-dollar extravaganza, in which Chevrolet is winding through 110 cities with two 23-vehicle caravans, seeks to dispel that notion.

The tours began in mid-March and continue for three months. Included are stops for five days in each of Chevrolet's 22 geographic branches.

J.C. "Jim" Perkins, Chevrolet general manager, said, "Sidewinding America is Chevrolet's attempt to reach out to the people who actually use or buy our trucks for commercial use."

The information — for invitation-only guests — will be tailored for various vocations in different parts of the country for each 2½-hour stop. The applications discussed will include wreckers, logging, snow plowing, farming, construction, bakery delivery and catering.

The Chevy trucks on hand and on film range from an S-10 pickup to medium-duty models, with various configurations of all vehicles.

Potential customers being invited include dealers, managers, salespersons, manufacturers and distributors of commercial equipment, and "end users," including people who buy trucks for their businesses.

Large and small fleet buyers are being targeted.

Chevrolet is including its new 1991 model chassis cab in the tour. It is scheduled to be introduced this fall.

The 1991 model 15,000-pound gross vehicle weight chassis cab comes in 60-inch, 84-inch and 108-inch cab-to-axle lengths. It will be used in various applications, ranging from "hot shot" commercial towing to wreckers.

Commercial trucks represent 26 percent of overall Chevrolet truck sales and 24 percent of total industry truck sales.

Chevrolet's Sidewinding America display is fully self-contained, and is designed to be assembled on any 200-foot by 200-foot flat surface. The caravan carries its own generators, and does not require any external power source to run its audiovisual and computer equipment.

It includes a 70-foot by 70-foot tent, capable of seating 200 people. The tent requires no stakes, poles or ropes; it is supported by four Chevrolet pickups. It is held up by a 41-foot crane mounted on a Chevrolet medium-duty chassis.

Recreational Vehicle Wholesale Deliveries

	Jan. 1990	Jan. 1989	% change	1 mos. 1990	1 mos. 1989	% change
Travel trailers	5,300	4,900	+ 8.2	5,300	4,900	+ 8.2
Park Trailers	600	700	−14.3	600	700	−14.3
Travel trailers—fifth wheel	2,800	2,700	+ 3.7	2,800	2,700	+ 3.7
Folding camping trailers	3,400	3,000	+ 2.7	3,400	3,000	+ 2.7
Truck campers	600	600	+ 0.0	600	600	+ 0.0
Towable RV total	12,700	11,900	+ 6.7	12,700	11,900	+ 6.7
Conventional (type A)	2,600	3,100	−16.1	2,600	3,100	−16.1
Van Campers (type B)	400	300	+33.3	400	300	+33.3
Chopped vans (all)	1,400	1,800	−22.2	1,400	1,800	−22.2
Motor home total	4,400	5,200	−15.4	4,400	5,200	−15.4
Van conversions	13,800	15,300	− 9.8	13,800	15,300	− 9.8
TOTAL ALL RVs	30,900	32,400	− 4.6	30,900	32,400	− 4.6

Source: Recreation Vehicle Industry Association

GMC hopes restructuring strategy, new products mean bigger sales

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

General Motors is seeking to recapture first place in the medium-duty market by reorganizing some of its operations and offering new products.

Ray E. Rota, general sales manager of GMC Truck Division, said GM held the No. 1 spot in medium-truck sales for four calendar years before relinquishing it to Navistar International in 1988.

In 1989, Ford Motor Co. forged ahead of Navistar by capturing 40.58 percent of Classes 4-7 on sales of 67,705 trucks.

Second-place Navistar, with 43,514 sales in that segment, took 26.08 percent of the market. GM, with 38,539 sales, had 23.10 percent. The rest went to importers, selling through their independent distribution channels.

GM's goal is to capture 30 percent of the medium-duty market in 1990, 33 percent in 1991 and more than 35 percent by 1992. It is shooting for 40 percent of the market by 1993-94, according to Rota.

GM's Truck & Bus Group, which handles medium-duty manufacturing and marketing for the company, is realigning its operations and introducing new products to achieve those goals.

GMC has changed its field organization, assigning new account executives to work in the field with dealers in marketing trucks.

They are responsible for contacting dealers and assisting them in training, and for calling on body builders, body equipment companies and retail fleets in conjunction with the dealers.

This team of field account executives "will work with the dealer to develop marketing plans and programs that will address the needs of that particular dealership area. That's a very positive cultural change for us," Rota said.

One of GM's major requirements is that each of its medium-duty dealers be a full-service Caterpillar engine dealer by August.

The Caterpillar 3116 is an optional engine in the GMC Topkick and Chevrolet Kodiak.

GM is still selling a lot of gasoline engines in its Topkick/Kodiak models. Gasoline engines account for about 20 percent of medium-duty sales industrywide, Rota said, but they account for more than 35 percent of GM's truck orders.

He attributed that to the "people and funds" GM invested in bringing out a new line of fuel-injected medium-duty gas engines at a time when some competitive manufacturers switched entirely to diesel engines.

GM will have to compete head-to-head with Ford's Class 4 Super Duty if it hopes to regain the lead in the medium-duty segment.

GM has a new Class 455 slated for the 1991 model year. The truck will be new from the ground up, but it will use many of the mechanicals of its light-duty conventional pickup.

It will have a 15,500 to 16,000-pound gross vehicle weight capacity.

Ford retailed 25,648 Super Duty units in calendar 1989, capturing 94.88 percent of Class 4 sales.

Iveco, Grumman van venture

Iveco Trucks of North America has begun making Grumman Olson Kurbmaster walk-in van bodies available on its EuroTurbo chassis. The Iveco rail chassis has been engineered specifically for walk-in body applications.

BRIEFS

Bus groups eye NTEA

WASHINGTON — Representatives of seven Type A and Type B school bus manufacturers met with the National Truck Equipment Association to discuss forming a product division within the group.

The school bus representatives discussed regulatory and industry issues facing manufacturers of school buses built on converted vans and van cutaway chassis.

Irv Kushner, president of TPI Sturdicorp of Suffern, N.Y., and chairman of the group, said bus manufacturers face many industry issues and concerns which they can deal with more productively and efficiently as a group.

The manufacturers' goals are to give unified responses to proposed federal government regulations, particularly those proposed by the National Highway Traffic Safety Administration.

They are also seeking to become more active as a group in developing a unified voice with the van and chassis manufacturers and in developing a public relations program for the industry to promote the building of safe, high quality vehicles.

New Caterpillar engine

MOSSVILLE, Ill. — Caterpillar Engine Co. has begun offering a new 3406B engine in the on-highway truck market.

The new Cat engine is rated at 460 horsepower at 1,900 rpm. It develops 1,600 pounds-feet of torque at 1,200 rpm, giving it a wide 750 rpm operating range. The 26 percent torque rise minimizes shifting with demanding terrain and loads.

Caterpillar's Programmable Electronic Engine Control system is an integral part of the fuel system and is a standard feature of the engine.

The engine features such design changes as a new crankshaft and wider connecting rod bearings, gallery-cooled pistons for more efficient heat dissipation and a new camshaft, injection nozzle and turbocharger.

GM, Durakon agreement

LAPEER, Mich. — Durakon Industries Inc. entered into an agreement with General Motors Truck and Bus Group to supply bedliners for GM light-duty pickups on an original equipment manufacturer basis.

Durakon will provide just-in-time delivery to three GM assembly plants from its Lapeer manufacturing plant.

Idealease purchases

ATLANTA — An investor group headed by William W. Dees, a former senior executive with Navistar International Transportation Corp., purchased two Idealease operations.

The two truck leasing operations include Idealease of Atlanta and Idealease of Kennesaw, Ga. They have three locations in the metropolitan Atlanta area.

Dees' group took over Central International Trucks Inc. with locations in Duluth and Atlanta and Heuer International Trucks Inc. in Kennesaw. Both dealerships were already members of Idealease Inc., a dealer-owned truck lease and rental organization in Chicago with 13,000 vehicles in service.

Changing Captives

Transplants take on the role

By: Al Rothenberg

Japanese transplant production in the United States is blurring what has been known as the "captive import market."

Blame it partly on the U.S. government's corporate average fuel economy regulations.

"Captive imports, or cars of foreign origin sold by America's Big 3, do not help our domestic CAFE," said Joel Pitcoff, manager of research and analysis for Ford Motor Co. in Dearborn, Mich. "Domestic companies must separate CAFE data between U.S. output and products of overseas companies of which they are part owners." Cars produced in this country by transplants whose products carry less than 75 percent domestic components are measured as imports, but if domestic content can be raised past 75 percent, as Ford has done with Probe this year, the car can be part of the domestic fleet for CAFE purposes.

Early captive imports, which invaded the American market in the mid-1950s, came from totally owned European operations of General Motors, Ford Motor Co. and Chrysler Corp. Studebaker Corp., now defunct, held distributor rights to Mercedes-Benz cars.

Current captives, as defined by the Motor Vehicle Manufacturers Association, are vehicles imported from offshore facilities for sale by dealers of U.S. manufacturers. Their sales in 1989 totaled 340,590 cars, down 52,822 from 1988, according to MVMA.

But when Big 3 executives talk about captives, they like to include transplants.

For example, the Chevrolet Geo line, in addition to the Isuzu Metro and Storm that are built in Japan, includes the Prizm made by New United Motor Mfg. Inc., a joint venture of GM and Toyota Motor Corp. in Fremont, Calif., and the Tracker, a sport-utility built by CAMI Automotive Inc. of Ingersoll, Ontario, a joint venture of GM Canada and Suzuki Motor Co. Ltd.

"Chevrolet looks for a market of 280,000 Geos in 1990," said James B. Fitzpatrick, GM vice president in charge of the marketing and product planning staff. Prizm, at $12,000, is the flagship of the Geo line, which aims at the low end of the market, Fitzpatrick said.

"The Storm, which is really taking off, is a small sport car in the low end as compared to mid-sports like Camaro and Firebird and a luxury sport car like Corvette," he said.

"Tracker's a toy," Fitzpatrick said. "Admittedly, higher income people buy it, but they buy it for their kids. Suzuki Sidekick is a lot like it."

The GM executive notes the following demographics on Geo, LeMans and Chevrolet principal owners:

People buying their first car ever accounted for 23 percent of Geo, 26 percent of LeMans and 13 percent of domestic Chevrolet sales.

Customers who had purchased used cars, but were buying their first new car, accounted for 46 percent of Geo, 57 percent of LeMans and 33 percent of Chevrolet sales.

Median income of Geo and LeMans buyers was in the low $30,000 range compared to Chevrolet's $38,000.

Women drivers represented 60 percent of Geo and Chevrolet sales and 69 percent of LeMans.

Median age of buyers was 35 for Geo, 32 for LeMans and 40 for Chevrolet.

About 30 percent of all buyers had earned a college degree; and more than half the Geo and Chevy owners and 43 percent of LeMans customers were married.

Looking ahead, Japan and Korea are likely to remain the major overseas sources of Big 3 captives.

"We've looked at our German Opel (sold through Buick dealers in the '50s), but nothing has come of it," Fitzpatrick said. "We're not actively looking at Saab of Sweden, a recent GM affiliate, but down the road something may be possible. Who knows? We always go back and look at Opel because of its great product line."

Fitzpatrick rules out an import for Buick and Oldsmobile, explaining that their dealers don't want one. "There's no place for an import at Buick, which considers its products the premier American road cars," he said. "Oldsmobile is finally finding itself as a contemporary family car, and really has the compact and mid-sized markets covered anyway."

Chevrolet is a different story. "Chevy is counting on Geo to help regain the penetration it lost when it migrated out of the low-end market and left room for the imports to move in," Fitzpatrick said. "Now Chevy is trying to return there again." The division's last domestic product in the low-priced subcompact segment, the Chevette, perished about five years ago.

Ford has stayed in the lower segment with Escort and Tracer. Pitcoff counts just about any car with a foreign flavor as a captive, including the Probe built by Mazda Motor Manufacturing (USA) Corp. in Flat Rock, Mich., as well as GM's Cadillac Allante, assembled in Detroit with an Italian-made body, and Chrysler's Canadian-built Eagle Premier.

His definition of a captive import: "A vehicle produced by a foreign manufacturer, regardless of where it's built — Europe, Japan, Illinois, California — and badged for sale by an American manufacturer."

CAPTIVE IMPORT SALES
(Calendar years)

	1988	1989
Chrysler Corp.		
Dodge Colt	30,040	42,331
Plymouth Colt	28,259	37,554
Plymouth Vista	6,257	9,249
Dodge Vista	6,653	10,190
Chrysler Conquest	5,026	9,873
Eagle Summit	19,121	4,603
Medallion	3,907	14,712
Maserati	2,924	0
Total Chrysler	**102,187**	**128,512**
Ford Motor Co.		
Festiva	69,328	69,167
Merkur XR4Ti	4,017	5,745
Merkur Scorpio	4,748	9,516
Total Ford	**78,093**	**84,428**
General Motors Corp.		
Geo Metro	53,437	48,088
Geo Storm	62,232	68,347
LeMans	44,641	64,037
Total GM	**160,310**	**180,472**
Total Big 3	**340,950**	**393,412**

SOURCE: Motor Vehicle Manufacturers Association

He does not count his company's Mexican-made Tracer because its source is a Ford factory.

He sees the market becoming more fragmented and predicts more cooperative deals such as Ford and Mazda with the domestic Probe and Japanese MX6.

Said Pitcoff: "What happens if you want to be a full-line producer and be in an emerging market niche that presents a profit opportunity — or a profit risk — and you and your dealers are not represented in that niche?

"When it isn't viable to develop your own product because you lack engineering resources, manufacturing capacity or enough volume to fill a plant, or you don't have an existing platform to fill a market niche, you look for a partner. Probe's an example. We had a rear-drive V-8 Mustang for the traditional red, white and blue American audience. But other cars in that segment were primarily front-wheel drive, V-6 or turbocharged Japanese entries. We didn't have a platform for such a car and didn't want to invest in one for the kind of volume expected.

"Similarly, Mazda was looking for a facility here to add capacity and, partly, to get around the voluntary restraint agreement limiting Japanese exports to the U.S. It was also a hedge for Mazda against fluctuations of the yen versus the dollar.

"Out of that double dilemma, Mazda and Ford developed the idea of Flat Rock, a plant we could fill together."

Similarly, the Chevrolet-Toyota joint production of the Corolla and Nova, since renamed the Prizm, helped both producers.

Although Ford's captive-buyer demographics are close to GM's, Pitcoff said, "It's difficult to generalize. I don't think a person gets up in the morning and says, 'By golly, I'm going out and buy a captive.' "

Ford unsuccessfully tried to lure Americans to Merkur Scorpio and XR4Ti captives from Germany. While the company believes Merkurs met other imports head on for value, its dealers say customers preferred a loaded Sable with fwd and 6-passenger capacity for about the same price.

Although Ford Lio Ho Motor Co. builds cars in Taiwan, there are no plans to export them here. "Those products would only duplicate what we already have," Pitcoff said. "Futhermore, it's a different ball game today than in the middle '50s when there were no federal regulations. One of the major impediments today is that before you think about bringing a car in from abroad, you have to check with the regulatory area to determine its cost. Tooling investments for emission and safety controls can run into the tens of millions."

There are significant regulatory benefits for two companies with similar products. For example, since Probe and MX6, or Prizm and Corolla, have similar bumpers, weight, emission controls and engines, they certify for government standards together. The savings are considerable. □

Al Rothenberg is a freelance writer based in West Bloomfield Township, Mich.

Japanese post a gain, but import sales drop for month

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

Sales of imported cars dropped 4.46 percent last month, echoing February's 3.71 percent drop in domestic sales.

The import total was 193,312, down from 209,973 last year.

As a group, the Japanese were the only import segment to post a sales gain for the month, jumping 2.51 percent from the year-ago period.

European and Korean imports were down 16.65 percent and 23.84 percent, respectively.

With sales of 141,520 cars, the nine Japanese automakers accounted for 73 percent of all imported-car sales, up from 68 percent a year ago.

In addition, Japanese makers are increasing their presence in the U.S. market by boosting production of U.S.-built cars.

Among the Japanese, Mitsubishi, Toyota, Honda, Acura and Daihatsu were the gainers in import sales. Mitsubishi's jump was the biggest, with sales up 64.03 percent to 8,656. The only other double-digit improvement was Toyota's 15.92 percent climb to 34,104.

Honda's imported-car sales rose 8.35 percent, and Acura was up 5.85 percent. Daihatsu sold 1,027 cars, eight more than last year, for an increase of 0.79 percent.

Mitsubishi's sales were led by the Mirage, which accounted for nearly 60 percent of the company's total import sales.

The Corolla and Celica performed particularly well for Toyota, rising 44.42 percent and 70.74 percent, respectively.

Only three European makes made gains in February: Jaguar, Mercedes-Benz and Porsche.

Jaguar's 1,475 sales were up 8.38 percent; Mercedes climbed 4.85 percent to 5,811; and Porsche sold 725 cars, up 35.26 percent from 536 in February 1989.

In the closely watched Japanese luxury race, Honda's Acura Division still holds a commanding lead.

Acura sold 10,019 cars last month, up from 9,565 in February 1989. Lexus followed with 4,171. Infiniti, which was launched in November, trails the competition, having sold 1,075 cars in February and 2,146 cars in the first two months of the year.

In the cases of Lexus and Infiniti, sales have been split just about evenly between their entry-level models, priced below $25,000, and their high-end models, which list for $35,000 (Lexus) and $38,000 (Infiniti).

Although Nissan's import sales were down 15.53 percent last month, Stanza sales were up 82 percent from a year ago, to 3,614. The Stanza has been lagging, and its success in the competitive middle segment is seen as critical.

BMW saw sales decline across its line, as more buyers apparently consider the new Japanese luxury offerings. The BMW 3 series dropped 35.38 percent.

Audi fell 3.22 percent; its only gain was in the 100/200 series.

MARKET SHARES
Domestic, Import cars

	February Sales	Pct. of Total
Subcompact	179,125	24.69
Compact	178,878	24.66
Intermediate	251,733	34.70
Standard	96,439	13.29
Speciality	19,283	2.66
TOTAL	725,458	100.00

IMPORT CAR SALES BY MODEL

	Feb. 1990	Feb. 1989	2 Mos., 1990	2 Mos., 1989
ACURA	10,019	9,465	20,106	18,978
Integra	5,992	4,659	11,685	8,744
Legend	4,027	4,806	8,421	10,234
ALFA ROMEO	202	237	311	455
Milano	3	113	9	224
Spider	199	124	302	231
ASTON MARTIN*	5	5	10	10
AUDI	1,411	1,458	2,694	3,267
4000	0	9	0	19
5000	3	36	9	110
80	298	486	559	1,243
90	248	474	441	981
V8 Quattro	117	0	253	0
Coupe Quattro	68	0	127	0
100/200	550	320	1,060	620
100/200 Quattro	127	133	245	294
BMW	4,113	5,736	9,032	11,419
3-Series	1,746	2,702	3,752	5,471
5-Series	1,701	1,771	3,755	3,471
635 CSi	41	131	97	274
7-Series	564	948	1,292	1,816
M3	57	87	127	176
M5	0	41	4	90
M6	4	56	5	121
CHEVROLET/GEO	13,142	7,508	27,743	15,319
Geo Storm/Spectrum	4,912	3,826	11,393	7,940
Geo Metro/Sprint	8,230	3,682	16,350	7,379
CHRYSLER MOTORS	5,319	8,317	10,919	17,375
Colt	2,911	4,882	5,709	9,529
Conquest	65	381	413	854
Medallion	31	423	197	1,035
Summit	1,392	1,631	2,425	3,714
Vista	564	936	1,223	2,110
TC	356	64	952	133
DAIHATSU	1,027	1,019	2,429	2,123
FERRARI*	80	80	160	160
FORD Festiva	4,912	6,226	10,897	12,679
HONDA	17,923	16,541	33,794	32,099
Civic/CRX	4,665	4,191	8,604	7,902
Accord	10,548	9,176	21,309	18,192
Prelude	2,710	3,174	3,881	6,005
HYUNDAI	10,549	14,056	22,432	29,230
Excel	8,489	11,504	17,676	24,596
Sonata	2,060	2,552	4,756	4,634
ISUZU	226	1,251	434	2,800
I-Mark	174	1,065	343	2,420
Impulse	52	186	91	380
INFINITI	1,075	0	2,146	0
M30	645	0	1,064	0
Q45	430	0	1,082	0
JAGUAR	1,475	1,361	2,998	2,853
XJ6	1,096	1,027	2,182	2,163
XJS	379	334	816	690
LAMBORGHINI*	13	13	26	26
LEXUS	4,171	0	8,306	0
ES 250	1,388	0	4,307	0
LS 400	2,783	0	3,999	0
LOTUS*	27	27	54	54
MASERATI*	20	21	40	43
MAZDA	13,458	15,612	30,102	32,049
323	1,361	6,359	3,641	12,833
Protege	2,478	0	5,525	0
626	2,806	3,680	6,416	7,527
MX-6	1	233	11	454
Miata	2,510	0	5,362	0
929	964	1,441	2,028	2,948
RX-7	668	1,611	1,329	3,528
MPV	2,670	2,288	5,790	4,759
MERCEDES BENZ	5,811	5,542	10,465	10,578
190	1,027	846	1,849	1,829
300E 2.6/260E	124	226	178	471
300	2,008	1,947	3,660	3,341
300 SE	557	510	979	1,058
300SEL	306	275	564	531
420SEL	539	529	946	1,054
560SEL	415	417	763	820
560SL	612	600	1,070	1,142
560SEC	152	131	268	248
Tourist	71	61	188	84
MERCURY/MERKUR	1,425	4,465	3,928	9,654
Tracer	1,151	3,859	2,704	7,967
XR4TI	0	269	198	760
Scorpio	274	337	1,026	927
MITSUBISHI	8,656	5,277	24,356	10,316
Starion	3	111	5	296
Cordia	0	22	0	303
Tredia	0	0	0	5
Mirage	5,034	673	15,690	1,429
Galant	2,976	2,261	6,877	4,179
Sigma	164	0	335	0
Precis	401	1,549	1,264	3,218
Van/Wagon	78	119	185	344
NISSAN	25,646	30,361	52,957	59,469
Sentra	7,402	10,904	14,522	21,461
Pulsar	770	1,665	1,514	3,065
Stanza	3,614	1,985	6,926	4,237
Axxess	710	0	1,461	0
Maxima	7,591	8,595	16,861	17,002
240SX/200SX	3,380	5,706	7,412	10,525
300ZX	1,810	1,278	3,630	2,591
Hawaii	369	228	631	588
PEUGEOT	312	413	648	861
PONTIAC LeMans	2,731	3,604	4,138	7,341
PORSCHE	725	536	1,421	1,141
924S	64	14	64	42
944	0	62	56	141
944S	122	6	248	10
944 Turbo	96	38	161	78
911 Coupe/Carrera 4/2	246	162	370	340
911 Turbo	1	90	2	180
911 Cabriolet/Speedster	132	103	387	213
928S	64	61	133	137
ROLLS/BENTLEY*	100	100	200	200
SAAB	2,088	2,845	4,055	5,280
900	293	373	561	782
900S	267	472	533	1,000
900 Turbo	611	939	1,220	1,686
9000S	221	345	422	553
9000 CD	378	250	702	493
9000 Turbo	312	455	601	746
Tourist	6	11	16	20
STERLING	493	612	998	1,400
SUBARU	6,626	13,209	13,204	23,458
Hatchback	28	293	58	644
3-Door	18	564	56	1,153
4-Door Sedan	57	5,149	142	9,202
Legacy	3,702	0	7,665	0
Loyale	1,431	0	2,637	0
XT/XT6	160	843	291	1,464
Station Wagon	12	4,010	32	7,109
Justy	1,218	2,349	2,323	3,885
SUZUKI	515	559	1,130	1,106
TOYOTA	34,104	29,421	66,950	65,797
Corolla	9,090	6,294	16,678	14,224
Tercel	8,033	7,629	15,258	14,833
Celica	6,408	3,753	12,489	8,350
Supra	544	1,172	1,510	2,595
Camry	4,154	6,522	8,842	17,153
Cressida	635	1,562	1,234	3,688
Land Cruiser	328	431	779	910
Van	443	368	1,279	867
4Runner SR 5	4,098	1,277	8,341	2,405
MR2	371	413	540	772
VOLKSWAGEN	8,668	8,825	16,965	17,854
Cabriolet	486	686	965	1,056
Corrado	349	0	643	0
Jetta	3,745	3,569	7,805	7,229
Golf/GTI	916	1,403	1,868	2,856
Passat	760	0	760	0
Vanagon	413	318	842	593
Quantum	4	112	10	267
Scirocco	0	160	5	352
Fox	1,995	2,577	4,067	5,501
VOLVO	6,301	7,510	15,135	16,649
240 Series	2,141	3,287	6,184	7,025
740 Series	3,409	3,124	7,407	7,570
760 Series	852	977	1,382	1,798
780	71	118	125	210
Tourist	18	4	37	46
YUGO	544	761	1,423	1,631
IMPORT TOTAL	193,912	202,973	402,606	413,674

*—Estimate

Compiled by Karen Dobkowski

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AUCTION DATES

Chrysler Motors

March 27 — Hatfield Auto Auction, Hatfield, Pa.; America Auto Auction, Walpole, Mass.; Arena Auto Auction Inc., Bolingbrook, Ill.; Salt Lake Auto Auction, Salt Lake City; South Seattle Auto Auction Inc., Kent, Wash.; Greensboro Auto Auction Inc., Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas

March 28 — A.D.E. of Birmingham, Moody, Ala.; Butler Auto Auction, Gibsonia, Pa.; and Denver Auto Auction, Aurora, Colo.

March 29 — Northway Auto Exchange, Clifton Park, N.Y.; Aptco Auto Auction Inc., Taylor, Mich.; Omaha Auto Auction, Omaha, Neb.; Golden Gate Auto Auction, Fremont, Calif.; Ark-La-Tex Auto Auction Inc., Shreveport, La.; Florida Auto Auction of Florida, Ocoee, Fla.; and Amarillo Auto Auction Inc., Amarillo, Texas

March 30 — Manheim Auto Auction, Manheim, Pa.

Ford Motor Co.

March 27 — Harrisonburg Auto Auction, Harrisonburg, Va., and Bay Cities Auto Auction, Hayward, Calif.

March 28 — Texas Hobby Auto Auction, Houston; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

March 29 — Auto Auction of Billings, Billings, Mont.; Denver Auto Auction, Aurora, Colo.; Nashville Auto Auction, Nashville, Tenn.; and Skyline Auto Exchange, Fairfield, N.J.

April 3 — Greater Chicago Auto Auction, Chicago, Ill.; Newburgh Auto Auction Inc., Newburgh, N.Y.; South Seattle Auto Auction, Kent, Wash.; Northway Auto Auction, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C.; Fort Worth Auto Auction, Fort Worth, Texas; Mississippi Auto Auction, Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif., Omaha Auto Auction, Omaha, Neb.

April 4 — Northway Auto Auction, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C.; Fort Worth Auto Auction, Fort Worth, Texas; Mississippi Auto Auction, Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif.; Omaha Auto Auction Inc. Omaha, Neb.

April 5 — Manheim Auto Auction, Manheim, Pa.; Southwest Auto Auction, Chandler, Ariz.

April 11 — Concord Auto Auction, Acton, Mass.; Aptco Auto Auction, Taylor, Mich.; Texas Hobby Auto Auction, Houston; Indianapolis Auto Auction, Indianapolis; and Greater Tampa Bay Auto Auction, Tampa, Fla.

General Motors

March 26 — Dallas Auto Auction Inc., Grand Prairie, Texas

March 27 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction Inc., Grand Prairie, Texas; Manheim Auto Auction, Manheim, Pa., Auto Auction of Billings, Billings, Mont.; Florida Auto Auction, Ocoee, Fla.; and Harrisonburg Auto Auction, Harrisonburg, Va.

March 28 — Atlanta Auto Auction Inc., Red Oak, Ga.; Puget Sound Auto Auction, Auburn, Wash.; Clayton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis; Southern California Auto Auction, Fontana, Calif.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Puget Sound Auto Auction, Auburn, Wash.; Mississippi Auto Auction Inc., Hattiesburg, Miss.; Baltimore-Washington Auto Exchange Inc., Baltimore; and Omaha Auto Auction Inc., Omaha, Neb.

March 29 — Southwest Auto Auction, Chandler, Ariz.; Mid-Ark Auto Auction, North Little Rock, Ark.; Arena Auto Auction Inc., Bolingbrook, Ill.; Columbus Fair Auto Auction, Columbus, Ohio; and St. Louis Auto Auction, Bridgeton, Mo.

Toyota

March 27 — Southern California Auto Auction, Fontana, Calif.

March 28 — Greater Tampa Bay Auto Auction, Tampa, Fla.

March 29 — Denver Auto Auction, Aurora, Colo.

Model-year breakdown

Used-car sales, auction averages

Year	1st Half Jan.	1st Half Feb.	1st Half Mar.
1990	$10,730	$10,849	$11,109
1989	$9,016	9,222	8,910
1988	6,687	6,464	6,452
1987	5,413	5,346	5,185
1986	4,500	4,385	4,309
1985	3,770	3,812	3,601
1984	2,968	2,989	2,774
1983	2,263	2,297	2,167
Overall Average	$5,255	$ 5,686	$ 5,365

SOURCE: NADA Official Used Car Guide

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Hamilton, Ontario
Canada L8E 3C2
(416) 560-4851
THURSDAY — 10:00 A.M.

MONCTON AUTO AUCTION
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Moncton, New Brunswick
Canada E1E 2K6
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THURSDAY — 10:30 A.M.

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INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	None
Dodge trucks	$750-$2,500	2.9	6.9	7.9	9.9	None
Eagle	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Jeep	$500-$1,500	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,250	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models)						
Dodge cars	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Eagle Summit	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Dodge cars	**$750-$1,500**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Dodge trucks	**$1,000 - $2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Eagle	**$750-$2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Jeep	**$500-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**Mar. 31**

**—Buyer will receive any increase in rebate through Sept. 30, 1990.

Ford Motor Co. (1989 models)						
Ford cars*	$750-$1,000	6.9	6.9	6.9	10.9	April 2
Ford trucks	$500-$1,500	6.9	6.9	6.9	10.9	April 2
Continental, Mark VII	$1,500					April 2
Mercury*	$750-$1,500	6.9	6.9	6.9	10.9	April 2

*—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.

Ford Motor Co. (1990 models)						
Ford cars*	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Ford trucks	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Continental, Mark VII	**$1,500**					**April 2**
Mercury*	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**

**—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.

General Motors (1989 models)						
Chevrolet cars	$700-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$500-$1,500	6.9	6.9	6.9	10.9	May 2
Cadillac	$1,500*	5.9	6.9	7.9		Mar. 31
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2

*—Cadillac owners and certificate holders only

General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Riviera	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$700-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Olds Toronado	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Silhouette	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Trans Sport	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**

*—Based on option package selected

Hyundai Excel (1990 models)	**$750-$1,000**					**April 3**
Mazda (1990 models)						
626	**$1,000**					**April 3**
MX-6	**$750**					**April 3**
Trucks	**$750-$1,000**					**April 3**
Nissan (1988-1989 models)						
Sentra	$1,000-$1,250					May 2
Trucks	$1,200-$1,500					May 2
Nissan (1990 models)						
Sentra	**$1,000**					**May 2**
Trucks	**$1,200**					**May 2**
Peugeot (1989-90)	**$1,000-$3,000**					**None**
Sterling (1989 models)	$5,000					Mar. 31
Suzuki (1989 models)						
Swift	$500-$2,000					Mar. 31
Samurai	$1,000					Mar. 31
Sidekick	$500-$3,000					Mar. 31

MINIVANS

FROM PAGE 3

rate of 225,000 units annually in May.

"We're starting to get production in place, and we think the spring selling season is a good time to move (the APVs)," Erdman said.

Dealers said the $1,000 rebate and more advertising will help boost sales. They said the vehicle hasn't caught on with customers, but they expect it will, eventually. The radical design, which features an aerodynamic body and steeply raked windshield, intimidates customers initially, dealers said.

Jack Fowler, new-car sales manager at Capitol Chevrolet in Montgomery, Ala., said the dealership, which sells 700 to 800 vehicles a month, has sold only four Lumina APVs since the October introduction. He sold one of the five on his lot last week, just after the rebate went into effect.

"The $1,000 rebate will help," Fowler said. "It'll take time for customers to get used to" the minivan.

Meanwhile, Chrysler says sales of its minivans haven't been hurt by new competition from GM and other automakers.

"If anything, they are tending to increase the segment," Chrysler Motors Chairman Bennett Bidwell said last week.

But GM and some analysts insist the GM models are cutting into Chrysler's business and are optimistic about their success.

Wendy Beale Needham, analyst with the New York securities firm Smith Barney, said that while the minivan market has expanded, it also appears that both GM, with its new models without incentives, and Ford, with the extended version of its Aerostar, gained market share at Chrysler's expense in the last quarter of 1989.

Erdman said test drives are "critical" in selling the futuristic-looking vehicles. The long snout and instrument panel worry some potential buyers.

But not all dealers are pushing test drives. As a result, Erdman said, Chevrolet may consider paying an incentive to the customer to test drive the vehicle or to the salesperson for giving a demonstration ride.

Automotive News Staff Reporter Mary Connelly contributed to this report.

APV SALES

		Lumina	Silhouette	Trans Sport	Total
Oct.	89	1,806	310	859	2,977
Nov.	89	3,119	886	1,104	5,109
Dec.	89	4,849	926	1,263	7,038
Jan.	90	3,472	1,348	1,938	6,758
Feb.	90	3,623	1,630	1,794	7,047
Total		16,871	5,100	6,958	28,929

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models)		
TC by Maserati	$6,000	None
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac LeMans, Grand Am	$500	May 2
Grand Prix	$1,000	April 2
Grand Prix	$500	April 3-May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Cadillac	**$1,000**	**Mar. 31**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Isuzu (1989 models)		
Impulse, I-Mark	$300	Mar. 31
Trooper	$500-$1,500, quota	Mar. 31
Pickup	$500-$700	Mar. 31
Isuzu (1990 models)		
Trooper	**$500-$1,500, quota**	**Mar. 31**
Pickup	**$500-$700, quota**	**Mar. 31**
Mitsubishi (1989-90 models)		
Cars	**$500-$1,000**	**Mar. 31**
Trucks	**$1,000**	**Mar. 31**
Nissan		
Stanza (1989-90)	**$500-$1,000**	**May 2**
Axxess (1990)	**$1,000**	**May 2**
Pathfinder (1989)	**$1,500**	**May 2**
Saab (1989 models)	$3,000-$5,000	April 30
Subaru (1989 models)		
Justy ECVT	$1,200	May 2
Other Justy	$500	May 2
XT, XT6	$1,500	May 2
Subaru (1990 models)		
Loyale	**$400**	**May 2**
Legacy	**$500-$1,500**	**May 2**
Suzuki (1990 models)		
Swift	**$400**	**Mar. 31**
Sidekick	**$700-$1,500**	**Mar. 31**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

GM sweetens incentives; BMW joins in

By Michelle Krebs and Jim Henry
AUTOMOTIVE NEWS STAFF REPORTERS

Pontiac, Oldsmobile, Chevrolet, Buick and BMW of North America Inc. announced incentives last week.

Pontiac and Oldsmobile increased the cash rebate on the slow-selling Grand Prix and Cutlass Supreme, respectively.

Oldsmobile doubled its previous $1,000 cash rebate on Cutlass Supreme, based on a successful program in its Eastern region.

Pontiac is offering a $2,000 rebate on the Grand Prix, depending on dealer participation. Dealers must kick in $500 of the $2,000. If they don't, the rebate is $1,000.

Chevrolet's long list of consumer incentives has grown to include a $1,000 rebate on Geo Prizm and $500 on the extended Astro van.

Buick is paying a $1,500 rebate on Riviera.

"Riviera sales in 1989 were up 64 percent over 1988, and 1990 sales through early March were 9 percent ahead of last year," said Robert E. Coletta, Buick general sales and service manager. "We want to maintain or increase that momentum into the spring, and that is why we've decided to offer these incentives."

The incentive comes a week after Oldsmobile announced a $1,500 cash rebate or cut-rate financing on its Toronado. Oldsmobile's incentive runs through the end of the model year.

BMW is offering special lease and financing rates on its entry-level 3 series. Through April 30, BMW Credit Corp. is offering what amounts to a 3-year lease with the same monthly payments as a 5-year lease on 1990 325i and 325is 2-door and 4-door sedans. A 10 percent "capitalized cost reduction payment," in effect a down payment, is required.

Through April 30, BMW is offering finance rates ranging from 2.9 percent for a 24-month loan to 7.9 percent on a 60-month loan on the 1990 325i; and from 4.9 percent for a 24-month loan to 8.9 percent for a 60-month loan on the 325is. A 10 percent down payment is required.

Also, through May 31, 3-series drivers with a year or less remaining on a lease may terminate their present lease early if they lease a new 1990 3-series BMW.

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Truck output of 91,160 is 1990 high

By Karen Detkowski
SPECIAL CORRESPONDENT

U.S. truckmakers last week scheduled their highest production so far this year.

Targeted output of 91,160 trucks was 7.18 percent above the prior week and 25.63 percent over the year-ago week.

So far this year, 863,044 trucks have been built, 20.09 percent below the year-ago total.

Scheduled assembly of 140,243 cars last week rose 3.32 percent over the previous week and 9.99 percent above the year-ago week.

The year-ago week's production was reduced by the Good Friday holiday, when all plants were closed except Toyota's Georgetown, Ky., facility.

Year-to-date, 1,307,973 cars have been assembled, 26.25 percent below 1989.

Companies split last week's scheduled production as follows: General Motors, 43.01 percent; Ford Motor Co., 25.73 percent; Chrysler Motors, 11.23 percent; Honda of America Manufacturing Inc., 6.72 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.17 percent; Mazda Motor Manufacturing (USA) Corp., 3.09 percent; New United Motor Manufacturing Inc., 2.92 percent; Diamond-Star Motors Corp., 2.13 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.70 percent; and Subaru-Isuzu Automotive Inc., 0.30 percent.

GM scheduled Saturday overtime last week at the following truck assembly plants: Baltimore; Flint, Mich.; Pontiac (Mich.) East; and Moraine, Ohio.

Also working last Saturday were GM's Orion Township, Mich., car plant and the Buick City car facility in Flint. The Janesville, Wis., plant was scheduled for Friday overtime.

Ford slated overtime last Saturday at its Wixom, Mich., car facility and the Louisville, Ky., truck plant.

Car build dips 15% in Canada

Canadian auto output was estimated at 22,396 units last week, 15.39 percent below the previous week but 30.69 percent over the year-ago week.

So far this year, 231,960 cars have been assembled, 1.13 percent below the 1989 total at this point.

Truckmakers' targeted output of 20,299 units was 0.45 percent below the prior week, but 27.44 percent above the year-ago week.

Year-to-date, 207,514 trucks have been assembled, 13.80 percent below 1989's tally.

The year-ago week's output was affected by the Good Friday closing of all plants.

Chrysler Motors closed its Bramalea, Ontario, assembly plant last week for six weeks because of slow sales of the Eagle Premier and the new Dodge Monaco. Days' supplies for the two models were 190 and 292, respectively on March 1. The plant has been closed seven of this year's 11 weeks.

U.S. CAR	Week Ended Mar. 24, 1990	Week Ended Mar. 25, 1989	Week Ended Mar. 17, 1990	Mar to Date	Jan. 1 to Mar. 24, 1990	Jan. 1 to Mar. 25, 1989
Horizon	0	211	0	0	4,578	200
Sundance	1,900	1,944	1,986	6,684	16,963	27,979
Acclaim	1,900	2,342	2,105	6,888	18,117	26,943
Total Plymouth	3,800	4,497	4,091	13,572	39,658	55,122
LeBaron A	800	0	814	2,763	5,057	0
LeBaron J	1,400	1,833	1,386	4,630	7,043	26,680
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	500	1,685	526	1,811	4,683	30,643
Fifth Avenue	700	0	710	2,424	6,298	0
Imperial	550	0	547	1,903	4,982	0
Total Chrysler	3,950	3,718	3,983	13,532	28,063	60,269
Omni	0	308	0	0	4,308	200
Daytona	900	1,829	906	3,029	4,630	26,730
Shadow	2,100	1,888	2,184	7,317	19,353	28,565
Dynasty	3,000	2,386	3,162	10,660	27,488	38,483
Lancer	0	0	0	0	0	1,528
Spirit	2,000	1,955	2,057	6,922	20,027	25,070
Total Dodge	8,000	8,366	8,309	27,928	75,806	120,576
CHRYSLER MOTORS	15,750	16,581	16,383	55,032	143,527	235,967
Escort	5,102	5,656	4,485	14,855	33,924	87,053
Mustang	3,705	3,451	3,695	12,497	36,028	49,861
Tempo	3,053	2,411	2,776	10,041	28,016	40,143
Taurus	8,260	6,277	7,920	27,186	90,102	94,052
Thunderbird	2,924	3,088	3,372	10,946	26,263	43,247
Total Ford Div.	23,044	20,883	22,248	75,525	214,333	314,356
Topaz	1,677	1,197	1,734	5,428	11,079	15,524
Cougar	2,678	2,280	2,245	8,040	16,432	37,002
Sable	3,012	3,103	2,812	9,711	23,392	32,669
Total Mercury	7,367	6,580	6,791	23,180	50,903	85,195
Continental	1,256	1,145	1,093	4,046	12,896	17,820
Mark VII	626	379	536	2,012	6,403	7,189
Town Car	3,788	2,284	3,271	12,155	38,776	31,779
Total Lincoln	5,670	3,808	4,900	18,214	58,075	56,788
Total L-M Div.	13,037	10,388	11,691	41,394	108,978	141,983
FORD MOTOR CO.	36,081	31,271	33,939	116,919	323,311	456,339
Skyhawk	0	153	0	0	0	8,777
Skylark/Somerset	2,015	1,054	2,512	6,681	17,766	12,503
Century	1,470	1,858	1,417	5,135	15,455	30,021
Riviera	545	420	529	1,835	5,116	7,039
Electra	0	1,557	0	0	12,317	19,686
LeSabre (fwd)	3,906	3,829	3,097	13,393	35,709	22,747
LeSabre (rwd)	178	128	188	632	1,557	2,323
Reatta	209	162	206	699	1,929	1,635
Total Buick	8,323	9,161	7,949	28,375	89,849	104,731
Eldorado	640	790	621	1,888	4,659	8,992
Seville	705	478	689	2,282	6,143	6,739
Brougham (rwd)	1,100	543	1,032	3,574	9,101	11,132
DeVille (fwd)	4,542	3,921	3,788	13,474	34,904	53,587
Allante	87	60	89	301	791	864
Total Cadillac	7,074	5,792	6,219	21,518	55,598	81,314
Cavalier	7,955	4,992	7,726	26,519	65,935	92,204
Camaro	1,810	2,239	1,632	6,969	9,838	28,997
Celebrity	0	1,859	0	0	0	39,536
Corsica/Beretta	6,160	7,443	5,912	20,072	63,382	106,074
Caprice	3,090	3,572	2,940	10,153	27,203	47,878
Corvette	560	504	560	1,904	5,040	6,148
Total Chevrolet	19,575	20,609	18,770	65,618	171,398	320,837
Calais	2,035	1,864	2,042	6,917	18,762	21,464
Cutlass Ciera	2,488	1,455	2,561	8,426	20,484	19,979
Cutlass Supreme	1,983	2,869	1,953	6,540	18,536	24,396
Toronado	390	160	382	1,610	5,136	2,770
88 (fwd)	2,334	2,739	1,926	5,947	18,048	38,544
88 (rwd)	120	87	88	334	943	1,816
98	1,714	1,736	1,412	5,054	13,081	22,485
Total Oldsmobile	11,064	10,910	10,364	34,826	94,990	131,454
Sunbird	3,525	2,898	3,408	12,275	27,747	34,631
Grand Am	4,800	4,163	4,808	16,378	38,119	59,875
Firebird	1,233	1,054	1,310	3,825	4,854	17,967
Grand Prix	3,078	2,978	3,017	10,107	21,659	31,249
Pontiac 6000	1,628	1,460	1,727	5,717	14,128	22,014
Bonneville	0	2,342	0	0	13,984	20,957
Safari/Parisienne	0	76	0	0	0	1,270
Total Pontiac	14,264	14,971	14,270	48,302	120,491	187,963
GENERAL MOTORS	60,300	61,443	57,572	198,638	532,326	826,299
DIAMOND-STAR	2,993	876	2,601	9,409	31,665	8,243
HONDA	9,430	6,144	9,348	31,212	103,142	92,418
Civic	3,090	2,054	2,668	8,764	30,120	30,846
Accord	6,340	4,090	6,680	22,449	73,022	61,572
MAZDA†	4,334	3,837	4,537	14,766	43,075	57,789
NISSAN	2,380	2,058	2,390	8,080	27,734	27,481
NUMMI	4,100	3,218	4,103	14,259	47,682	45,945
Corolla	2,100	1,312	2,207	7,579	24,970	19,493
Geo Prizm/Nova	2,000	1,906	1,896	6,679	22,712	26,452
SUBARU-ISUZU	425	0	407	1,376	4,024	0
TOYOTA	4,450	2,074	4,451	15,072	51,487	23,018
Total Cars, U.S.	140,243	127,502	135,731	464,764	1,307,973	1,773,499
Total Cars, Canada	22,396	17,148	26,471	85,256	231,960	234,615
U.S., Canada Cars	162,639	144,650	162,202	550,020	1,539,933	2,008,114
U.S., Canada Cars and Trucks	274,098	233,140	267,648	917,099	2,610,491	3,328,817

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Mar. 24, 1990	Week Ended Mar. 25, 1989	Week Ended Mar. 17, 1990	Mar to Date	Jan. 1 to Mar. 24, 1990	Jan. 1 to Mar. 25, 1989
Monaco	0	0	718	1,699	3,593	0
Premier	0	1,010	557	851	1,252	11,305
CHRYSLER MOTORS	0	1,010	1,275	2,550	4,845	11,305
Tempo	3,428	2,682	3,222	11,229	30,902	42,235
Topaz	1,468	1,139	1,380	4,457	9,701	16,871
Crown Victoria	3,134	2,410	2,970	10,368	26,973	31,926
Grand Marquis	2,626	2,401	2,643	10,082	27,511	33,432
FORD MOTOR CO.	10,656	8,632	10,215	36,136	95,087	124,464
Celebrity	0	140	1,006	2,291	5,305	2,291
Cutlass Ciera	0	3,025	2,554	6,185	22,303	43,744
Lumina	6,121	1,206	5,833	19,868	49,220	7,292
Regal	1,879	1,367	1,614	5,108	9,383	22,701
GENERAL MOTORS	8,000	5,738	11,007	33,452	86,211	76,028
HONDA	2,100	1,414	2,373	7,600	26,895	19,481
HYUNDAI*	310	0	310	1,054	3,740	0
TOYOTA	1,150	210	1,111	3,852	13,096	1,304
VOLVO	180	144	180	612	2,086	2,033
Total Cars, Canada	22,396	17,148	26,471	85,256	231,960	234,615

U.S. TRUCK	Week Ended Mar. 24, 1990	Week Ended Mar. 25, 1989	Week Ended Mar. 17, 1990	Mar to Date	Jan. 1 to Mar. 24, 1990	Jan. 1 to Mar. 25, 1989
Caravan	1,900	1,685	2,000	7,284	27,851	26,831
Dakota	1,500	1,959	1,605	5,866	14,883	26,734
Caravan C/V	100	155	136	459	1,766	2,331
Ram pickups	2,300	1,967	2,375	8,817	21,300	26,710
Total Dodge	5,800	5,766	6,116	22,426	65,800	82,606
Cherokee	4,400	3,614	4,451	15,189	40,117	53,787
Comanche	200	493	308	783	1,901	8,393
Grand Wagoneer	0	280	0	325	910	3,949
Wagoneer	100	137	116	352	832	2,384
Total Jeep	4,700	4,524	4,875	16,649	43,760	68,513
Voyager	1,900	1,580	2,119	7,489	26,217	25,883
Town & Country	50	0	65	232	877	0
Total C-P Div.	1,950	1,580	2,184	7,721	27,094	25,883
CHRYSLER MOTORS	12,450	11,870	13,175	46,795	136,654	177,002
Aerostar	4,615	3,990	4,164	14,470	40,080	57,478
Bronco	1,188	1,450	1,137	3,943	12,517	22,758
Bronco II/Explorer	2,426	2,278	1,369	4,752	19,675	33,615
Econoline	4,307	4,159	4,346	14,681	40,532	60,062
Mediums/Heavies	1,067	1,151	1,069	3,604	20,915	16,446
Light trucks	9,786	9,027	9,803	33,183	99,924	131,876
Ranger	8,204	6,145	6,857	25,565	68,873	88,392
Total Ford Div.	31,593	28,200	28,745	100,199	302,516	410,627
FORD MOTOR CO.	31,593	28,200	28,745	100,199	302,516	410,627
Astro	3,418	2,933	3,042	10,590	23,050	41,370
Blazer	461	564	434	1,297	3,419	6,670
Lumina APV	2,000	0	2,166	6,895	22,050	0
Mediums/Heavies	336	0	311	1,008	3,566	0
P-Model	628	684	0	1,323	4,956	7,188
Pickups	7,990	6,999	7,830	26,970	72,135	107,740
S-10	5,287	4,257	4,836	17,376	55,124	70,151
S-10 Blazer	4,446	3,313	4,331	13,858	26,790	46,701
Sportsvan/Van	1,750	1,691	1,746	5,839	11,684	22,617
Suburban	1,935	1,153	1,604	5,908	14,523	18,676
Total Chevrolet	28,251	21,594	26,300	91,066	237,297	321,113
Jimmy	153	148	124	405	1,166	2,068
Mediums/Heavies	543	0	408	1,594	4,556	0
P-Model	72	29	0	202	648	1,001
Pickups	2,539	817	1,903	7,855	19,744	29,788
S-15	1,117	1,156	1,096	3,674	13,065	16,641
S-15 Jimmy	1,510	1,041	1,056	4,073	8,922	13,166
Safari	1,094	649	728	2,864	7,296	10,433
Suburban	821	450	638	2,392	6,318	7,424
Vandura/Rally Vans	710	420	717	2,552	5,273	5,921
Total GMC	8,559	4,710	6,670	25,613	66,988	86,442
Olds Silhouette	583	0	518	1,875	6,768	0
Pontiac Trans Sport	1,138	0	1,035	3,729	13,546	0
GENERAL MOTORS	38,531	26,304	34,523	122,282	324,599	407,555
NAVISTAR	1,640	1,534	1,660	5,183	17,912	20,375
NISSAN	3,060	2,454	3,081	10,401	35,674	32,500
SUBARU-ISUZU	436	0	421	1,487	4,239	0
AM GENERAL*	450	360	450	1,530	5,400	5,220
MISCELLANEOUS*	3,000	1,840	3,000	10,200	36,000	26,680
Total Trucks, U.S.	91,160	72,562	85,055	298,076	863,044	1,079,959

CANADIAN TRUCK	Week Ended Mar. 24, 1990	Week Ended Mar. 25, 1989	Week Ended Mar. 17, 1990	Mar. to Date	Jan. 1 to Mar. 24, 1990	Jan. 1 to Mar. 25, 1989
Caravan	3,270	2,097	3,325	11,218	39,019	36,951
Caravan C/V	294	149	307	1,017	2,803	2,360
Ram Wagon	540	534	543	1,815	5,048	7,201
Ram Van	1,380	1,403	1,393	4,760	12,567	18,471
Total Dodge	5,484	4,183	5,568	18,809	59,437	64,983
Voyager	2,580	1,943	2,620	8,887	31,992	32,350
Total Plymouth	2,580	1,943	2,620	8,887	31,992	32,350
Wrangler	1,500	1,492	1,551	5,217	9,243	18,524
Total Jeep	1,500	1,492	1,551	5,217	9,243	18,524
CHRYSLER MOTORS	9,564	7,618	9,739	32,913	100,672	115,857
FORD MTR. (lt. trks.)	3,192	3,054	3,196	10,800	32,450	40,598
Light trucks	3,854	2,925	3,525	13,374	42,547	39,165
Vans	1,415	990	1,325	4,508	9,217	16,582
Total Chevrolet	5,269	3,915	4,850	17,881	51,764	55,747
Light trucks	1,514	531	1,757	4,610	16,302	17,831
Vans	535	593	625	2,041	3,879	7,840
Total GMC	2,049	1,124	2,382	6,651	20,181	25,671
GENERAL MOTORS	7,318	5,039	7,232	24,533	71,945	81,418
NAVISTAR	225	217	224	758	2,447	2,871
Total Trks., Canada	20,299	15,928	20,391	69,003	207,514	240,744
U.S., Canada Trks.	111,459	88,490	105,446	367,080	1,070,558	1,320,703

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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GM meets with new top-level dealer group

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Dealers took a first step last week toward having their voices heard by top executives of an auto manufacturer. A committee of dealers has been formed to advise General Motors on corporate policies that affect them.

While marketing divisions have had dealer councils, the parent corporation has not. Lloyd Reuss, GM executive vice president in charge of North American automotive operations, was the top-ranking GM officer at the first meeting last week in Chicago.

Ray Green, new president of the National Automobile Dealers Association, was the driving force behind creation of the GM-Dealer Policy Committee. He called its formation a "historic event in dealer-factory relations." In the upcoming months, he said, he will press other manufacturers to form similar committees.

Green said the auto industry is in a revolution, particularly in retailing. The dealers are the experts on retailing, he said.

"Now GM will get dealer input on the changes that take place," he said. C.N. "Bud" Moore, vice president in charge of GM's customer sales and service staff, agreed. "With so many manufacturers in the marketplace and with all of them having more capacity than demand, we can't afford to make mistakes. Mistakes will kill us," Moore said.

"Dealers are the ones closest to the customer. We can do a better job with the right kind of input from them."

The committee will advise GM

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Green: Dealers are retailing experts.

Moore: We can't afford mistakes.

Odds favor the Viper

Chrysler Corp. Chairman Lee Iacocca gave hope to anyone betting — or praying — that the company will build the high-performance Viper roadster.

Last week, Iacocca said the odds in favor of production are "75-25." And he said that Viper will definitely get a V-10 engine if the project becomes reality.

A restyled Viper, snapped recently, carries production-like bumpers and lacks the side exhaust pipes that highlighted the original concept car.

HIDDEN IMAGE/HANS G. LEHMANN

As Congress debates, fuel economy falls

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The average fuel economy of passenger cars sold in the United States fell for the second straight model year in 1989, the National Highway Traffic Safety Administration reported last week.

The fuel economy of the nation's domestic and import car fleets slipped to 28.3 mpg, down 0.4 mpg from the 1988 model year, NHTSA said in a report to Congress.

The finding indicates that public policy and the marketplace could be set for a head-on collision on the issue of fuel economy.

Fuel economy has been falling primarily because consumers prefer bigger, more powerful cars, the report said. But Congress is considering proposals to increase CAFE standards from the current 27.5 mpg to as much as 40 mpg by 2000. Automakers say the only way to meet such standards would be to sell a lot more small fuel-sippers than the public wants.

In a separate report, the EPA predicted another 0.4-mpg decline in fuel economy for the 1990 model year. The prospect of a third consecutive annual drop in CAFE prompted the agency to warn, "If this backslide continues, problems with nationwide fuel consumption will increase, and global warming trends will worsen at a pace faster than is generally being assumed by analysts."

Both government reports attribute the decline in part to Asian imports expanding into larger vehicles, including luxury cars, that are driven by engines with greater displacement and higher horsepower. According to NHTSA, the average curb weight of 1989 cars increased 37 pounds for domestic models and 79 pounds for imports. Horsepower per 100 pounds, a measure of vehicle performance, rose from 4.18 to 4.38 on the domestic side and from 3.99 to 4.15 for imported cars.

EPA said the fuel efficiency of Asian-made cars is dropping twice as fast as that of domestic and European cars because Asian vehicles are gaining weight at double the rate of the others. The horsepower of Asian cars is increasing three times as fast as that of European cars and more than four times as fast as that of domestic cars, EPA said.

In recent years, for example, Nissan Motor Corp. in U.S.A. has introduced its new 300ZX and 240SX models, a bigger Stanza and a V-8-powered Infiniti. In the process, the average horsepower of Nissan's car fleet increased 51 percent between the 1988 and 1990 model years. Engine displacement was up 23 percent, and weight increased 9 percent.

As a result, EPA projects Nissan's fuel economy will fall 8 to 15 percent by the end of the model year, compared with 1988 levels.

NHTSA said that only nine of the 27 automakers selling 1989 cars in the United States improved their CAFE ratings. But those nine accounted for only 25 percent of total 1989 sales. They included

see CAFE, page 41

Iacocca tells top execs to buy stock

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chrysler Corp. Chairman Lee Iacocca is encouraging nearly 100 top company managers to buy Chrysler stock.

The move is unprecedented in the domestic auto industry, a management expert said.

Top executives were told of the program last week. It comes after Chrysler stock has dropped to about $17 a share, down about 37 percent from its 52-week high. Still, the goal is not to buoy the stock but to make executives accountable.

"Mr. Iacocca encouraged top management to buy stock," a company spokesman confirmed. "They were encouraged to be active participants in the ownership of the company.

"This is a way of ensuring that top management's fortune is tied to the fortune of the company and that everybody has a personal stake in the company's performance," the spokesman said. "As a group, we're optimistic about the long-range performance of the company. It is not unreasonable to have a stake in that performance and share the risk and rewards with shareholders."

Chrysler declined to give such details as the amount of stock executives have been encouraged to buy.

Chrysler Corp. Vice Chairman Gerald Greenwald said, "We don't discuss executive compensation except in the proxy statement, which we file every year."

Chrysler's proxy statement is expected to be released in mid-April.

Wall Street analysts applauded the stock purchase program and said the action was unrelated to Chrysler's corporate stock buyback program.

Chrysler has been stressing man-

see STOCK, page 42

1991 Accord to qualify as 'American' car

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

MARYSVILLE, Ohio — If you were stunned last year to see the Honda Accord become the best-selling car in America, take heart. It won't be "Japanese" much longer.

Honda of America Manufacturing Inc., the most aggressive of the transplant automakers in increasing domestic content, expects to introduce 1991 Accords that have 75 percent North American content. The Ohio-made car would be the first Japanese-badged auto to qualify as a domestic car under federal rules.

The 1992 model year Honda Civic built in Ohio is also expected to reach the 75 percent domestic content mark, said David Nelson, Honda's vice president of purchasing.

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NEWSPAPER

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Dismal Dodge

The Renault-influenced Dodge Monaco is off to a slow start. Only 461 have been sold since production started in December; dealers say it duplicates the better-selling Dodge Dynasty. Story on Page 2.

Monaco a sales dud; Dodge looks for spark

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Shouldered with the burden of selling the Renault-influenced Dodge Monaco sedan, Chrysler Corp. is trying to avoid embarrassment in the wake of the vehicle's crippled launch.

Monaco has taken such a bruising from Dodge dealers and consumers since its February introduction that the company is considering a price cut and is rethinking advertising strategy and marketing plans. A fall re-launch is already a possibility.

"We're not happy with the car's launch. We think we can do better and we're looking for ways to do better," said Larry Baker, Dodge general manager. "We're not pleased, but we're not writing it off."

Chrysler hopes to sell 20,000 Monacos in the 1990 calendar year, Baker said. But dealers sold only 461 from the time production began in December 1989 through March 20. And on March 23, the company announced a 6-week shutdown of the Bramalea, Ontario, assembly plant where the car is built.

Dodge has a 292-day supply of Monacos. Only 461 have been sold since the car went into production in December.

Dodge had a 292-day supply of Monacos on March 1.

And that only begins to chronicle the Monaco's woes.

The introduction was ill-timed; Monaco was launched in the traditionally slow-selling month of February, during an industrywide sales downturn.

Models built before March 5 are already subject to a recall because the steering shaft may separate from the steering gear, causing loss of control.

Advertising strategy was changed in mid-launch.

And many Dodge dealers do not want to sell the Monaco because they already retail the successful Dodge Dynasty sedan.

Last week, Chrysler slapped a $1,000 dealer rebate on the Monaco LE and a $500 dealer rebate on the Monaco ES — in addition to existing consumer rebates — to placate the dealer body.

Consumer incentives were expected to be increased this week from the current rebates of $1,000 on the LE and $1,500 on the ES, according to a well-placed dealer source.

"It's a redundant car," said a Midwestern Dodge dealer. "We need a convertible. We need a good 2-door. We don't need a 4-door sedan. We've got a good 4-door sedan that is priced right — the

see MONACO, page 43

Poland's FSO seeks linkup with West

By Richard W. Bruner
STAFF CORRESPONDENT

WARSAW, Poland — The managers of Fabryka Samochodow Osobowych, the Polski Fiat manufacturer, have hung out a "for sale" sign.

"We are open to any economically reasonable proposal, including a joint venture," said FSO's director of marketing and promotion, Zbigniew Choros.

Such a proposal could conceivably come from the Italian manufacturer, Fiat Auto, which recently signed a new licensing agreement with the other state-owned auto factory, Fabryka Samochodow Malolitrazowych, of Bialsko Biala in southern Poland.

Part of its deal is to sell cars through Fiat Auto, exporting about 35 percent of its annual production of 200,000 2-cylinder cars.

But FSO is willing to go beyond a licensing agreement. Its major goal is to launch a new car.

"We're having discussions with various potential partners to try to organize production of a new car," said Choros. He said FSO wants to replace its oldest car, a 1968 version of the Fiat 125.

Would FSO be interested in an American partner? "Of course," said Choros. The terms of a joint venture are "open to negotiation," he said.

"Right now, we have a complex situation that must be clarified by national legislation. The government is preparing final plans for the disposition of factories like ours," he said.

Choros said FSO would be open to a 50/50 split with a joint venture partner. More than anything, though, FSO needs a Western partner's cash.

"The whole problem is money," he said. "If we got the money, then we could buy a license and the technology and everything and pay for the marketing service."

Choros added, "I'd very much like to expand into the West. I think we have no other way. We have to observe those very tough rules and conditions which prevail in the Western markets. We have to get used to it."

New Jaguar CEO known for toughness

By Daniel Ward
STAFF CORRESPONDENT

LONDON — John Egan, 50, has stepped down as chief executive of Jaguar. He will continue as chairman until he leaves the luxury automaker at the end of June.

The head of Ford's transition team, William J. Hayden, 61, will take over both titles. Hayden is Ford of Europe's manufacturing group vice president.

Hayden

There is presently no indication of what Egan will do after leaving Jaguar.

Hayden, a tough, blunt-speaking survivor of Ford corporate life, could not be more different from his predecessor. He built his reputation the hard way, by turning around the dismal productivity of some of Ford's worst plants in Europe and successfully making the company the second-lowest-cost automaker in Europe.

The dramatic and unexpected efficiency improvements now being seen at Ford of Britain's troublesome Halewood plant testify to Hayden's doggedness.

No one messes with the former accountant, who wears a diamond-studded, 40-year Ford service badge on his tie.

Paying tribute to his predecessor, Hayden said, "In 1980 when Sir John came to Jaguar, it was on its knees. What few cars it made were of appalling quality, and the government was about to turn the lights out. He has more than trebled production over the last 10 years, introduced a new saloon (sedan) and still managed to invest half a billion dollars in new equipment. He has secured a place beside Jaguar's founder, Sir William Lyons."

Talking about his work as head of the Ford transition team, Hayden said, "What we have found has significantly pleased us, and we believe that we can make a good return on Ford's investment in the long term.

"We want to be a three- or four-model car company, and I would like to think that in 10 to 15 years, we would be making just under 200,000 cars a year. If you go beyond that, you end up with a luxury car that is being used as a taxi.

"It is key for Jaguar to have a sports car (F-type), a luxury car, a grand tourer, and it would be nice to get back to a sporty saloon."

Ford has always emphasized the benefits to Jaguar of its purchasing power. One company source revealed that Jaguar can expect to save £100 million ($162 million) a year through its link with Ford.

Cost savings are already being made in component purchasing. Hayden said it is now evident that some suppliers had been charging Jaguar very high prices. Jaguar will have a direct link to Ford's purchasing computer data base. The two companies already share 60 percent of their suppliers.

Jaguar must drag its manufacturing technology, cost control and product quality into the 1990s. Hayden may be just the man for the job.

For Jaguar management and engineers, it will be a culture shock to have a chairman who knows as much about the latest tri-axis body stamping presses as he does about supplier quality standards or purchasing.

During 10-year tenure, Sir John Egan became "Mr. Jaguar."

EGAN: *'Mr. Jaguar' emphasized dealer service and quality*

By Daniel Ward
STAFF CORRESPONDENT

LONDON — In almost exactly a decade, Sir John Egan has taken on the mantle of "Mr. Jaguar." It has become impossible to talk about the cars or the company without including its high-profile chairman and chief executive.

His legacy is considerable, and the books still to be written about the Coventry firm's rise from the ashes will be kind to the one-time petroleum engineer. He rarely made a bad decision in a tough 10-year period as chairman.

As the high points of his tenure, Egan recalls privatization of the then-BL-owned Jaguar in 1984, introduction of the XJ6 in 1986 and winning the 24-hour LeMans race in 1988.

Former shareholders will doubtless prefer to look at their bank balances and remember that Egan played his hand well in securing £8.50 (U.S. $13.68) a share from Ford Motor Co. in the November sale. The stock had been floated at £1.65 (U.S. $2.65) a little more than five years earlier.

Yet Egan's first day at Jaguar was inauspicious. The work force was on strike and, as he is apt to tell audiences, "Even the roofs leaked."

Annual sales had slumped to 14,000. Jaguar sold that number last year in Britian alone. The XJ-S

see EGAN, page 41

Corrections

- The slowness of sales of the Subaru Legacy may have been overstated in a photo and story in the March 26 issue. A Subaru of America Inc. spokesman had previously said the roughly 3,000 Subaru Legacys stockpiled at the Subaru-Isuzu Automotive Inc. plant hadn't been sold. But another spokesman said last week that the stockpile included 1,530 units that had already been sold to fleets but not delivered.

The story overstated the decline of overall Subaru sales through February. Sales were down 43.3 percent from year-ago levels.

- A story and table in the March 26 issue about National Highway Traffic Safety Administration 35-mph crashes had incorrect information about the passive restraint used in the Hyundai Excel 2-door hatchback. It has non-motorized seat belts.

Edsel B. Ford II

After years in secondary roles, he wants to run a profit center

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — When Edsel B. Ford II was studying at Babson College on the East Coast in the late 1960s, he liked to attend Trans Am races on the weekends to watch the Ford Motor Co. racing teams compete. The young Ford would walk around the track and in the pits as the full-race Mustangs flew by.

Edsel was not a casual racing fan. He focused intensely on every action of the cars on the track — so intensely that one former Ford executive remembers Ford biting his fingernails down to the quick during a race.

With that same interest, the only son of former Ford Chairman Henry Ford II is working his way to the top management echelon of the company that his great-grandfather founded and his father led for 34 years. But Edsel says he has always worked for someone else.

He was assistant managing director of Ford of Australia and general sales and general marketing manager for Lincoln-Mercury Division. Ford is now executive director of Ford's marketing staff, gathering and assimilating marketing data for the company and contributing to long-range planning.

After 12 years in middle and upper management, Ford said it is his time to run a piece of the Ford empire by himself.

"I want to run an operation; I think that the thing that is lacking in my career is having full authority of an operation," said Ford.

"I think that the only thing I need to do is run a profit center. Which profit center can be negotiated. I've been second in command a lot, and I think it's time to run something."

Meanwhile, as head of the company's worldwide marketing staff and a member of the board of directors, the 41-year-old heir feels he is gaining more insight into what makes Ford Motor Co. tick.

In his marketing staff job, Ford coordinates all customer satisfaction and market research information for the company and renders opinions on future product plans worldwide. Ford's marketing staff also has responsibility for the company's corporate advertising, the naming of products and marketing leadership.

AUTOMOTIVE NEWS/JOE WILSSENS

Edsel B. Ford II, only son of the late Henry Ford II, is executive director of the marketing staff for Ford Motor Co.

Edsel Ford recently met with the marketing staff of Ford's Asia-Pacific operation and is planning to visit Ford of Europe to meet with marketing managers to review plans for Europe. He said the job, which he has held since last July 1, has given him a more "global

see FORD, page 40

Tokyo stock dip is problem for smaller makers

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — The sharp decline of the Tokyo Stock Market in recent weeks, plus the weakening of the yen, puts a question mark on ambitious automotive expansion plans of just a few months ago.

The larger companies are unlikely to be hurt unless the market remains flat for much of the year. But the smaller companies that are already struggling, like Fuji Heavy Industries, may face even more severe tests, according to analysts.

Importers who were eyeing further growth of 30 percent annually now have to consider exchange rate losses and a possible downturn in the luxury segment.

The industry as a whole is still projecting a record increase in capital investment for fiscal 1991, which began April 1. But much of that is due to ambitious plans by Toyota Motor Corp., Nissan Motor Co., Honda Motor Co. and Mazda Motor Corp. — companies that have been increasing capital spending in recent years.

But the smaller companies that cannot rely on large sales increases will now have a difficult time raising funds in the stock market. The result will be a further "acceleration in the division between the haves and the have-nots" among the Japanese makers, according to analyst Neal Doying of Baring Securities.

Until now, there has been an almost free-for-all environment, where money could be raised at will through warrants and convertible bonds. Doying estimated that since 1985, the 11 Japanese auto firms raised about $13.4 billion in the stock market. Even Toyota, which has no shortage of cash, raised $1.5 billion last year.

Japanese companies were raising funds at an average of 3 percent interest compared to 11 percent for American companies.

Much of that money is now being put into plant renovation and increased automation. Nissan estimates its capital investment for the fiscal year ended March 31 at 150 billion yen ($967.7 million) and is projecting investment of 200 to 250 billion yen ($1.29 to $1.61 billion) a year for the next two years.

The cost of a new plant in Kyushu is estimated at 100 billion yen ($645 million) over two years. Nissan is also planning to increase automation on final assembly up to 25-30 percent.

Much of the incentive to increase automation is the need to compensate for a labor shortage rather than to cut costs. It may take three to five years to recoup costs.

Nissan recently developed what it calls an "intelligent body assembly system," which makes body assembly more efficient, more flexible and more precise. Ultimately, it should also bring a reduction in the work force and in basic re-tooling costs, since only computer programs will have to be changed, not entire jigs.

Nissan has installed the system, which costs 1 billion to 2 billion yen ($6.5 million to $13 million), in two plants and plans to install it in three others in Japan. The system also will be installed in the Smyrna, Tenn., plant in two to three years.

But even the "haves" may be in for a more difficult time than they are yet willing to admit. Analyst Koji Endo of Nomura Securities said he expects to see a decline in capital investment in the coming year, perhaps as much as 20 percent despite company assurances to the contrary.

Endo also suggests much less growth in the domestic market and a possible deceleration in the luxury market.

Price may not be a major factor for most Japanese buyers of imported cars, but the stock market tumbled just as all the West German makers raised prices.

The exchange rate has not yet affected American models. But the dollar has risen 15 to 20 points against the yen since last fall, and analysts expect it will soon reach 160, perhaps 170, and stay at that level for much of the year.

It's auto mall with barbers, baby sitters

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

As the saying goes, most people would rather go to the dentist than visit a car dealership. Ronald D. Ertley is out to change that. He believes that buying a car or having it serviced should be more akin to being pampered at a salon than to having teeth pulled.

The Ertley Dealerships auto park, which he plans to open in Wilkes-Barre, Pa., later this year, will feature a beauty salon, a barber shop and baby-sitting service in addition to housing nine of his 14 car franchises and its used-car operation under one roof.

Ertley said the purpose of the customer hospitality center is to give customers the option of having their hair care needs fulfilled while waiting for their car to be serviced or providing child care while they shop for a new car.

He said at least 50 percent of his customers are repeat buyers, and he believes that enhancing the dealership experience will keep them coming back.

"We're not doing this because we have big egos," said Ertley, a third-generation car dealer. "We want to keep our customers within our corporate confine.

"Our purpose isn't to make money, but to offer a service. We want to make it fun."

The nine brands to be housed in the auto park are Oldsmobile, Cadillac, Mercedes-Benz, Volvo, Honda, Toyota, Mitsubishi, Hyundai and Acura. Ertley also has Chevrolet, Geo, Pontiac, Buick and GMC Truck franchises located about four miles west of the park in Kingston, Pa.

Ertley plans to break ground on the project early this month, and expects to have it up and running by the end of the year. He declined to disclose how much he is investing in the project.

The park will be open seven days a week, but on Sunday it will be

see AUTO PARK, page 46

Toyota praised for minority hiring at Kentucky plant

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

GEORGETOWN, Ky. — An affirmative action program appears to be helping Toyota Motor Manufacturing U.S.A. Inc. avoid the rap that transplant automakers aren't hiring enough minority workers.

The company is receiving kudos from local humanitarian groups for its hiring efforts at the 2-year-old Camry plant near Lexington, Ky.

Toyota reports that nearly 14 percent of its 3,150 employees are minorities — non-white men and women, not including a small base of Japanese workers. That's more than double the percentage of minorities living in the Lexington area.

In March, Toyota was honored by the National Conference of Christians and Jews in Lexington.

"It's commendable that Toyota would achieve what it has, especially considering that it's a relatively new company here," said Jesse Crenshaw, president of the Lexington-Fayette NAACP. "Some companies have been around here a long time and don't have numbers like that."

Minority-hiring policies have been a source of trouble for some Japanese companies in the United States. Two years ago, Honda of America Manufacturing Inc. was ordered to pay $6 million to 377 blacks and women for discriminatory hiring practices at its Marysville, Ohio, plant.

A study published at that time by Robert Cole of the University of Michigan's business school rapped the transplants for a poor record in hiring blacks. But Cole believes the situation is improving.

"You're seeing substantial change in minority hiring at the transplants," Cole said. "It's largely because of all the negative public attention they received."

Honda's Ohio operation has increased its minority employment to 10.6 percent of its 9,000-member work force, from 2.8 percent three years ago.

Sam Heltman, Toyota's vice president of personnel, said the Kentucky plant sought to avoid problems from the outset by involving local minority organizations in establishing its hiring policies.

At other transplants, Nissan Motor Manufacturing Corp. U.S.A. in Smyrna, Tenn., says minorities make up 17.6 percent of its 3,200 employees. At Mazda Motor Manufacturing (USA) Corp. in Flat Rock, Mich., the figure is 18.7 percent of 3,500.

Diamond-Star Motors Corp. does not release demographic information about its plant in Normal, Ill.

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Ford to increase use of van pool firms

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. plans to distribute virtually all van conversion chassis through authorized consignment pool companies within three years.

James M. Ludlow, Ford Division truck sales promotion manager, said virtually all E-150 Econolines and Aerostars equipped for van conversion will go through authorized pool accounts by late 1992. Today, only about half do.

Ludlow said the move was designed to create a closer relationship with companies building Ford brand van conversions.

He added that Ford will be "better able to exercise quality assurance measures" for higher product quality and greater customer satisfaction.

Unlike Chevrolet, which undertook a similar change in only a few months, Ford is phasing in its program change to allow orderly transition for those businesses presently involved in the sales and distribution of Ford van conversions, but which are not currently members of the Ford consignment pool, Ludlow said.

Jerome Mittman, Ford Division RV sales manager, added that Ford Motor Credit Co. will begin taking over financing of such vehicles "within the next few months."

Ford Credit already is reviewing the financial condition of current pool accounts and those applying for admission to its consignment pool.

Companies applying for admission to Ford's pool system are also being reviewed by Ford's engineering department, by the company's RV department and through feedback from the division's district sales offices, dealers and customers.

Mittman said there is no target on how many additional companies will be admitted to the pool. Ford currently has about 60 authorized pool converters.

It will admit as many as it takes to "give us adequate representation in the marketplace and an appropriate share of market," Mittman said.

About 200 companies have applied, though not all of them are under active consideration, Mittman added.

Most recently named to Ford's pool were Advantage West Corp. of Tempe, Ariz., which was formerly a part of Rockwood Corp.; Mark III Industries of Ocala, Fla.; Quality Coaches of Elkhart, Ind.; and Vehicle Concepts Corp. of Bristol, Ind.

Vehicle Concepts is primarily a Class B van camper manufacturer, but it also does van conversions.

Those new firms, together with four other recently reported additions, bring to eight the number of new accounts Ford has approved in the past few months.

Mittman estimated that by 1992, 90 to 95 percent of Ford's chassis will go through official, Ford-approved converters.

In 1992, Ford may still allow some additional companies that meet all its criteria, except possibly the financial criteria, to continue to purchase conversion chassis through its dealers, Mittman added.

"But we would have to approve them for receipt of our chassis, even under that program," he added.

That program is designed to continue to allow young companies to enter the van conversion business and not automatically exclude them because of their size.

Sales rise for van conversions

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

The van conversion market is rebounding strongly from its winter doldrums, according to Detroit chassis suppliers and van converters.

The chassis supply is adequate right now, according to Chevrolet and Ford officials. But some observers feel that if the market continues to increase as it has, there could be shortages by summer.

"It's booming right now. The business is excellent, both on the retail and wholesale side. We're running to keep up," said Jim Greene, Chevrolet's assistant RV manager.

Greene said Chevrolet isn't short on chassis, but is just keeping even with market demand.

Jerome Mittman, Ford Division RV sales manager, also described demand for the company's conversion chassis as "very strong."

Gary Soos, vice president of marketing for Kentron Inc. of Elkhart, Ind., said business is "considerably better than it has been for the past six, seven months."

"If the market continues growing like it has over the past 30 to 60 days, I can see where we as an industry could have a chassis shortage by summer," he said.

Of course, the market rebound has been particularly good for converters. They no longer have to place large incentives on their products to move them.

"The whole business is exciting again," Soos said.

Kentron is the parent company for U.S. Conversions, Premier Editions, Regal Editions and Ram Coach — brand names under which it produces and markets Chevrolet, GMC, Ford and Dodge conversions.

Kentron also has noted a sharp increase in the Chevrolet and GMC pickups and Suburban conversions at its Mansfield, Texas, plant. Soos said he expects to convert more than 400 pickups and Suburbans in the next three months.

One of the exciting new products hitting the conversion market right now is GM's extended-wheelbase M-van. It has been well received by converters.

GM recently enhanced the appeal of the extended Chevrolet Astro and GMC Safari by including it under a more general minivan rebate. The vans qualify for a $500 consumer rebate through May 2.

They are another reason why Chevrolet officials are adamant about keeping Astro in the conversion market for the foreseeable future.

Ford has indicated the likelihood of discontinuing its Aerostar minivan as a conversion item by the 1992 model year. But Aerostar has never been a big conversion unit.

By contrast, Astro accounted for about 35 percent of Chevrolet's total van conversions in calendar 1989.

Appointments, TV series star at RVIA gathering

SCOTTSDALE, Ariz. — The Recreation Vehicle Industry Association mapped out plans for a new RV travel series and announced new member appointments at its annual meeting.

Landers

Humphreys

Jay Landers was named director of government affairs for RVIA. He will work with Dianne Farrell, RVIA's vice president of government affairs, in promoting the interests of the RV industry among state legislators, regulators, policy makers and other officials.

David J. Humphreys, RVIA president, was appointed first vice chairman of the Travel Industry Association of America.

The association is the umbrella organization for all segments of the travel and tourism industry. Humphreys previously served as the organization's second vice president.

A new travel television series being developed by RVIA in cooperation with The Nashville Network will be introduced in July if seven special RV industry sponsorships being offered through the association are sold by April 15.

Planning is still in the preliminary stages for the series which would succeed "Wish You Were Here," the industry's first TV venture.

The new show's format would continue to focus on RV travel destinations and the RV lifestyle, but with a new host couple yet to be signed.

Centurion's customized "Ranger Dually"

Centurion Vehicles Inc., White Pigeon, Mich., has a new dual-rear-wheel version of Ford's Ranger pickup. It features two standard equipment levels and a variety of options.

'89 shipments decline

But value, price rise for van conversions

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Although wholesale van conversion shipments were off slightly in calendar 1989, the value of those shipments and their average price increased solidly.

Wholesale conversion sales are projected to set a record in 1990.

Indiana and Florida continue to be the two fastest-growing sources of van conversion production, and the East North Central region — led by Ohio, Michigan and Illinois — is the biggest purchaser of upfitted vans, according to the Recreation Vehicle Industry Association.

Van conversion shipments totaled 200,400 last year, down 1.86 percent from 1988.

The total value of the 1989 shipments was $3.7 billion, 4.85 percent more than the previous year, according to RVIA.

The average wholesale unit price of a van conversion jumped 6.83 percent to $18,453 in 1989, RVIA said.

Indiana continued as the largest van-conversion-producing state, followed by Florida, Georgia, California, Texas and Michigan.

The five states that make up RVIA's East North Central region continue to be the best market for upfitted vans. The states are Ohio, Michigan, Illinois, Indiana and Wisconsin.

Buyers in the East North Central region purchased 31.40 percent of all upfitted vans, followed by the South Atlantic region with 14.81 percent and the West South Central region with 10.26 percent.

RVIA's South Atlantic region consists of Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.

The West South Central region is composed of Arkansas, Louisiana, Oklahoma and Texas.

Among individual states, Ohio accounted for 9.85 percent of all van conversions purchased last year, followed by Michigan with 7.55 percent and Illinois with 6.88 percent.

Californians purchased 6.51 percent of conversions, and Texans bought 6.44 percent. Some 6.35 percent of vans were shipped outside the United States.

John W. DeWolf, economic consultant to RVIA, forecast that van conversion shipments will set records of 207,000 in 1990 and 228,000 in 1991.

VAN OUTPUT LEADERS

State	1989	1988
Indiana	42.08	37.70
Florida	19.92	17.61
Georgia	6.83	6.62
California	5.94	6.24
Texas	4.54	4.03
Michigan	3.98	5.59
Others	16.71	22.21

RV BRIEFS

Ford re-rates chassis

DEARBORN, Mich. — Ford Motor Co. boosted the weight-carrying capability of its F Super Duty motor home chassis by 1,000 pounds to 17,000 pounds gross vehicle weight.

Jerome J. Mittman, Ford Division recreation vehicle manager, said the increased gvw rating would allow the chassis to accommodate larger and heavier motor homes.

The increased rating resulted from field tests which indicated the chassis could carry more than its original rating. There were no changes in chassis components nor any other type of re-engineering on the chassis to achieve the higher rating.

Therefore, body builders can re-rate any 16,000-pound gvw Ford chassis they may have already had in stock.

Mittman added that the Super Duty motor home chassis has few components in common with the Super Duty commercial chassis which Ford sells for wreckers and other body applications.

He did not anticipate the latter getting a gvw rating boost.

"Just because we upgrade the one, does not mean we'll upgrade the other," Mittman said. "They have a different duty cycle."

Midwest RV show set

ELKHART, Ind. — The drawing for space at the 1990 Midwest Manufactured Housing and Recreational Vehicle Show will be held here April 25 and 26.

RV manufacturers will choose their space the morning of April 26, while RV suppliers will take their turn in the afternoon.

Able acquisition

ENNIS, Texas — Able Enterprises Inc. has purchased the assets of Fashion Interiors Inc. of Fort Worth, Texas.

Able, a major manufacturer of windows and window coverings for the van and RV markets, has added Fashion's shades to broaden its product line.

U.S. AUTOMOTIVE TRADE BY QUANTITY

Passenger cars

Country	Trade	Dec. 1988	Dec. 1989	Jan. 1988-Dec. 1988	Jan. 1989-Dec. 1989
Japan	Export	2,440	1,684	21,720	21,966
	Import	216,717	184,837	2,123,051	2,051,525
Canada	Export	40,493	19,275	616,910	569,039
	Import	88,887	94,007	1,191,357	1,151,122
West Germany	Import	34,125	19,222	264,249	216,881
South Korea	Import	44,434	21,217	455,741	270,609
Sweden	Import	10,469	9,546	108,006	101,571
Mexico	Import	12,069	4,640	148,065	133,049
Yugoslavia	Import	0	8	28,431	2,341
United Kingdom	Import	2,854	2,664	31,636	29,378
Italy	Import	638	408	6,053	9,319
France	Import	616	9	15,990	4,885
Brazil	Import	2,922	4,611	59,401	46,147
Others	Export	16,555	16,197	140,343	187,368
	Import	1,940	2,673	18,233	25,901
Car total	Export	59,488	37,156	778,973	778,373
	Import	415,671	343,842	4,450,213	4,042,728
TRADE BALANCE		(356,183)	(306,686)	(3,671,240)	(3,264,355)

Light trucks (up to 10,000 lbs. gvw)

Canada	Export	10,200	9,971	152,686	143,643
	Import	33,589	40,256	299,351	452,646
Japan	Import	46,381	28,699	548,356	422,851
Mexico	Import	0	1,721	29	9,782
Others	Export	3,098	1,310	31,914	13,956
	Import	6	80	2,536	836
Truck total	Export	13,298	11,281	184,600	157,599
	Import	79,796	70,756	850,272	886,115
Trade balance		(66,498)	(59,475)	(665,672)	(728,516)
Car and truck total	Export	72,786	48,437	963,573	935,972
	Import	495,467	414,598	5,300,485	4,928,843
TRADE BALANCE		(422,681)	(366,161)	(4,336,912)	(3,992,871)

Compiled by Automotive News from official statistics of the U.S. Commerce Department, as reported by the U.S. International Trade Commission. Because of rounding, figures may not add to the totals shown.

U.S. AUTOMOTIVE TRADE BY VALUE

(x $1,000)

Passenger cars

Country	Trade	Dec. 1988	Dec. 1989	Jan. 1988-Dec. 1988	Jan. 1989-Dec. 1989
Japan	Export	$ 30,600	$ 30,231	$ 271,412	$ 334,817
	Import	2,045,165	1,876,748	19,877,699	20,152,288
Canada	Export	432,393	272,717	6,259,139	6,146,970
	Import	997,530	1,053,604	13,255,226	12,872,651
West Germany	Import	790,566	410,371	6,441,720	5,020,555
South Korea	Import	266,930	113,456	2,486,510	1,592,436
Sweden	Import	167,046	154,992	1,698,197	1,649,382
Mexico	Import	103,630	46,797	1,270,947	1,174,784
Yugoslavia	Import	0	29	75,794	6,975
United Kingdom	Import	97,104	88,534	941,406	937,014
Italy	Import	19,713	18,150	152,152	262,709
France	Import	7,250	253	171,178	58,765
Brazil	Import	17,034	28,501	341,274	282,399
Others	Export	201,813	238,397	1,781,216	2,142,748
	Import	32,165	44,539	292,592	406,657
Car total	Export	664,806	541,345	8,311,767	8,894,535
	Import	4,544,134	3,835,974	47,004,697	44,416,615
TRADE BALANCE		(3,879,328)	(3,294,629)	(38,692,930)	(35,522,080)

Light trucks (up to 10,000 lbs. gvw)

Canada	Export	$ 108,586	$ 125,858	$ 1,543,344	$ 1,699,431
	Import	402,264	512,892	3,400,302	5,210,250
Japan	Import	302,095	168,210	3,241,138	2,584,397
Mexico	Import	617	21,112	9,428	121,647
Others	Export	33,409	20,567	39,296	188,239
	Import	2,557	3,116	143,291	53,931
Truck total	Export	141,993	146,425	1,936,310	1,877,670
	Import	707,533	705,330	6,794,160	7,970,225
TRADE BALANCE		(565,540)	(558,905)	(4,857,850)	(6,092,555)
Car and truck total	Export	806,799	687,770	10,248,077	10,772,205
	Import	5,251,667	4,541,304	53,798,857	52,386,840
VEHICLE TRADE BALANCE		(4,444,868)	(3,853,534)	(43,550,780)	(41,614,635)
TOTAL U.S. Merchandise trade (customs value)	Export	28,863,800	31,108,500	322,426,400	364,349,800
	Import	39,668,400	38,277,700	440,952,300	472,925,800
TRADE BALANCE		(10,804,600)	(7,169,200)	(118,525,900)	(108,576,000)

Auto trade deficit declines despite increase for Japan

WASHINGTON — Despite increased U.S. production by Japanese automakers, the value of automotive imports from Japan increased last year.

But the increase was not enough to offset a decline in the value of imports from other parts of the world, including Canada. As a result, the U.S. automotive trade deficit shrank 4.4 percent in 1989.

Year-end statistics from the U.S. Commerce Department show the value of imports dropped 2.6 percent from 1988, while the value of U.S. exports increased 5.1 percent. The result was a U.S. trade deficit in passenger cars and light trucks of $41.6 billion for 1989, down from $43.55 billion in 1988.

According to Dennis Rapkins, automotive analyst for the U.S. International Trade Commission, the number of vehicle imports fell "largely because U.S. production by Japanese-owned automakers increased and continued to replace imports from Japan."

"Japanese producers also proceeded to shift their mix of exports to the United States to upper line cars, resulting in an increase in the unit value of imports from Japan," he added.

Japan shipped 2.05 million passenger cars to the United States last year with an estimated value of $20.15 billion. In 1988, Japan sent 3.4 percent more passenger cars to the United States, but their value was 1.4 percent lower than in 1989.

The other key to lower imports in 1989 was Canada, Rapkins said.

"The Big 3 experienced an overall decrease in sales in the U.S. market during 1989, which led to a decline in U.S. imports of their Canadian-made autos," he said. The number of Canadian autos imported during 1989 fell 3.4 percent.

U.S. export performance was mixed for the year. While the value of exports rose 5.1 percent, the number of cars and trucks exported declined 2.9 percent.

Rapkins explained that the number of U.S. auto exports declined slightly as "the Canadian auto market, which is by far the largest market for U.S.-made autos, paralleled the U.S. market and remained relatively soft."

He said the value of exports increased because the vehicles that were exported were priced higher than in 1988.

The big loser among importers for the year was Yugoslavia. The value of its U.S.-bound shipments declined 90.8 percent for the year. Those numbers are reflected in a dramatic decline in Yugo sales.

France, South Korea and West Germany also sent fewer cars to the United States in 1989.

The value of French shipments was down 65.7 percent. Peugeot sales were flat, and imports of the Renault-built Eagle Medallion were discontinued.

Imports from South Korea were down 36 percent. Ford Festiva sales were flat last year, but Hyundai and the Pontiac LeMans suffered.

Every West German maker experienced a sales decline in the United States last year, and the result was a 22.1 percent drop in value of West German shipments.

In December, the value of exports fell 14.8 percent compared to December 1988, while imports declined 13.5 percent for the month.

The December trade deficit showed a 13.3 percent improvement because the decline in import value was from a much higher base. The total value of imports for the month was $4.5 billion compared to only $687 million in exports.

Much of the drop in import activity for the month was due to large ddeclines in the value of car shipments from West Germany, 48.1 percent; South Korea, 57.5 percent; France, 96.5 percent percent; and Mexico, 54.8 percent. The value of imports from Japan was off 8.2 percent for the month, while the value of shipments from Canada increased 5.6 percent.

Japan sends buying execs to Las Vegas parts talks

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

In an effort to soothe growing U.S.-Japanese trade tensions, Japan's automakers are sending 150 of their top purchasing officials on an unprecedented parts-sourcing mission this week in Las Vegas.

The gathering will put top executives from 50 U.S. parts firms into closed meeting rooms with key purchasing officials from all 11 Japanese car and truck makers.

A number of the Japanese vehicle makers are sending powertrain-sourcing executives. The step indicates Japan's new interest in increasing its small purchases of high-value U.S. engine and transmission componentry.

The three-day summit comes just as some U.S. suppliers are calling for "Super 301" protection of the auto parts industry — a drastic measure that would essentially hold Japan's government accountable for what is seen as inadequate U.S. sourcing by Japanese makers.

Not all parts makers believe such steps are necessary. But a number of prominent suppliers complained before a Commerce Department hearing in February of continuing difficulty in penetrating the Japanese original-equipment supply market. Several industry officials urged Commerce to apply greater pressure on Japan to open its automotive supply trade.

William Raftery, president of the Motor and Equipment Manufacturers Association, called the Las Vegas meeting "a more positive effort to bring the U.S. and Japanese industries closer together."

MEMA, an 800-member U.S. automotive trade group, is cosponsoring the meeting with the Japan Automobile Manufacturers Association. Officials from the U.S. Department of Commerce and Japan's Ministry of International Trade and Industry — the powerful office that governs foreign business activity — will attend as observers.

More than 200 top U.S. executives from 50 firms are planning to attend, according to Raftery. He said at least 150 other U.S.-based suppliers were turned down because of space limitations.

Impulse debut ends Isuzu passenger car hiatus

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

In look and feel, American Isuzu Motors Inc.'s new 1990 Impulse XS bears little resemblance to its predecessor.

Touting "European design touches," a redesigned engine and Lotus-tuned suspension, Isuzu says the car is different than the General Motors badged Geo Storm, although the cars share the same platform.

The first-generation Impulse has been out of production for nearly a year. The introduction of the 1990 Impulse XS marks Isuzu's return to the U.S. passenger-car market.

The front-wheel-drive XS carries a 1.6-liter 4-cylinder engine with 16 valves and dual overhead camshafts. The high-revving engine produces 130 horsepower at 6800 rpm and 102 pounds-feet of torque at 4600 rpm.

It is available with either a 4-speed automatic or 5-speed manual transmission. The automatic carries a base price of $12,744, the manual starts at $11,999.

Four-wheel disc brakes, with ventilated fronts, are hydraulically powered. A driver's-side airbag is also standard.

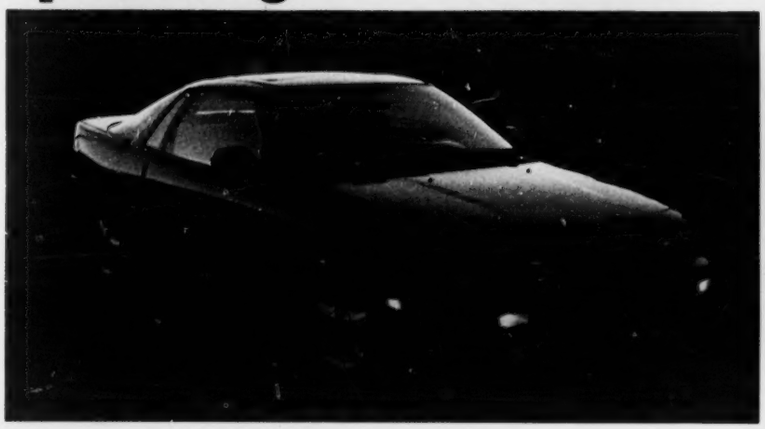
Isuzu Motors Ltd. solicited Lotus' help with earlier Impulse and I-Mark models. For the new XS it relied on Lotus for calibration of spring rates, shock damping, roll bar diameter and suspension bushings.

Four-wheel independent suspension utilizes MacPherson struts with low pressure gas-filled shock absorbers. In addition, Isuzu claims stability is enhanced by a steering rack that is rigidly mounted to the front cross member, rare for a fwd car.

Factory options include air conditioning, an upgraded stereo, aluminum alloy wheels and a sport package that includes fog lamps, cruise control, a stereo equalizer and power windows and door locks.

Design changes, such as semi-concealed headlamps, concealed door handles and a rear lip spoiler, give the car a capsule-like appearance and a 0.31 coefficient of drag.

The upcoming Impulse RS high-trim model will be turbocharged, all-wheel-drive and fuel-injected. The RS is due out this fall as a 1991 model.



The standard 1.6-liter engine in the 1990 Impulse also will power the 1991 Lotus Elan base model.

IMPULSE FOR 1990

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Weight (pounds)	Engine size & style	Drive type	Body styles
Impulse XS	96.5	166.0	66.7	51.1	2,411	1.6-liter 4-cyl.	fwd	2-dr hb

Canadian car-truck sales tumble 11% in February

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — After a surprisingly strong January, Canadian car and truck sales fell 11.16 percent in February.

As in recent months, imported vehicles fared better than domestics.

Among the domestic automakers, Chrysler Canada Ltd. suffered the worst loss in car sales, dropping 15.97 percent. It was followed by General Motors of Canada Ltd., down 14.57 percent, and Ford Motor Co. of Canada Ltd., off 12.80 percent.

Canada's stubbornly high interest rates, driven by a 14.25 percent prime, were again blamed for sluggish sales.

"February sales reflect market uncertainty about the federal budget measures and interest rates," said Udo Kaul, Ford's general sales vice president.

Ford continued to offer incentives on certain models. Interest rates on the Escort, for example, were as low as 6.9 percent for 12- to 24-month contracts.

Although 11 of 18 car importers were down in February, total import car sales slipped only 1.07 percent.

Three of the top four car importers posted improvements for the month, led by Honda's 40.15 percent gain. Volkswagen's new pricing policy helped it achieve a 17.33 percent sales increase.

On the light-truck side, the domestics declined 20.23 percent. Imported trucks picked up 11.35 percent over the same month last year.

CANADIAN CAR AND TRUCK SALES

Domestic cars	Feb. 1990	Feb. 1989	2 mos., 1990	2 mos., 1989
General Motors	18,086	21,170	35,779	38,473
Ford	9,682	11,103	19,264	21,612
Chrysler	6,767	8,053	13,167	14,226
Honda	2,219	2,385	4,282	4,764
Hyundai	605	0	954	0
Volvo	187	300	410	556
Domestic car total	**37,546**	**43,011**	**73,856**	**79,631**
Import cars				
Toyota	4,885	4,946	9,497	8,870
Honda	4,248	3,031	8,114	5,352
Mazda	2,127	1,961	3,986	3,335
Volkswagen	2,011	1,714	3,810	3,395
Hyundai	1,301	2,256	2,169	4,203
Nissan	1,648	1,885	3,051	3,123
GM	1,445	1,767	3,646	3,235
Chrysler	1,125	1,594	2,424	2,716
Ford	600	429	1,078	722
Suzuki	589	502	1,055	933
Subaru	524	370	985	771
Mercedes-Benz	261	240	544	519
BMW	230	330	480	694
Volvo	183	211	361	422
Jaguar	80	120	188	246
Lada	45	63	115	114
Saab	41	129	96	245
Skoda	2	27	12	46
Import car total	**21,345**	**21,575**	**41,611**	**38,941**
TOTAL — ALL CARS	**58,891**	**64,586**	**115,467**	**118,572**
Domestic trucks (including vans)				
GM	9,059	10,458	18,905	20,303
Ford	8,361	10,429	16,424	19,338
Chrysler	5,432	7,759	15,287	13,962
Domestic truck total	**22,852**	**28,646**	**50,616**	**53,603**
Import trucks (including vans)				
Mazda	1,385	1,459	2,454	2,288
Toyota	1,187	1,056	2,480	2,093
Nissan	1,175	903	2,203	1,725
GM	881	660	1,975	1,284
Suzuki	538	509	992	980
Chrysler	171	207	327	447
Volkswagen	39	28	69	59
Lada	8	13	12	34
Import truck total	**5,384**	**4,835**	**10,512**	**8,910**
TOTAL — ALL TRUCKS	**28,236**	**33,481**	**61,128**	**62,513**
TOTAL — CARS, TRUCKS	**87,127**	**98,067**	**176,595**	**181,085**

Vickers, Rolls-Royce parent firm, offers $263 million for Cosworth

NEW YORK — Vickers plc, the parent company of Rolls-Royce Motor Cars Ltd., plans to acquire Cosworth Holdings Ltd. for £163.5 million ($263.2 million).

Cosworth is best known for the development and manufacture of racing engines, particularly with Ford. Its other customers include Mercedes-Benz, Jaguar, Aston Martin, Maserati and Rolls-Royce.

Cosworth, part of Carlton Communications plc, made a profit of about $23 million on sales of about $85.5 million in the fiscal year ended Jan. 31.

Founded in 1958 by a team of engineers, including the present chairman, Michael Costin, Cosworth employs about 700 people. Headquartered in Northampton, England, it has additional operations in Worcester, England, and Los Angeles.

According to a Vickers statement, the present Cosworth management team is expected to remain for the present. Michael Dunn, engineering director of Rolls-Royce Motor Cars, will become part-time chairman of Cosworth.

Vickers shareholders are expected to vote on the proposed acquisition April 26.

— Jim Henry

Magna reports second-quarter loss

MARKHAM, Ontario — Magna International Inc. lost $186.6 million (U.S. $158.7 million) in the second quarter of fiscal 1990 and has appointed three outside directors to oversee the restructuring of $1.1 billion (U.S. $935 million) in debt.

The loss for the quarter that ended Jan. 31 compares with net income of $13.2 million (U.S. $11.2 million) in the year-ago period. Canada's largest parts supplier now has lost $196.5 million (U.S. $167.1 million) for the first half of the year, compared with profits of $18.6 million (U.S. $15.8 million) a year ago. First-half sales were down 2.1 percent to $891.3 million (U.S. $757.9 million).

Magna attributed the decline to lower production volumes caused by an overall industry slowdown.

The company said it will sell some "problem plants," which collectively are losing $60 million to $70 million (U.S. $51 million to $59 million) a year on operations.

Magna also said it will negotiate price relief from customers.

In a cost-cutting effort, the company has already closed a restaurant. Other steps will include the sale of Magna's company airplane and discontinuation of publishing activities, including *Vista* magazine.

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CAFE

FROM PAGE 1

Ford Motor Co., whose rating increased by 0.1 mpg to 26.5, the CAFE standard for the 1989 model year.

Chrysler Motor's CAFE dropped 0.5 mpg to 27.9 mpg last year. General Motors' fell by 0.4 mpg to 27.2 mpg. The average CAFE for imported cars dropped by 0.8 mpg between 1988 and 1989. Thirteen of the 24 imported fleets — including all 10 sold under Asian nameplates — were less fuel efficient, NHTSA said.

Automakers say fuel-economy is declining because they are responding to the market's demands.

"Buyers really want to pick up a car with a few more options and features that tend to reduce fuel economy," said David L. Kulp, manager of fuel economy planning and compliance at Ford.

Also dragging down mileage are new safety features, including federally mandated passive restraints, that on average add 100 pounds to a vehicle, Kulp said.

Passenger car weight could also increase further with passage of a new clean air bill because carmakers might have to add equipment, such as systems to capture gasoline fumes during refueling, to further curb emissions, Kulp said.

Another factor in the declining CAFE levels is the low price of fuel. With gas selling at $1 a gallon, a buyer who opts for a car that gets 40 mpg rather than 30 mpg will save only $83 a year on gas, according to David Cole, director of the Office for the Study of Automotive Transportation at the University of Michigan. To squeeze 10 mpg more out of a car, a manufacturer may have to charge $1,000 more for adding technological innovations.

A 40-mpg CAFE could become reality if some Senate leaders have their way. Sen. Richard H. Bryan, D-Nev., is expected to reintroduce CAFE legislation this month similar to provisions thrown out of the Senate's version of the clean-air bill. Bryan agreed not to include CAFE as part of the bill only because powerful senators promised their support for a separate CAFE bill.

The EPA said that if current trends continue, all Asian automakers except Mitsubishi, Suzuki and Daewoo (which makes the Pontiac LeMans) will have CAFEs below 25 mpg by 2000. The current standard is 27.5 mpg.

Bryan and his supporters say that fuel economy can be increased by the use of multivalve engines, overhead cams, automatically controlled transmissions and front-wheel drive.

The imports already widely employ many of those technologies. The domestics are admittedly behind. Only GM, for example, has its own multivalve engine.

Kulp believes the fuel savings benefits of multivalve and other so-called fuel-saving technologies are highly exaggerated, at best half of what has been estimated.

"If technology doesn't get you there (to CAFE), you readust the mix and pricing to make up the difference," Kulp said.

"But we already have to use a lot of incentives and tools to sell enough small cars to offset large cars. This is one reason why the new Escort must succeed," he said, referring to the new version of the popular subcompact, which has just gone into production.

Toyota also said it will be difficult to move ahead further. "We have already done the things they have outlined and we can't see getting anywhere near the goals being tossed around," said James Olson, vice president of external affairs for Toyota Motors Sales USA.

According to the NHTSA study, CAFE levels for imported light trucks fell 2.3 mpg for manufacturers using the 4-wheel-drive standard and 0.6 mpg for truckmakers using the composite standards. NHTSA sets a 2-wheel drive standard, but no manufacturers use it.

Domestic light-truck manufacturers chose to comply with the composite CAFE, and the total light-truck fleet CAFE fell 0.2 mpg, to 20.4 mpg. The standard is 20.5 mpg.

One imported light-truck manufacturer, Range Rover, fell short of the 19-mpg 4wd CAFE standard. Its rating was 16.7 mpg. Two domestics fell short of the composite standard of 20.5 mpg. Ford achieved a 20 mpg CAFE, and GM's was 20.4 mpg.

CHANGES IN CAFE

Corporate average fuel economy performance by manufacturer, 1988 and 1989 model years

Passenger cars	1988	1989
Alfa Romeo	25.7	26.9
BMW	21.7	22.1
Chrysler (domestic)	28.4	27.9
Chrysler (import)	30.3	30.3
Daihatsu	46.5	44.2
Ford (domestic)	26.4	26.5
Ford (import)	35.6	31.5
GM (domestic)	27.6	27.2
GM (import)	37.6	37.1
Honda	32.0	31.5
Hyundai	35.0	33.1
Isuzu	34.9	37.3
Jaguar	22.0	20.4
Mazda	28.7	29.8
Mercedes-Benz	21.3	21.4
Mitsubishi	31.2	31.0
Nissan	30.4	30.4
Peugeot	23.4	25.2
Porsche	24.7	23.0
Saab	26.5	26.6
Sterling	23.6	23.6
Subaru	31.9	32.1
Suzuki		36.9
Toyota	32.6	31.9
Volvo	26.0	25.0
VW	30.5	30.2
Yugo	34.2	33.6
U.S. standards	26.0	26.5
Domestic average	27.3	27.1
Import average	31.4	30.6
Combined average	28.7	28.3
Light trucks		
Chrysler (domestic)	21.6	20.8
Chrysler (imports)	22.8	21.6
Ford	20.4	20.0
GM (domestic)	20.2	20.4
GM (imports)		32.1
Isuzu	21.5	21.7
Mazda	26.4	25.1
Mitsubishi	25.8	24.3
Nissan	22.6	23.5
Range Rover	16.7	15.4
Suzuki	33.3	31.7
Toyota	24.4	23.2
VW	19.9	20.8
EPA standard	20.5	20.5
Domestic average	20.6	20.4
Import average*	23.7	23.1
Combined average*	21.1	20.9

*—Does not include 4-wheel-drive trucks by GM, Range Rover and Suzuki, which averaged 31.5 mpg in 1988 and 29.2 mpg in 1989.

Source: Federal Register

Judge tosses suit on Ford transmission

WASHINGTON — A federal district judge in Washington has dismissed a 10-year-old park-to-reverse suit against Ford Motor Co. The proposed class action involved certain 1976-1980 Fords whose automatic transmissions allegedly slip from park to reverse.

In dismissing, Judge June L. Green described the case as a "trial court's nightmare of a litigation monster."

A NHTSA investigation never isolated a specific defect.

Automakers revise incentives

Ford rebates up; Chrysler guarantee stays; V-6 free in Lumina

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. sweetened its factory-to-customer incentive program last week by increasing rebates on six car and truck lines and adding new alternative financing programs.

Also last week, Chrysler Corp. extended its retail guaranteed rebate program, and Chevrolet and Cadillac announced new buyer incentives.

Expiring last week were Chrysler Corp.'s dealer incentive on Chrysler's TC by Maserati and several importers' incentive programs.

Ford revised retail cash rebates are as follows on these 1989 and 1990 vehicles:

Ford Thunderbird and Mercury Cougar, $1,500 (up from $1,000); Ford Taurus and Mercury Sable, $1,000 (up from $750); Ford Aerostar, $750 (up from $500); and Ford Bronco II, $1,500 (up from $1,000).

Buyers of 1989 and 1990 2.3-liter Ford Escort, Probe and Mustang are offered a choice of $1,000 in cash or $750 in cash plus 6.9 percent financing for up to 48-month contracts or 10.9 percent for 60-month contracts.

Buyers of 1989 and 1990 Escorts are offered another alternative of 2.9 percent financing for contracts up to 48 months or 8.9 percent for 60 months.

Ford's program expires April 30.

Retail customers who purchase 1990 Chevrolet Lumina coupes and sedans may order the 3.1-liter V-6 engine at no extra charge.

The manufacturer's suggested retail price of the V-6 is $660.

The engine offer is in addition to Chevrolet's current retail cash rebate of $1,000 on Lumina models. The program expires May 2.

Cadillac is offering rebates of $1,500 to $2,000 on all 1990 models except Allante.

Buyers of DeVille, Fleetwood and Brougham receive a $1,500 cash rebate. Buyers of Eldorado and Seville receive a $2,000 rebate. The program runs through May 31.

In a promotion with Avis Rent-A-Car, persons who test drive a Cadillac from April 7 to April 15 will receive a certificate for a free weekend rental from Avis through June 30.

Chrysler's guaranteed rebate program has been extended until May 31.

Under the program, Chrysler pays the difference to customers if rebates on covered vehicles are increased during the 1990 model year.

It has been in effect since December.

Chrysler ended its factory-to-dealer $6,000 incentive on its 1989 Chrysler's TC by Maserati on March 30.

Customer and/or dealer incentive programs expired March 31 for American Isuzu Motors, Mitsubishi Motor Sales of America Inc., Sterling Motor Cars and American Suzuki Motor Corp.

Europe seeks limits on Japan exports

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — European Commissioner Frans Andriessen came to Japan to sound out the Japanese on how to admit — or rather, how to limit — Japanese exports to the European Community after 1992.

Basically, the Europeans are looking to the Japanese for a voluntary agreement to limit or postpone a Japanese export push.

The conclusion was an agreement to hold "exploratory talks" on how to set up a system that would lead to a liberalized market "by a fixed term." There was no agreement on how long the fixed term would be.

The most sensitive issue, whether to include the output of transplants, was not brought up. Andriessen said transplants would be accounted for in one way or another during a transition period, but that would be discussed later. The length of the transition period is also a matter for discussion.

Andriessen said his message to the Japanese was the need to achieve a "gradual and progressive liberalization of the European market within a time frame" by monitoring Japanese exports to the European Community. He described it as a delicate issue.

Andriessen went into the talks with three points:

- A car made in Europe is European, and the commission would not make any proposal for regulations on local content.
- U.S.-made Japanese makes were not an issue, because the commission did not expect to see much volume from U.S. transplants.
- Japanese vehicles made in Eastern Europe would not be considered a problem either.

Andriessen will report to the commission, which still has to reach a decision on how the community will settle internal differences on Japanese exports.

The U.S. government, which has been holding more talks with the Japanese on auto parts, has no more progress to report than the Europeans. Although the Japanese negotiators have put the proposals they made in the November market-oriented/sector-specific talks into more specific language, the American side is still not satisfied.

So far, according to American representatives, the Ministry of International Trade and Industry is still proposing more forums for better communications. The American side is still looking for more sales receipts.

EGAN

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was about to go out of production for six months because there were no orders. "People in BL didn't give it a chance of survival," Egan said.

Product quality was disastrous. Egan got Jaguar's handful of engineers to work with suppliers to improve quality. Unfortunately, at one time that left only 13 working on the replacement for the XJ6.

It was not long before Egan was leading the company's attack on poor British workmanship. He had the sense to realize that if you keep talking about quality, people will eventually believe you have a quality product. The reality was that Jaguar's quality improved from poor to mediocre.

The company was never going to have the cash to "engineer" its way out of the bad quality hole. Egan realized that dealers must be able to offer the highest standard of service. Then, if there were faults, customers would not be perturbed. He was proved right.

The chairman visited dealers and listened to their problems.

Gene Fisher, chairman of the Jaguar National Dealer Advisory Council and the owner of Overseas Motors in Fort Worth, Texas, said American dealers will miss Egan.

Egan made a special trip to the United States in the fall of 1988 to visit a new Jaguar facility Fisher had built in Dallas, plus a new $2.5 million facility in Lebanon, Pa., that had been built by Ladd-Hanford Jaguar-Volvo.

"He always made himself available to the dealer body, and he was highly thought of," Fisher said.

"I have nothing but compliments for the way he took them from basic extinction to the way they are today. He's an excellent man, and we'll miss him," he said.

In reality, Jaguar had major problems that were cleverly prevented from tarnishing the company's rejuvenated reputation. Productivity at the antiquated plants improved only marginally, and Egan invariably angered rather than encouraged the work force.

The launch of the XJ6 in 1986 was two years late, but the car still had quality problems.

For their part, German executives are amazed at what Jaguar has achieved with such meager resources. Egan believed Jaguar had to be making 50,000 cars a year to be a contender in the luxury market. It meant pushing sales too hard in the United States, making Jaguar vulnerable to exchange rate swings.

Egan was justifiably proud of the new research and development center that was funded by the higher production. But the company still has only a fraction of the engineers of BMW and Mercedes-Benz.

When Ford stepped in, Egan reminded himself that he is a professional businessman, not a dedicated car man. He has chosen to seek the independence he enjoyed at Jaguar. He has had a number of job offers.

Automotive News Staff Reporter Jim Henry in New York contributed to this report.

Gulfstream deal

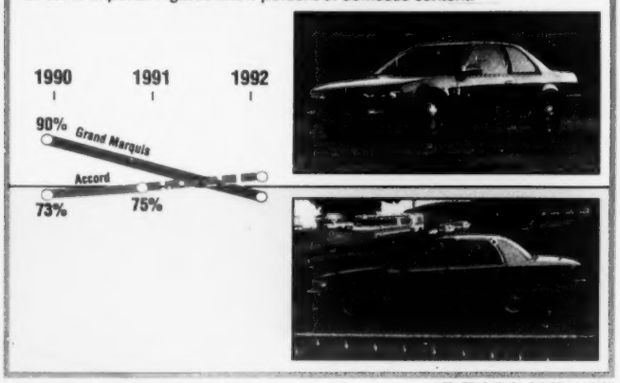
HIGHLAND PARK, Mich. — Chrysler Corp. has completed the sale of Gulfstream Aerospace.

Chrysler sold the commercial aircraft manufacturer for $825 million to a corporation formed by Allen Paulson and affiliates of Forstmann Little & Co. Paulson was chairman of Gulfstream when the company was sold to Chrysler for $637 million in 1985.

Paulson, who founded Gulfstream in 1978, is chairman and chief executive officer of the new corporation.

Import or domestic?

For CAFE purposes, EPA considers cars with 75% or more North American content to be domestic cars. Next year, Honda Accord will become a domestic, and in 1992 Mercury Grand Marquis (and Ford Crown Victoria) become imports. Figures show percent of domestic content.



AUTOMOTIVE NEWS / CHRISTINE BEEVER

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The government makes a distinction between domestic and import fleets for corporate average fuel economy purposes. Cars with less than 75 percent U.S. and Canadian content are counted as imports; those with 75 percent or more are domestics.

If the current Accord were a domestic car, it wouldn't meet CAFE rules. The 1990 model falls below the 27.5-mpg standard, with the manual transmission model rated at 26 mpg and the automatic at 24 mpg, according to Honda.

But Honda's domestic CAFE rating will include the Accord and the more fuel-efficient Civic in the 1992 model year. And any CAFE violations by the Accord could be offset by credits achieved if the domestic Civic and Accord exceed the standard in subsequent years.

Nelson said the company is considering ways to increase North American content to 82-85 percent for the Accord and the Civic. The Accord currently has 73 percent domestic content and the Civic 71 percent, according to the company.

Nelson said there is no specific timetable for reaching 85 percent. Uncertainty about future CAFE regulations is a major concern.

Congress is debating various plans to increase CAFE standards. One plan, to impose a flat percentage increase for import and domestic fleets alike, could prove difficult for importers, who say many of their smaller cars are about as fuel-efficient as they can get. Nelson said reaching 82 to 85 percent domestic content "depends on the outcome of the CAFE question."

While Honda pushes for 85 percent, Ford Motor Co. will reduce the domestic content of its big Crown Victoria and Grand Marquis for the 1992 model year from about 90 percent to less than 75 percent. The change will improve Ford's domestic CAFE rating by pushing the fuel-thirsty cars into its imported fleet, which easily exceeds the standard.

Volkswagen of America Inc. achieved the 75 percent mark for its Pennsylvania-built cars in the 1983-86 model years.

Because VWoA built fuel-efficient cars in the United States, its "domestic" cars easily met federal standards, while its European-built models, including Audis, didn't. VWoA successfully petitioned for an exemption from having to meet separate CAFE standards for its imported and domestic fleets.

Honda could apply for such an exemption. But there are conditions that have to be met, including evidence that such a move would not decrease U.S. employment.

AUTO PARK

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open only for browsing. On that day, sales personnel will be replaced by "greeters," who will serve refreshments and create a pressure-free environment in which customers can browse.

Greeters will be knowledgeable about product and will talk about anything the customers want except the actual deal. Pennsylvania law forbids the sale of automobiles on Sunday.

In addition to the hospitality center, the mall will have a body shop and a service department with 75 stalls. Each franchise will have its own service staff.

The 30-acre park is situated on a 60-acre parcel of land a quarter-mile south of a shopping mall. As an added customer convenience, Ertley will run shuttles to and from the mall for customers who wish to shop while their vehicles are being serviced.

Unlike auto malls and parks that are occupied by several independent dealerships, The Ertley Dealerships will be the only company within the mall. The remaining land will be used as the business expands, Ertley said.

"We are very space conscious," he said. "We want to keep the land for our own use and our own growth."

The Ertley Dealerships employs 350 people and had sales of $132 million last year.

Light-truck CAFE is 20.2 for 1991-92

WASHINGTON — The National Highway Traffic Safety Administration said Friday that light-truck corporate average fuel economy standards would stay at 20.2 mpg for the 1992 model year.

The standard for the current model year is 20 mpg and is scheduled to rise to 20.2 mpg in the 1991 model year.

NHTSA also said it is discontinuing optional standards that allow manufacturers to have separate standards for 2-wheel-drive and 4-wheel-drive fleets.

Senate air bill heads for a vote

Amendment calls for reformulated gasoline in 9 dirtiest cities

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Alternative fuels provisions in clean air bills being hammered out in the Senate and a House committee were beefed up last week.

The Senate appeared ready to vote on a final package tomorrow that is basically stripped of provisions that were most worrisome to the automobile industry.

The Senate last week amended its bill by approving a provision that would require the sale of cleaner reformulated gasoline by 1993 in nine cities with the worst smog — Los Angeles, New York, Chicago, Houston, Milwaukee, Baltimore, Philadelphia, Muskegon, Mich., and San Diego.

A much more stringent alternative fuels provision for cars sold in those nine cities was adopted by the House Energy and Commerce Committee, which is deliberating over the House clean air bill.

The committee, headed by Rep. John Dingell, D-Mich, voted 23-19 after a long debate on the alternative fuels requirements, despite heavy lobbying by the auto industry.

The House committee voted to mandate the sale of cars that produce 10 percent fewer total vehicle emissions, starting in 1995 and lasting until 1999, and 24 percent fewer emissions for the year 2000 and following years.

Sam Leonard, director for automotive emission control at General Motors Corp., said automakers are likely to be able to meet the first phase requirement with reformulated gasoline.

Reformulated gasoline may also satisfy the second phase, but some vehicle modifications will have to be made, Leonard said.

Centrally fueled fleets would have to run 30 percent more cleanly beginning in 1995. Leonard said only a variable fuel methanol vehicle is likely to meet that emissions standard.

The second phase, for fleet vehicles bought after 2000, would mandate a 75 percent emissions reduction from 1995 levels.

Only a natural gas-fueled vehicle could run that cleanly, Leonard said.

Automakers fear cargo capacity would be cut by at least half if natural gas is mandated. Approximately twice as much natural gas is needed to go the same distance as gasoline, requiring a larger fuel tank.

Saab's priorities: efficiency, salaries

By John Wiman
SPECIAL CORRESPONDENT

TROLLHATTAN, Sweden — Saab Automobile President David J. Herman has two major challenges for 1990.

"To increase the efficiency of the production in our plant in Trollhattan by 25 percent and to start work on a new salary system where knowledge pays off," he said.

Herman

The absentee figures in Trollhattan are extremely high — up to 25 percent among assembly line workers. Saab cut its personnel by 2,000 last year and is going to cut about 1,000 more during 1990 and 1991. Two years ago, the plant had just over 9,000 employees.

"At the present moment we have the problem that too many workers are leaving," said Herman.

"The figure is 35 to 40 each week. We must put a stop to this."

At the same time, Herman stated that the assembly line will not be thrown out, as it was at Saab's new plant in Malmo.

"If Toyota can reach top quality on their Lexus, produced on an assembly line, we should be able to do that as well," said Herman.

Whether or not to introduce all-wheel drive on forthcoming models is another decision that Saab has to face.

"It might be introduced as an option," said Herman. "But before we make that decision, we have to decide if that car will be front- or rear-wheel-driven."

Herman added that 4-wheel drive also may be offered as an option on current 900 and 9000 models.

But he added, "Before we make the decision, we must be completely clear on why we should offer it. We won't introduce it just to have it."

Herman said a will be made within five or six months.

Herman said Saab's new plant in Malmo is on schedule with output of 35 cars a week and that output will steadily increase. "In the second half of 1991 the production is to be around 37,000 units a year," he added.

Herman dismissed speculation that GM will take 100 percent of Saab Automobile in the future: "Our owners have clearly stated that this company will live its own life, with its own board of directors. Both GM and Saab-Scania are ready to help us but only when we ask for their help."

IACOCCA

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"The people who bought from us in the '70s, maybe we didn't do them too well. In the '80s we were doing better. But in the '90s, we're really there. But the buyer says, 'No, no, I've been burned twice by you, buster, and I'm not so sure.' "

He chided the press for giving the Japanese too much credit and not enough to domestic makers.

"When a 6-year-old product (the Chrysler minivan) takes 64 percent of the market in a raging battle, that's what I call news. In January 1990, we sold 63,733 minivans. That's more than the Japanese sell in a whole year, and nobody ran anything about that. Maybe I don't know what's news, but that seems like news to me."

However, Iacocca said he disagreed — sort of — with Chrysler Motors Chairman Ben Bidwell, who suggested at the *Automotive News* World Congress in January that the U.S. press is full of unpatriotic, "congenital sickos."

"No, that's Bidwell," Iacocca said, smiling. "I think you're sickos sometimes, too, just not congenital ones."

Discussing new products, he gently poked fun at the Voyager III concept car, which splits into two units. The front module is powered by propane, while the rear passenger unit is powered by a four-cylinder gasoline engine.

"Obviously, there are more than a few bugs to be worked out. Just because you have a driver's license doesn't mean you can dock the thing. Just try it.

"The government won't be able to figure out the gas mileage. And the marketing guys won't be able to figure out which end to put the rebate on."

He said there will be a Dodge Shadow convertible by this fall. Chrysler is working on getting the price cut nearly in half, from around $18,000 to $20,000, where it might fall today, to a target around $11,000 to $11,500.

Iacocca said Chrysler has cut back on its fleet sales.

"We've had to give up 50,000 to 70,000 units of fleet business because we can't match the prices that other people are offering. If every time you do it, you lose $300 or $400, that's just not good business. We even own a rental company, Thrifty, and Chrysler can't sell 'em any cars. We can't meet the price from the competition, so we tell 'em go ahead and buy 'em (from someone else).

Daimler-Benz, Tata discussing manufacturing pact

NEW DELHI, India — Tata Engineering and Locomotive Co. Ltd. is negotiating with German automaker Daimler-Benz AG to manufacture Mercedes-Benz commercial vehicles.

The vehicles would be made primarily for export and marketed under the Mercedes brand.

If the negotiations are successful, the resulting agreement would also lead to an update of the vehicles Tata currently builds in India.

Said Ratan Tata, chairman of Tata, "Their engineers and our engineers have had a couple of rounds of talks."

"The Benz people have also visited our facilities," Tata said.

Tata has manufacturing facilities in Pune, Maharashtra; and Jamshedpur, Bihar. A third facility is being built in Uttar Pradesh.

It is still not known whether Daimler will raise its present equity stake of 11 percent in Tata.

Total capital outlay in the project could range between 1.5 billion and 2.0 billion rupees ($88.2 million to $117.6 million).

Auto build holds steady at 138,531

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. automakers scheduled 138,531 cars last week, 0.27 percent below the prior week but 6.22 percent above the year-ago week.

So far this year, 1,445,173 cars have been assembled, 24.17 percent below 1989.

Companies split last week's scheduled production as follows: General Motors, 43.28 percent; Ford Motor Co., 26.15 percent; Chrysler Corp., 10.76 percent; Honda of America Manufacturing Inc., 6.38 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.15 percent; Mazda Motor Manufacturing (USA) Corp., 3.14 percent; New United Motor Manufacturing Inc., 2.96 percent; Diamond-Star Motors Corp., 2.13 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.72 percent; and Subaru-Isuzu Automotive Inc., 0.33 percent.

Targeted output of 90,625 trucks last week was 1.16 percent below the prior week, but rose 17.73 percent above the year-ago week.

Truck production for the year stands at 954,199 units, 17.54 percent below a year ago.

The year-ago week's production was affected by a 4-day week in observance of Martin Luther King Jr. Day.

GM scheduled Saturday overtime last week at the following truck plants: Baltimore; Flint, Mich.; Fort Wayne, Ind.; Shreveport, La.; and Moraine, Ohio.

Also working overtime last Saturday were GM's A-line at the Lansing, Mich., plant and the Willow Run, Mich., facility.

GM's Janesville, Wis., Cavalier plant was scheduled for Friday overtime.

Ford scheduled daily overtime last week at the Wixom, Mich.; Atlanta; and Chicago car plants. Truck facilities working daily overtime were: St. Paul, Minn.; St. Louis; and Louisville, Ky.

Ford will close the Mustang assembly plant in Dearborn, Mich., and the Thunderbird/Cougar facility in Lorain, Ohio, this week due to a lack of dealer orders. The plants are scheduled to resume output April 9.

Chrysler will close its Belvidere, Ill.; Newark, Del.; Toledo, Ohio; and Sterling Heights, Mich., plants this week because of slow sales. Production will resume April 9.

Canadian cars near 1989 total

Canadian makers scheduled output of 21,201 cars last week, 2.23 percent below the prior week but 2.77 percent above the year-ago figure.

So far this year, 252,450 cars have been assembled, down 0.77 percent from 1989.

Truckmakers' scheduled output of 19,719 units fell 2.80 percent below the previous week and dipped 1.00 percent from the year-ago week.

Canadian truck assembly year-to-date is 227,222, which is 13.19 percent below last year's total at this point.

U.S. CAR	Week Ended Mar. 31, 1990	Week Ended Apr. 1, 1989	Week Ended Mar. 24, 1990	Mar. Est.	Jan. 1 to Mar. 31, 1990	Jan. 1 to Apr. 1, 1989
Horizon	0	492	0	0	4,578	611
Sundance	1,900	1,972	2,026	8,710	18,989	29,923
Acclaim	2,100	2,631	2,025	9,113	20,342	29,985
Total Plymouth	4,000	5,095	4,051	17,823	43,909	60,519
LeBaron A	400	0	773	3,136	5,430	0
LeBaron J	1,000	1,809	1,296	5,526	7,939	28,413
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	400	1,725	546	2,257	5,129	32,528
Fifth Avenue	700	0	729	3,153	7,027	0
Imperial	500	0	547	2,400	5,479	0
Total Chrysler	3,000	3,534	3,891	16,473	31,004	63,887
Omni	0	590	0	0	4,308	708
Daytona	600	1,840	882	3,611	5,212	28,459
Shadow	2,100	1,913	2,168	9,485	21,521	30,353
Dynasty	3,000	2,472	3,113	13,773	30,601	40,669
Lancer	0	0	0	0	0	1,528
Spirit	2,200	2,390	2,146	9,268	22,373	27,425
Total Dodge	7,900	9,205	8,309	36,137	84,015	129,142
CHRYSLER MOTORS	14,900	17,834	16,251	70,433	158,928	253,548
Escort	5,370	6,007	4,608	19,731	38,800	92,788
Mustang	3,705	3,104	3,692	16,189	39,720	53,300
Tempo	3,438	2,732	2,909	13,335	31,310	43,039
Taurus	8,738	6,327	8,254	35,918	98,834	100,630
Thunderbird	2,819	3,166	2,913	13,754	29,071	47,111
Total Ford Div.	24,070	21,336	22,376	98,927	237,735	336,868
Topaz	1,292	986	1,821	6,864	12,515	16,341
Cougar	2,774	2,099	2,689	10,825	19,217	39,596
Sable	3,193	2,552	3,021	12,913	26,594	35,300
Total Mercury	7,259	5,637	7,531	30,603	58,326	91,237
Continental	1,090	1,082	1,250	5,130	13,980	19,191
Mark VII	537	360	638	2,561	6,952	7,646
Town Car	3,273	2,166	3,782	15,422	42,043	34,519
Total Lincoln	4,900	3,608	5,670	23,114	62,975	61,356
Total L-M Div.	12,159	9,245	13,201	53,717	121,301	152,593
FORD MOTOR CO.	36,229	30,581	35,577	152,644	359,036	489,461
Skyhawk	0	252	0	0	0	8,992
Skylark/Somerset	2,045	1,042	2,003	8,714	19,799	13,553
Century	1,410	2,167	1,462	6,537	16,857	32,247
Riviera	538	433	538	2,366	5,647	7,459
Electra	0	1,414	0	0	12,317	21,243
LeSabre (fwd)	3,214	3,760	3,850	16,551	38,867	26,701
LeSabre (rwd)	205	161	191	850	1,775	2,484
Reatta	208	145	181	879	2,109	1,797
Total Buick	7,620	9,374	8,225	35,897	97,371	114,476
Eldorado	683	727	632	2,563	5,334	9,782
Seville	695	458	692	2,964	6,825	7,217
Brougham (rwd)	1,050	646	1,026	4,550	10,077	11,817
DeVille (fwd)	3,835	3,802	3,705	16,472	37,902	57,400
Allante	85	60	87	386	876	924
Total Cadillac	6,348	5,693	6,142	26,934	61,014	87,140
Cavalier	7,843	6,599	7,887	34,294	73,710	98,168
Camaro	1,765	2,239	1,792	8,716	11,585	31,376
Celebrity	0	2,241	0	0	0	41,640
Corsica/Beretta	6,160	3,745	6,028	26,100	69,410	109,669
Caprice	2,803	4,356	2,958	12,824	29,874	52,444
Corvette	560	500	560	2,464	5,600	6,708
Total Chevrolet	19,131	19,680	19,225	84,399	190,179	340,005
Calais	1,870	1,826	1,978	8,730	20,575	23,332
Cutlass Ciera	2,523	1,482	2,565	11,026	23,084	21,370
Cutlass Supreme	1,925	2,831	1,978	8,460	20,456	27,113
Toronado	384	139	392	1,996	5,522	2,930
88 (fwd)	2,284	2,831	2,276	8,173	20,274	41,283
88 (rwd)	120	117	89	423	1,032	1,936
98	1,445	1,849	1,311	6,096	14,123	24,215
Total Oldsmobile	10,551	11,075	10,589	44,902	105,066	142,179
Sunbird	3,525	3,110	3,401	15,676	31,148	37,567
Grand Am	4,800	5,105	4,782	21,160	42,901	64,038
Firebird	1,410	1,068	1,218	5,220	6,249	18,933
Grand Prix	3,135	3,398	3,010	13,174	24,726	34,455
Pontiac 6000	1,653	1,751	1,678	7,420	15,831	23,807
Bonneville	1,785	1,152	0	1,785	15,769	23,299
Safari/Parisienne	0	106	0	0	0	1,375
Total Pontiac	16,308	15,690	14,089	64,435	136,624	203,474
GENERAL MOTORS	59,958	61,512	58,270	256,566	590,254	887,274
DIAMOND-STAR	2,954	1,075	4,033	13,403	35,659	9,335
HONDA	8,845	7,614	9,504	40,131	112,061	100,112
Civic	2,790	2,539	2,890	11,354	32,710	33,324
Accord	6,055	5,075	6,614	28,778	79,351	66,788
MAZDA†	4,345	3,727	4,467	19,244	47,553	61,499
NISSAN	2,380	2,084	2,370	10,450	30,104	29,598
NUMMI	4,100	4,041	3,728	17,987	51,410	49,963
Corolla	2,100	1,664	2,052	9,631	27,022	21,125
Geo Prizm/Nova	2,000	2,377	1,676	8,355	24,388	28,838
SUBARU-ISUZU	455	0	292	1,698	4,346	0
TOYOTA	4,365	1,948	4,420	19,407	55,822	24,995
Total Cars, U.S.	138,531	130,416	138,912	601,964	1,445,173	1,905,785
Total Cars, Canada	21,201	20,629	21,685	105,746	252,450	254,397
U.S., Canada Cars	159,732	151,045	160,597	707,710	1,697,623	2,160,182
U.S., Canada Cars and Trucks	270,076	247,940	272,575	1,185,652	2,879,044	3,579,034

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Mar. 31, 1990	Week Ended Apr. 1, 1989	Week Ended Mar. 24, 1990	Mar. Est.	Jan. 1 to Mar. 31, 1990	Jan. 1 to Apr. 1, 1989
Monaco	0	0	0	1,699	3,593	0
Premier	0	1,285	0	851	1,252	12,570
CHRYSLER MOTORS	0	1,285	0	2,550	4,845	12,570
Tempo	3,428	3,379	3,370	14,599	34,272	45,586
Topaz	1,468	1,428	1,477	5,934	11,178	18,301
Crown Victoria	2,801	2,901	3,102	13,137	29,742	34,820
Grand Marquis	2,959	2,877	2,610	13,025	30,454	36,309
FORD MOTOR CO.	10,656	10,585	10,559	46,695	105,646	135,016
Celebrity	0	239	0	2,291	5,305	2,488
Cutlass Ciera	0	4,112	0	6,185	22,303	47,869
Lumina	5,215	2,428	5,612	24,574	53,926	9,266
Regal	1,800	43	1,700	6,729	11,004	22,301
GENERAL MOTORS	7,015	6,822	7,312	39,779	92,538	81,924
HONDA	1,890	1,528	2,109	9,499	28,794	21,060
HYUNDAI*	310	0	310	1,364	4,050	0
TOYOTA	1,150	229	1,215	5,067	14,311	1,614
VOLVO	180	180	180	792	2,266	2,213
Total Cars, Canada	21,201	20,629	21,685	105,746	252,450	254,397

U.S. TRUCK	Week Ended Mar. 31, 1990	Week Ended Apr. 1, 1989	Week Ended Mar. 24, 1990	Mar. Est.	Jan. 1 to Mar. 31, 1990	Jan. 1 to Apr. 1, 1989
Caravan	1,900	2,093	2,212	9,496	30,063	28,916
Dakota	1,500	1,911	1,983	7,849	16,866	28,493
Caravan C/V	100	191	143	602	1,909	2,486
Ram pickups	2,300	1,909	2,974	11,791	24,274	28,477
Total Dodge	5,800	6,104	7,312	29,738	73,112	88,372
Cherokee	4,400	4,340	4,458	19,647	44,575	57,901
Comanche	200	549	191	974	2,092	8,986
Grand Wagoneer	300	277	0	625	1,210	4,229
Wagoneer	100	199	121	473	953	2,621
Total Jeep	5,000	5,365	4,770	21,719	48,830	73,737
Voyager	1,900	2,048	2,259	9,748	28,476	27,863
Town & Country	50	0	76	308	953	0
Total C-P Div.	1,950	2,048	2,335	10,056	29,429	27,863
CHRYSLER MOTORS	12,750	13,517	14,417	61,512	151,371	189,972
Aerostar	4,962	4,015	4,584	19,401	45,011	61,453
Bronco	1,185	1,287	1,177	5,117	13,691	24,176
Bronco II	2,808	2,309	1,978	7,112	22,035	35,975
Econoline	4,307	4,096	4,258	18,939	44,790	64,204
Mediums/Heavies	1,059	1,176	1,105	4,701	22,012	17,625
Light trucks	9,801	9,138	9,830	43,028	109,769	141,133
Ranger	7,480	6,581	7,127	31,968	75,276	94,924
Total Ford Div.	31,602	28,602	30,059	130,267	332,584	439,490
FORD MOTOR CO.	31,602	28,602	30,059	130,267	332,584	439,490
Astro	3,235	3,102	3,280	13,687	26,147	44,319
Blazer	434	554	466	1,736	3,858	7,331
Lumina APV	1,578	0	1,964	8,437	23,592	0
Mediums/Heavies	309	0	308	1,289	3,847	0
P-Model	613	704	622	1,930	5,563	7,854
Pickups	8,385	6,610	8,077	35,442	80,607	114,336
S-10	5,188	4,591	5,088	22,365	60,113	74,978
S-10 Blazer	4,496	3,331	4,360	18,268	31,200	50,239
Sportsvan/Van	1,620	1,906	1,693	7,402	13,247	24,506
Suburban	1,823	1,500	1,744	7,540	16,155	20,088
Total Chevrolet	27,681	22,298	27,602	118,098	264,329	343,651
Jimmy	149	146	218	619	1,380	2,242
Mediums/Heavies	455	0	554	2,060	5,022	0
P-Model	87	53	46	263	709	1,030
Pickups	2,412	1,129	2,514	10,242	22,131	31,128
S-15	1,261	910	1,431	5,249	14,640	17,784
S-15 Jimmy	1,363	955	1,420	5,346	10,195	14,347
Safari	901	473	1,275	3,946	8,378	11,111
Suburban	787	592	988	3,346	7,272	7,969
Vandura/Rally Vans	840	438	778	3,460	6,181	6,417
Total GMC	8,255	4,696	9,224	34,533	75,908	92,028
Olds Silhouette	780	0	607	2,679	7,572	0
Pontiac Trans Sport	970	0	1,146	4,707	14,524	0
GENERAL MOTORS	37,686	26,994	38,579	160,016	362,333	435,679
NAVISTAR	1,640	1,912	1,665	6,848	19,577	22,299
NISSAN	3,061	2,502	3,095	13,497	38,770	35,020
SUBARU-ISUZU	436	0	425	1,912	4,714	0
AM GENERAL*	450	450	450	1,980	5,850	5,670
MISCELLANEOUS*	3,000	3,000	3,000	13,200	39,000	28,980
Total Trucks, U.S.	90,625	76,977	91,690	389,231	954,199	1,157,110

CANADIAN TRUCK	Week Ended Mar. 31, 1990	Week Ended Apr. 1, 1989	Week Ended Mar. 24, 1990	Mar. Est.	Jan. 1 to Mar. 31, 1990	Jan. 1 to Apr. 1, 1989
Caravan	3,250	2,762	3,302	14,500	42,301	40,121
Caravan C/V	297	177	322	1,342	3,128	2,558
Ram Wagon	540	680	556	2,371	5,604	7,883
Ram Van	1,380	1,754	1,384	6,144	13,951	20,196
Total Dodge	5,467	5,373	5,564	24,356	64,984	70,758
Voyager	2,597	2,278	2,697	11,601	34,706	35,219
Total Plymouth	2,597	2,278	2,697	11,601	34,706	35,219
Wrangler	1,500	1,763	1,551	6,768	10,794	20,356
Total Jeep	1,500	1,763	1,551	6,768	10,794	20,356
CHRYSLER MOTORS	9,564	9,414	9,812	42,725	110,484	126,333
FORD MTR. (lt. trks.)	3,100	3,578	2,865	13,573	35,223	44,260
Light trucks	3,475	3,812	3,483	16,478	45,651	43,389
Vans	1,482	1,429	1,434	6,009	10,718	18,008
Total Chevrolet	4,957	5,241	4,917	22,486	56,369	61,397
Light trucks	1,405	737	2,020	6,521	18,213	18,023
Vans	468	677	460	2,434	4,272	8,582
Total GMC	1,873	1,414	2,480	8,955	22,485	26,605
GENERAL MOTORS	6,830	6,655	7,397	31,442	78,854	88,002
NAVISTAR	225	271	214	972	2,661	3,147
Total Trks., Canada	19,719	19,918	20,288	88,711	227,222	261,742
U.S., Canada Trks.	110,344	96,895	111,978	477,943	1,181,421	1,418,852

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Automotive News

April 9, 1990

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GM puts Stempel in industry's toughest job

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The ascension of Robert C. Stempel to chairman of General Motors gives him the chance to be the most powerful GM chief executive in 30 years.

The new chief executive officer won't even have a chief operating officer behind him when he takes over Aug. 1.

Faced with the likelihood of difficult labor negotiations and with the launch of the brand-new Saturn car in his first months on the job, Stempel will need a strong power base.

Last week, he reiterated GM's goal to regain a 40 percent share of the U.S. car market. He plans to do that with the current GM executive team, minus only Chairman Roger B. Smith, who retires July 31.

Dealers happy about 'car guys,' Page 7

GM had 34.83 percent of the new-car market last year, down from 46.41 percent in 1980.

In the new team, only Stempel's job really changes. The other executives who will report to Stempel retain their current duties.

Lloyd Reuss, who was considered by many to be out of the running for a top job, was named president, in charge of North American automotive operations. But for the first time in 32 years, the president's job will not carry the clear No. 2 designation of chief operating officer.

All but one member of the top management team report to Stempel. William E. Hoglund, who remains executive vice president in charge of component operations, will report to Reuss.

Two other top executives — John F. "Jack" Smith Jr. and Robert J. Schultz — were promoted to vice chairman while retaining their current responsibilities. By carrying the same top executives who have served him and Roger Smith, Stempel leads a familiar team into battle against a familiar set of problems.

His first dramatic problem will come during his first seven weeks as chairman: GM's three-year contract with the UAW expires Sept. 14. While all analysts predict that Stempel will have to close some under-used plants, the UAW will insist on job security in negotiating a new contract.

At the same time, Stempel must oversee the Saturn launch next fall. Saturn Corp., GM's start-from-scratch car company, puts its first product on sale in November.

Stempel said Saturn will move ahead as envisioned as a separate GM division with a separate dealer network despite speculation that Saturn could undergo massive change when its father, Roger Smith, retires.

When asked last week if Saturn cars might be sold through other GM dealerships a year from now, Stempel sternly replied: "Just let us get the car launched and have people beating our doors down to buy them."

Stempel must also reverse GM's decline in U.S. market share, raise manufacturing quality and slash costs. Analysts say that besides closing plants, he will have to cut deeper into the salaried ranks.

Under Roger Smith, GM spent heavily on automation but remained a high-cost producer.

Stempel's supporters hope the new chairman will act boldly, as he did in previous GM jobs. As Pontiac general manager (1978-80), he initiated the design work on the innovative Fiero, a two-seat plastic-bodied car. Stempel is credited with laying the foundation for the dramatic turnaround of GM's fortunes in Europe when he headed Opel from 1980 to 1984.

GM employees, dealers and man-

see GM, page 4

GLENN TIMEST

GM executives Robert J. Schultz, Lloyd Reuss, Roger B. Smith, Robert C. Stempel and John F. Smith Jr. field questions at Tuesday's press conference.

Cherokee value model aimed at new rivals

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. will introduce a "value" model of the Jeep Cherokee in the 1991 model year to battle new competition in the sport-utility market.

The high-volume model will carry a range of standard equipment and is designed to offset Chrysler's vulnerability at the lower end of the compact sport-utility market.

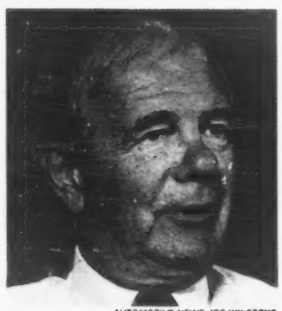
Chrysler insists the model will not be a price leader or a stripped version of the Cherokee.

In addition, 1991 Cherokee models will be powered by a higher output version of the vehicle's 4-liter six-cylinder engine, and high-end Cherokee models will get cosmetic enhancements.

A new Jeep Cherokee advertising campaign that more strongly emphasizes the vehicle's product attributes will break in May.

Chrysler's moves come as the competition in the compact sport-utility market has intensified.

see JEEP, page 20



AUTOMOTIVE NEWS/JOE WILSSENS

Bidwell: It will be a dogfight.

Publicity photo from Citroen shows the four-door XM.

Citroen plans U.S. return with luxury XM

By Jim Henry and Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTERS

France's Citroen plans to return to the American market, where it last sold cars in 1974.

Automobiles Citroen will launch a U.S. version of its luxury four-door XM hatchback by about the 1992 model year. The car will be on display at the New York auto show, which opens Saturday.

The U.S. XM is likely to be based on the European version with a 170-horsepower V-6 engine.

The XM announcement was imprecise on the car's introduction date. A statement from Citroen Cars Co. U.S.A. said: "It is unlikely that the U.S. model XM will be built before the 1992 model year."

Citroen Cars Co. will initially operate from the offices of Peugeot Motors of America in Lyndhurst, N.J. Automobiles Peugeot and Automobiles Citroen are members of the Peugeot S.A. group of France.

The front-drive XM, introduced last year in March and voted 1989 European Car of the Year by European journalists, shares a platform with the Peugeot 605 sedan.

The U.S. introduction of the 605 is also expected "not before the 1992 model year," according to a spokesperson for Peugeot Motors of America.

see CITROEN, page 55

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tern Europe rush

ocracy in Eastern Europe has generated the biggest spate of motive joint ventures in years. Reports from Poland, Czechoslovakia East Germany appear on Page 16.

Japan workers unhappy with 6% raise

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — The Japan Auto Workers last week settled for what union representatives called a "disappointing" 5.99 percent average wage hike. It means workers will get about $89 more a month.

The industry has a severe labor shortage. Most plants are operating at full capacity with heavy overtime, and most of the companies are rich after several years of record profits. But those factors had little effect on the settlement.

The recent fall in the stock market and the weakening yen proved too overwhelming. The timing of negotiations, just as the stock market was coming apart, was "unlucky," a union official said.

Last year, the union won an average increase of 5.13 percent from the 11 car and truck manufacturers.

The union sought an 8 percent hike this year. But Eiji Suzuki, president of the Japan Federation of Employers Associations, called 8 percent inflationary and insisted that the increase should be less than 6 percent.

That view was sustained despite strenuous efforts by the union to push past 6 percent. "The 6 percent barrier was a lot tougher than the Berlin Wall," said Takeo Kitamura, assistant director of the International Division of the Japan Auto Workers.

Toyota Motor Corp. was the focus of this year's negotiations. It set the tone for the automakers and for other manufacturing industries. Toyota's final offer was an increase of 15,300 yen ($97) a month, which was a raise of 5.9 percent.

Nissan Motor Co. Ltd. and Honda Motor Co. followed Toyota's lead and settled for 100 yen less. The average increase for the industry was 14,117 yen ($89), making average pay base 236,031 ($1,493) a month, excluding benefits. That is $17,193 a year. Including bonus, which last year averaged 5½ months' pay, the average annual pay is $26,127.

With its strong financial position, Toyota could have offered more, but it had to consider social pressures to keep in line with other companies, said labor specialist Haruo Shimada of Keio University. "The Toyota union knew that," he said.

The head of the Toyota union reportedly complained that it was difficult to push for a higher wage with the eyes of the public focused on his union.

But factory workers who live in rural areas and tend to own homes are comparatively well off, according to Shimada. Those suffering are the white-collar workers who have to cope with enormous land prices in Tokyo, he said.

This year, the union did not negotiate for fewer hours, despite heavy overtime, which amounted to 6.5 hours a week in 1988 and was much higher last year.

But the union did get all companies to agree to a standard 15 paid vacation days after one year of work up to a maximum of 20 days.

Workers have been taking, on average, fewer than 10 days a year regardless of the number to which they are entitled.

The union asked each company to set up a system in which a worker would feel comfortable taking three consecutive days off. That would mean organizing shifts so single workers would not be leaving their work station unattended.

Most companies agreed, although a timetable to start such a program and ways to implement it were left for further discussion.

Europeans hike prices in Japan as yen declines

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Many analysts are forecasting that the yen, which began the year at 145 to the U.S. dollar, will stay at around 160 to 170 to the dollar for the rest of the year.

The "falling" of the yen, wherein it takes more yen to equal one dollar, makes exports somewhat cheaper for Japanese companies, but also increases the cost of imported raw materials and finished goods such as new cars from Europe and the United States.

There will likely be a delay before the real effects of the yen's decline are noticed.

For example, the Japanese automakers' next six-month

see YEN, page 55

Buick racing: Winning on Monday, even when Sunday ends up a loser

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

FLINT, Mich. — When Buick goes racing, it does so unlike any other General Motors division. For Buick, racing is a marketing effort, not primarily an engineering exercise.

Essentially, Buick's Motorsports Competition Program is a group of race engine developers whose job is to sell production cars.

"The biggest, most important reason (why we race) is that dealers can sell cars when we are racing," said Joseph M. Negri, manager of Buick Special Products.

"It is said that you win on Sunday and sell on Monday. I believe you don't have to win on Sunday to sell on Monday — you have to be competitive, and that has an effect on sales. That doesn't mean we don't want to win — that is our goal. But our presence in racing helps our (production-car) sales, and that's why we do it," he said.

Selling cars is the ultimate goal at GM's other divisions — as well as other companies — that compete in motorsports. But spokespersons at Chevrolet, Pontiac and Oldsmobile said their programs are driven — and funded — by both their engineering and marketing departments.

That is not the case with Buick. Negri said his Motorsports Competition Programs are funded 100 percent by Buick's marketing department. He estimated that equals 5 to 10 percent of the division's total marketing budget.

Buick would not be racing were it not for a question posed by then-General Manager Lloyd Reuss in 1981 — a question born in engineering. Reuss asked if Buick could be competitive at the Indianapolis 500 with a stock-block push-rod V-6 powerplant in an effort to prove the engine's power and reliability.

It appears to have been a question well worth asking. Last year, competing in NASCAR, Championship Auto Racing Teams Inc. Indy cars and International Motor Sports Association Inc.'s Camel Light series, Buick-powered cars

see BUICK, page 38

Joseph Negri, manager of Buick Special Products, believes the division's V-6 racing engine helps boost passenger-car sales even if it doesn't always get the checkered flag first.

AUTOMOTIVE NEWS/JOE WILSSENS

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Mercedes, Buick, Toyota rated most dependable of '85 cars

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

More than a dozen makes scored well in the new J.D. Power and Associates 1990 Vehicle Dependability Index of 1985 Model Year Cars. But most of those manufacturers won't be flaunting their rankings in upcoming advertising.

In fact, only four advertising claims are likely to result from the survey.

They are:

- Mercedes-Benz: No. 1 in vehicle dependability for 1985 models.
- Buick, highest-ranking domestic brand in vehicle dependability for 1985 models.
- Toyota, highest-ranking Asian brand in vehicle dependability for 1985s.
- General Motors, highest-ranking domestic manufacturer in vehicle dependability for 1985 models.

J.D. Power Dependability Index

Rank	Brand	Index
1	Mercedes-Benz	149
2	Toyota	143
3	Honda	137
4	Buick	133
5	Cadillac	121
6 (tie)	BMW	120
6 (tie)	Porsche	120
8	Lincoln	116
9	Oldsmobile	105
10	Mercury	104
11	Mazda	103
12	Pontiac	100
Industry average		100

Survey rated 1985 model year cars

Power restricts advertising use of its survey results to the top-rated makes in those four categories.

Last fall, Power announced that it is drawing a tighter framework around its advertising policy as a result of the increasing number of Power survey references in advertising.

Patricia Patano, director of marketing and special projects at the Agoura Hills, Calif., research firm, said the purpose of the index and other Power surveys is to give manufacturers voice-of-consumer facts, not to help them in advertising.

"You could take any one study and have every manufacturer be No. 1 in something," said Patano. "If the consumer can't differentiate, ultimately, no one wins."

The first-time index surveyed people who had owned their 1985 cars from the time they were new until 1989. They were asked about problems they had encountered in the last year, the actual vs. the expected durability of various components, the replacement levels for specific parts and the warranty work required.

Asian makes scored 104 as a group, besting their domestic counterparts, which scored a collective 99, and the Europeans makes, which scored a collective 97.

Still, European-bult Mercedes-Benz led the pack with a score of 149, followed by Toyota with 143 and Honda with 137.

With four of GM's five divisions placing above industry average, its corporate score was 111.

Ford Motor Co. received an overall score of 104.

Power, which has a policy of not releasing information about manufacturers that scored poorly in its surveys, did not mention Chrysler in its dependability index.

Service, dealers core of new GMC line

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

JANESVILLE, Wis. — Way back when its new medium-duty trucks were still on the drawing board, GMC Truck Division set out to design the service support and the service network it would need to assure total customer satisfaction.

According to Donald S. Kane, GMC general service manager, the service program evolved from five strategies — one-stop service, a certified service network, parts support, service for the Caterpillar 3116 engine and owner protection.

Service readiness began with the design of serviceability features into the GMC TopKick/Chevrolet Kodiak and continued through the preparation of the service requirements, Kane told the press during a visit to the plant where the new trucks are assembled.

"To provide the right product support and service readiness," Kane said, "we stepped back and took a new look at the medium-duty truck market."

The first step, he said, was to go to customers, dealers and the dealer council for feedback on their requirements and to determine what one-stop service and customer satisfaction really mean to truck owners and customers.

"What we learned wasn't surprising," Kane said. "Everyone agreed customers don't want to go one place for an engine repair and another for a maintenance procedure or other service requirement.

"They want a dealer committed to customer satisfaction long after the sale. They want to rely on one experienced professional TopKick and Kodiak dealer, or a network of such dealers."

With that in mind, Kane said, GMC set out to formulate a plan — "one that involved training personnel, providing sufficient information, the right tools and equipment and the proper parts and material, all designed to result in maximum uptime for the trucks and a new, proud, true service network of TopKick/Kodiak one-stop customer service."

Kane said the new network is fully certified to do what it takes to assure customer satisfaction.

"It really is a new service culture at General Motors medium trucks," Kane said. "Our new, smaller, leaner and tougher core of dealers (from 7,500 in 1984 to 700 today) sit on a solid financial platform with a desire and an interest to be in this business."

To support dealers, he said, GMC is putting its people, resources, system and program behind them to provide "frontline technology so that our dealers continue to share in GM's diagnostic leadership."

Those capabilities range from the electronic control module on gasoline engines to the vehicle service monitor that records data for analysis by an on-the-phone factory analyst — a first, Kane said, in the medium-truck industry.

He said the division's service parts system, assisted by General Motors' Service Parts Operation, has committed "to being the best in the parts service in the industry."

"That means assuring that all parts are readily available and that parts pricing is competitive in the marketplace," Kane said.

Dealers, he said, meet parts stocking levels determined by their market area, but if the part is not on the shelf, next-day delivery will be a standard factor of the system.

He said dealers are committed to full service on the Caterpillar 3116 diesel engine, with backup parts and service support.

The warranty, Kane said, is the final ingredient in GMC's program to assure customer satisfaction.

"Our basic warranty backs the TopKick and Kodiak for 24 months, unlimited mileage," he said. "The domestic competition goes half of that."

The warranty on the new electronic-fuel-injection gasoline engine is 24 months/unlimited mileage with no prorating. The Caterpillar 3116 diesel is warranted for 36 months/150,000 miles.

Cab corrosion is warranted for 60 months/unlimited mileage, and frame rails also carry a 60-month/unlimited-mileage warranty.

For further protection beyond the warranty, a full GM Protection Plan is available on the total vehicle and gas and diesel engines. If only the diesel engine protection is requested, the Caterpillar extended service coverage program is available. Those plans cover five to six years and up to 200,000 miles.

SERVICE INDEX 113.6*

	Feb., '90 vs. Feb., '89	Jan.-Feb., '90 vs. Jan.-Feb., '89
Gross Profit on All Labor and P&A Sales	+13.4%	+12.0%
Repair Orders Written	+ 0.1%	+ 1.1%
Total Labor Sales (Customer & Warranty)	+ 5.0%	+ 6.5%
Shop Parts Sales (Customer & Warranty)	+12.0%	+ 9.7%
Sales of All P&A	+15.0%	+13.1%

* Survey by Automotive News shows that dealers' service and parts business in February 1990 was 113.6 percent of business in February 1989. Service business in the first 2 months of 1990 was 112.9 percent of business in the corresponding period in 1989.

Service Index rises 1.3%

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

New-car dealers' service and parts business continued its roll in February by topping the increase achieved in January by 1.3 percentage points, according to the Automotive News Service Index.

February's shop volume amounted to 113.6 percent of the volume recorded by dealers in February 1989. January's volume was 112.3 percent of the business reported in January 1989.

February also marked the first time since last May that all five indicators in the Service Index showed increases. Some dealers attributed the good showing to increased vehicle sales in 1989. Others noted hourly rate increases for warranty and service work.

The No. 1 indicator in February was sales of all parts and accessories, which recorded an increase of 15.0 percent over year-ago sales.

The runner-up was gross profit on all labor, parts and accessory sales — dealers' most important indicator. Profits rose 13.4 percent.

Shop parts sales, used on both customer-paid and warranty repairs, jumped 12.0 percent. Total labor sales (customer-paid and warranty) were up 5 percent over 1989 volume. Repair orders written were up 0.1 percent in February.

Service Index figures are averages compiled from shop operations reports on a sampling of the nation's new-car dealerships.

Poling sets tone as Ford opens pre-delivery center

MIRA LOMA, Calif. — Harold Poling, Ford Motor Co. chairman, formally opened a new pre-delivery center here by driving a 1990 Lincoln Town Car onto the line for servicing.

The Town Car was the 1.5-millionth vehicle processed by the Los Angeles-area center of Predelivery Service Corp., a wholly owned Ford subsidiary. The corporation also operates centers in San Francisco and Baltimore.

The 69,000-square-foot facility will prepare more than 100,000 new vehicles annually for delivery to Southern California Ford and Lincoln-Mercury dealers.

New cars and trucks from Ford plants in the United States and Mexico are inspected, road tested and cleaned at the center to ensure that they are customer-ready before being shipped to dealers, said Bob Garber, manager of the center.

A 35-item pre-delivery checklist includes everything from body appearance to emissions controls and driveability, Garber said. The center also stores vehicles for dealers, alleviating a space crunch created by escalating real estate prices.

By turning time-intensive vehicle prep work over to specialists, dealerships free technicians for service department workloads.

Approximately 45 percent of Southern California's 156 Ford and L-M dealers use the pre-delivery service to process their new vehicles, paying fees ranging from $60 for an Escort to $90 for a Town Car. The other dealers handle their own pre-delivery work.

"A quality product is just the first step," Poling told 300 employees, dealers and guests at the center's dedication. "Beyond that, to truly satisfy our customers, we also must provide quality care after the product leaves the factory."

Jim Burke, owner of Jim Burke Ford and Jim Burke Lincoln-Mercury in Bakersfield, Calif., said the services provided enable him to maintain high quality control.

"Without proper prep, we could never meet customer expectations," Burke said. "Preparation is the key to getting the customer relationship started right."

Lee Miskowski, general manager of Ford Parts and Service Division, agreed. "A customer's first experience with his or her new vehicle is one of the most critical moments in the dealer-customer relationship," he said.

"Making sure that the vehicles are prepared with kid gloves is one of the most critical things we can do to achieve our company goal of having the world's most satisfied customers."

Cutting the cake at the opening of Ford's new pre-delivery center are, from left: Lee Miskowski, general manager of Ford Parts and Service Division; Bob Garber, manager of the center; and Harold Poling, Ford chairman.

Allstate database uses non-OEM parts

NORTHBROOK, Ill. — Allstate Insurance Co. said it has expanded its claims estimating to include a database with one of the largest selections of original-equipment-manufacturer and non-OEM aftermarket automotive parts.

Allstate said the system will increase use of non-OEM automotive parts to repair damaged vehicles. Similar databases with different criteria for usage are being used by some 50 other insurers to estimate claims, according to a spokesman for Automatic Data Processing of San Ramon, Calif., the database supplier.

"We've always advocated the use of these (non-OEM) parts as a means to control claim costs," said Bill Tortorello, director of auto claims for Allstate. "Our move is an aggressive step toward increasing this usage."

SERVICE BRIEFS

Trouble shoot under way

ORLANDO, Fla. — Nearly 7,500 students are competing for more than $1.5 million in scholarships and prizes in state competitions in the 1990 Plymouth-American Automobile Association Trouble Shooting Contest.

The state contests, which started with 1,860 high school and vocational school programs, will trim the field to 50 teams for the June 18 finals in Washington.

Said to be the world's largest high school automotive technicians' competition, the program is designed to encourage students to pursue auto service careers.

Tire hall seeks nominees

WASHINGTON — The Tire Industry Hall of Fame Committee is soliciting nominations for 1990.

The Hall of Fame honors individuals who played a significant role in the growth and development of the tire industry. Nominees are drawn from all facets of the industry. Names should be submitted by May 1 to the National Tire Dealers and Retreaders Association at (800) 87-NTDRA.

Certification test offered

WHITTIER, Calif. — The Auto International Association has announced the Import Parts Certification Program for specialists in the import-vehicle service profession.

Essentially designed for countermen, the certification program is available to anyone who deals in import parts, including technicians, service writers and those in related fields of responsibility, according to the association.

Dick Wells, the association's national director, said anyone in the import parts field can enroll as a participant, take the test and receive certification after successfully completing the test.

Chrysler joins fast lube

HIGHLAND PARK, Mich. — Mopar Xpress Lube, a quick oil and filter change service, will be introduced by Chrysler Corp. dealers in 25 service zones starting July 31.

According to Ted R. Cunningham, vice president of Service and Parts Operations, dealers participating in the program will offer a complete oil and filter change in 30 minutes or the service is free.

Dealers will dedicate a bay in their service department to the program and maintain separate, specially trained personnel who will perform the service.

Participating dealerships will use Mopar oil and filters and will be identified with signs.

AROUND THE WORLD

Lexus automation has pros and cons

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Automation on the line that produces Toyota Motor Corp.'s Lexus LS400 does not reduce manpower or costs, does not increase speed and adds little to efficiency.

The most obvious and advanced automation applied to the line is there to make better parts — not to change the production system.

Ichiro Suzuki, Lexus chief engineer, said that when he was considering automation for Lexus, he thought of components first.

"I wanted higher precision parts," he said. Body assembly automation could come later, with more volume, he explained.

While most Japanese makers, Toyota included, are increasing automation on final assembly up to 30 percent, largely to compensate for a labor shortage, the Lexus line has taken a different tack.

The new body shop at the Tahara plant is notable for its wealth of quality control equipment. A laser-equipped robot brazes and grinds joints where the roof and rear panel meet. An inline, 3-dimensional measuring machine checks one of every 30 cylinder blocks. Gauges measure engine parts performance once every two hours. Two separate final assembly lines measure all units for noise and vibration.

But all the inspections mean a production rate of one every four minutes for Lexus compared with the usual one a minute on most Toyota lines. There are 10 percent more inspectors on the Lexus line. The process takes three to four times longer. And the cost is 50 percent higher than for the Crown, the previous top-line model.

Setsuro Sekiya, general manager at Tahara, said the company is putting more into Lexus. At the same time, he said, it is trying to reduce costs. A substantial part of the extra 50 percent in costs is in the inspection area, he said. Sekiya suggested that maybe next time the engineers could offer a car that is easier to produce.

The Tahara plant is also starting to apply systems to control quality in final assembly. It has adopted an automatically controlled identity tag that turns on a work station signal light to enable workers to select correct parts.

Toyota is also applying a new assembly line control system for greater production flexibility and to shorten lead time between dealer and plant. It has been introduced at Tahara and will be expanded to other plants.

Under the new system, orders can be accepted up to three days before production instead of four, said Shionoya Masaru, general manager for information systems.

Lexus inspection costs run about 50 percent higher than on Toyota's Crown.

European sales pace slows, but still tops '89

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — European new-car sales leveled off in February but still topped last year's total.

February sales were 1,088,100, an increase of 0.6 percent. For the first two months of this year, the total was 2,358,800, a gain of 1.8 percent over 1989, according to industry estimates compiled by *Automotive News*.

The Fiat Auto S.p.A. group clung to first place in the two-month period. Italy was the largest national market.

New-car sales in Western Europe have been growing despite expectations of a downturn for more than two years. But the momentum appears to be slowing.

The biggest falloff in February was in the United Kingdom, where rising interest rates were blamed for a 11.8 percent drop to 167,400. Sales were down 8.8 percent to 373,800 in the first two months.

Spain, the fifth-largest market, was off 11.6 percent to 162,500 after two months, but the Italian, West German and French markets recorded year-to-date increases. Italian sales were up 0.9 percent to 481,000; Germany's increased 8.7 percent to 436,300; and France's climbed 13.3 percent to 426,700.

Fiat, including Lancia and Alfa Romeo, was the two-month leader, following a 4.1 percent February increase to 171,100 units. But two-month sales were down 4.2 percent to 374,400, equal to a 15.9 percent European market share.

Volkswagen AG group sales, comprising VW, Audi and Seat, rose 5 percent to 164,400 in February and 7.7 percent for the year to 341,100, a 14.5 percent share.

Peugeot S.A., including Automobiles Peugeot and Automobiles Citroen, edged upward by just under 1 percent in February to 145,500. After two months, the group was down less than 1 percent to 316,600, a 13.4 percent share.

Among the rest of Europe's big six makers, GM held an 11.1 percent share after two months on sales of 262,700, a 4.9 percent increase. Regie Nationales des Usines Renault had 10.9 percent of the market on sales of 257,700, a year-to-year gain of 9.7 percent. Ford Motor Co., with sales of 257,600, had 10.9 percent of the market and was down 0.8 percent in volume.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	2 Months 1990	Pct. change vs. 1989
Italy	481,000	+ 0.9
Germany	436,300	+ 8.7
France	426,700	+13.3
United Kingdom	373,800	- 8.8
Spain	162,500	-11.6
Netherlands	125,700	+ 5.0
Belgium-Luxembourg	102,500	+18.7
Switzerland	52,100	+ 1.3
Austria	46,400	+ 9.7
Sweden	42,300	- 6.0
Portugal	29,300	-21.1
Finland	24,700	-35.0
Ireland	19,800	+13.3
Denmark	13,500	+ 5.7
Greece	11,900	+ 3.8
Norway	10,300	+31.4
Total	2,358,800	+ 1.8

EUROPEAN SALES

Manufacturer	2 Months 1990	1990 share*	2 Months 1989	Volume change '90 vs. '89
Fiat Auto**	374,400	15.9	390,800	- 4.2
Volkswagen	341,000	14.5	316,700	+ 7.7
Peugeot S.A.***	316,600	13.4	318,400	- 0.6
General Motors****	262,700	11.1	250,500	+ 4.9
Renault	257,700	10.9	234,900	+ 9.7
Ford	257,600	10.9	259,700	- 0.8
Mercedes-Benz	78,000	3.3	76,700	+ 1.7
Rover	70,100	3.0	73,000	- 4.0
BMW	63,800	2.7	66,000	- 3.3
Nissan	59,100	2.5	62,100	- 4.8
Toyota	53,100	2.3	50,500	+ 5.1
Volvo	46,700	2.0	49,500	- 5.7
Mazda	40,600	1.7	34,800	+16.7
Mitsubishi	26,700	1.1	25,400	+ 5.1
Honda	23,200	1.0	18,900	+22.8
Lada	15,700	0.7	19,800	-20.7
Suzuki	14,900	0.6	14,200	+ 4.9
Saab	10,500	0.4	12,100	-13.2
Subaru	8,200	0.3	8,500	- 3.5
Daihatsu	6,800	0.3	7,400	- 8.1
Others	31,400	1.3	27,900	+ 1.3
Total	2,358,800	100.0	2,317,800	+ 1.8

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
***Peugeot, Citroen, Talbot
****Opel, Vauxhall, Isuzu, GM U.S./Canada

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SALES

DOMESTIC CAR SALES, MARCH

	Mar. 21 to Mar. 31, 1990	Same Period, 1989	Mar 1990	Same Month, 1989	Jan. 1 to Mar. 31, 1990	Same Period, 1989
Talon	957	0	1,914	0	6,715	0
Premier	539	1,884	1,200	4,936	3,942	11,154
Total Eagle	**1,496**	**1,884**	**3,114**	**4,936**	**10,657**	**11,154**
Horizon	957	1,072	2,133	2,555	6,626	7,768
Laser	1,822	666	3,879	1,424	13,066	2,786
Sundance	2,182	2,799	5,321	6,797	14,022	20,166
Reliant	177	1,405	420	3,309	1,560	9,838
Acclaim	3,348	3,197	8,598	7,380	25,929	13,632
Caravelle	0	40	0	95	0	319
Gran Fury	0	39	0	166	0	1,007
Total Plymouth	**8,486**	**9,218**	**20,351**	**21,726**	**61,203**	**55,516**
LeBaron A	1,060	43	2,129	121	3,240	398
LeBaron J	1,931	3,113	4,670	7,019	13,726	20,086
LeBaron GTS	78	193	177	489	621	1,511
Fifth Avenue (rwd)	40	775	90	1,656	438	4,199
Fifth Avenue (fwd)	1,208	0	2,789	0	9,243	0
Imperial	687	0	1,224	0	3,384	0
New Yorker C	1,367	3,707	3,175	8,453	9,620	25,962
New Yorker E	0	12	0	25	0	61
Total Chrysler	**6,371**	**7,843**	**14,254**	**17,763**	**40,272**	**52,217**
Omni	939	1,054	2,245	2,536	6,555	7,689
Shadow	2,448	2,938	5,772	7,139	16,580	20,293
Monaco	140	0	264	0	601	0
Daytona	1,316	3,792	3,016	7,474	8,893	16,696
Aries	116	1,278	353	3,138	1,220	9,561
Lancer	46	111	118	287	509	924
Spirit	2,498	2,521	7,240	5,969	22,425	12,477
Diplomat	0	99	0	302	0	1,576
Dynasty	3,192	4,670	8,637	12,142	25,964	30,894
Dodge 600	0	36	0	92	0	304
Total Dodge	**10,695**	**16,499**	**27,645**	**39,079**	**82,747**	**100,414**
CHRYSLER MOTORS	**27,048**	**35,444**	**65,364**	**83,504**	**194,879**	**219,301**
Escort	9,821	11,755	23,417	28,649	66,883	87,918
Mustang	4,853	7,209	11,592	17,319	30,478	46,414
Tempo	8,358	8,914	21,533	19,451	62,006	59,783
Taurus	12,665	12,707	29,184	30,313	84,372	83,275
Thunderbird	4,299	4,438	10,921	13,061	27,923	30,392
Probe	4,055	4,438	9,744	10,879	27,893	29,930
Crown Victoria	4,228	4,631	9,649	10,017	26,794	25,480
Total Ford Div.	**48,279**	**54,092**	**116,040**	**129,689**	**326,349**	**363,192**
Topaz	3,047	3,700	7,099	8,713	20,047	23,810
Sable	4,018	4,568	9,148	9,902	25,548	25,907
Cougar	3,773	4,197	8,349	11,457	20,077	24,882
Grand Marquis	4,050	4,102	9,303	9,997	26,281	26,869
Total Mercury	**14,888**	**167,567**	**33,899**	**40,069**	**91,953**	**109,435**
Continental	2,464	2,065	6,341	5,184	18,407	14,507
Town Car	7,311	4,381	15,989	9,866	37,537	25,750
Mark VII	857	1,164	2,216	2,556	6,734	6,277
Total Lincoln	**10,632**	**7,610**	**24,546**	**17,606**	**62,678**	**46,534**
Total L-M Div.	**25,520**	**24,177**	**58,445**	**57,675**	**154,631**	**155,969**
FORD MOTOR CO.	**73,799**	**78,269**	**174,485**	**187,364**	**480,980**	**519,161**
Skyhawk	38	832	108	1,999	458	4,916
Somerset/Skylark	3,868	2,494	8,258	5,777	26,144	13,625
Century	4,912	5,655	10,629	12,201	30,950	34,978
Regal	1,901	3,088	4,510	6,914	13,342	19,306
LeSabre	7,085	5,031	15,492	10,299	38,203	26,309
Reatta	223	305	643	689	1,620	1,669
Electra	1,565	3,157	4,019	7,376	15,336	19,243
Riviera	885	767	2,015	1,738	4,857	4,391
Total Buick	**20,477**	**21,329**	**45,674**	**46,993**	**130,910**	**124,437**
Cimarron	0	13	0	48	0	212
Allante	141	140	289	331	835	823
Seville	1,585	1,331	3,333	2,547	7,696	6,030
DeVille	9,613	5,482	17,955	14,615	46,078	41,055
Brougham	2,142	1,768	3,985	3,932	9,240	9,155
Eldorado	1,102	1,633	2,214	3,516	5,658	8,030
Total Cadillac	**14,583**	**10,367**	**27,776**	**24,989**	**69,507**	**65,305**
Geo Prizm/Nova	5,127	1,431	10,742	3,673	28,904	10,861
Cavalier	12,455	10,161	29,440	26,262	77,009	72,862
Camaro	2,886	3,803	6,739	9,417	17,255	24,705
Celebrity	1,086	7,926	2,697	21,806	7,827	56,956
Corsica/Beretta	9,658	13,294	27,489	35,861	80,018	86,767
Lumina/Monte Carlo	8,983	0	20,828	132	57,389	858
Caprice	6,912	5,662	16,297	14,720	35,130	34,558
Corvette	900	692	1,995	1,776	5,095	4,337
Total Chevrolet	48,007	42,969	116,227	113,647	308,627	291,904
Firenza	0	2	0	2	0	8
Calais	4,326	3,395	9,350	7,683	24,410	21,741
Cutlass Ciera	4,868	6,743	11,656	16,052	32,456	48,757
Cutlass Supreme	4,842	2,994	11,001	6,403	32,033	27,446
88	3,588	5,517	9,390	12,828	27,608	34,954
98	2,008	3,064	4,613	6,829	12,211	17,402
Toronado	605	322	1,442	765	3,435	2,209
Total Oldsmobile	**20,237**	**22,037**	**47,452**	**50,562**	**132,153**	**152,517**
Fiero	0	162	0	346	0	937
Sunbird	3,556	3,868	8,341	8,665	26,435	20,337
Firebird	1,426	3,362	3,380	7,132	9,278	14,024
Grand Am	8,387	6,561	16,003	16,664	46,295	48,562
Pontiac 6000	2,307	2,631	5,239	6,644	13,859	17,546
Grand Prix	4,998	4,819	10,392	12,111	26,757	36,450
Bonneville H	2,375	3,344	5,285	8,381	17,422	22,051
Safari/Parisienne	0	141	0	393	0	986
Total Pontiac	**23,050**	**24,888**	**48,640**	**60,336**	**140,046**	**160,893**
GENERAL MOTORS	**126,354**	**121,590**	**285,769**	**296,527**	**781,243**	**795,056**
HONDA	**20,792**	**15,993**	**39,519**	**33,810**	**104,868**	**83,834**
Civic	8,241	6,666	15,736	14,809	43,065	37,987
Accord	12,551	9,327	23,783	19,001	61,803	45,847
MAZDA	**7,271**	**2,891**	**11,195**	**5,142**	**19,924**	**10,677**
MITSUBISHI	**2,329**	**838**	**4,719**	**1,831**	**13,192**	**3,878**
NISSAN	**4,902**	**5,789**	**9,381**	**10,374**	**22,221**	**27,089**
TOYOTA	**16,847**	**9,201**	**32,224**	**16,078**	**81,413**	**38,243**
SUBARU	**193**	**0**	**293**	**0**	**380**	**0**
DOMESTIC TOTAL	**279,535**	**270,015**	**622,949**	**634,630**	**1,699,100**	**1,697,239**
IMPORT TOTAL			**228,221**	**244,779**	**576,664**	**648,377**
INDUSTRY TOTAL			**851,170**	**879,409**	**2,275,764**	**2,345,616**

March ends with a gain, but car sales dip for month

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

The beginning of the spring selling season for U.S. carmakers and importers got off to a shaky start in March as car sales fell 3.21 percent to 851,170.

March's disappointing results followed a drop in total car sales for February.

Sales of U.S.-built cars were up 3.53 percent for March 21-31, following declines in the first two 10-day periods of March.

Japanese automakers gained 4.13 percentage points of car market share in March while the domestic Big 3 lost 3.26 points. European importers gained 0.05 points of car market share while Korean makers dropped 0.92 points.

March car sales — including captives — were off 1.62 percent at General Motors, 9.09 percent at Ford Motor Co. and 25.25 percent at Chrysler Corp.

Japanese manufacturers' penetration of the domestic car market increased from 24.19 percent in March 1989 to 28.32 percent in March 1990.

For the quarter, the Japanese share of the car market rose from 23.36 percent in 1989 to 25.85 percent this year.

During the first three months of 1990, GM was the only one of the Big 3 to gain car market share. GM's market share for the first quarter rose from 35.38 percent in 1989 to 36.53 percent this year. Ford's share dropped from 23.62 percent in the first quarter of 1989 to 22.10 percent this year. Chrysler's share fell from 10.57 percent last year to 9.28 percent this year.

IMPORTED CAR SALES, MARCH

	Mar 1990	Mar 1989	3 Mos., 1990	3 Mos., 1989
Acura	11,831	11,805	31,937	30,783
Alfa Romeo	266	581	577	1,036
Aston Martin*	5	5	15	15
Audi	2,255	1,360	4,949	4,627
BMW	5,436	6,057	14,468	17,476
Chevrolet	15,765	8,194	43,508	23,513
Chrysler	442	803	1,807	1,790
Daihatsu	1,219	1,217	3,648	3,340
Dodge	1,755	3,814	5,182	9,920
Eagle	1,549	3,185	4,171	7,934
Ferrari*	80	80	240	240
Ford	5,489	6,675	16,386	19,354
Honda	19,736	16,796	53,530	48,895
Hyundai	11,979	20,461	34,411	49,691
Infiniti	1,549	0	3,695	0
Isuzu	402	1,749	836	4,549
Jaguar	1,746	1,630	4,744	4,483
Lamborghini*	13	13	39	39
Lexus	4,861	0	13,167	0
Lotus*	27	27	81	81
Maserati	20	24	60	67
Mazda	15,501	16,153	39,813	43,443
Mercedes-Benz	6,891	6,570	17,356	17,148
Mercury/Merkur	1,757	5,865	5,685	15,519
Mitsubishi	8,868	7,425	33,224	17,199
Nissan	32,610	38,714	84,106	98,183
Peugeot	481	565	1,129	1,426
Plymouth	1,739	3,475	5,244	9,008
Pontiac	2,246	4,076	6,384	11,417
Porsche	941	667	2,362	1,808
Rolls/Bentley*	100	100	300	300
Saab	2,277	2,638	6,336	7,918
Sterling	405	384	1,403	1,784
Subaru	11,012	14,321	24,166	37,779
Suzuki	475	480	1,605	1,586
Toyota	35,625	36,842	56,551	98,457
Volkswagen	13,032	12,450	29,155	29,711
Volvo	7,265	8,751	22,400	25,400
Yugo	571	827	1,994	2,458
IMPORT TOTAL	**228,221**	**244,779**	**576,664**	**648,377**

* Estimate

MARKET SHARES
Domestic, Import cars

	March Sales	Pct. of Total
Subcompact	104,476	16.77
Compact	164,326	26.38
Intermediate	235,130	37.75
Standard	116,080	18.63
Speciality	2927	0.47
TOTAL	622,949	100.00

U.S. CAR SALES BY MARKETING UNITS, MARCH

	Mar 1990	Percent Share	Mar 1989	Percent Share	3 Mos., 1990	Percent Share	3 Mos., 1989	Percent Share
Alfa Romeo	266	0.03	581	0.07	577	0.03	1,036	0.04
Aston Martin*	5	0.00	5	0.00	15	0.00	15	0.00
American Honda	71,086	8.35	62,411	7.10	190,335	8.36	163,512	6.97
BMW	5,436	0.64	6,057	0.69	14,468	0.64	17,476	0.75
Buick	45,674	5.37	46,993	5.34	130,910	5.75	124,437	5.31
Cadillac	27,776	3.26	24,989	2.84	69,507	3.05	65,305	2.78
Chevrolet	131,992	15.51	121,841	13.85	352,135	15.47	315,417	13.45
Chrysler	14,696	1.73	18,566	2.11	42,079	1.85	54,007	2.30
Daihatsu	1,219	0.14	1,217	0.14	3,648	0.16	3,340	0.14
Dodge	29,400	3.45	42,893	4.88	87,929	3.86	110,334	4.70
Eagle	4,663	0.55	8,121	0.92	14,828	0.65	19,088	0.81
Ferrari*	80	0.01	80	0.01	240	0.01	240	0.01
Ford	121,529	14.28	136,364	15.51	342,735	15.06	382,546	16.31
Hyundai	11,979	1.41	20,461	2.33	34,411	1.51	49,691	2.12
Isuzu	402	0.05	1,749	0.20	836	0.04	4,549	0.19
Jaguar	1,746	0.21	1,630	0.19	4,744	0.21	4,483	0.19
Lamborghini*	13	0.00	13	0.00	39	0.00	39	0.00
Lincoln	24,546	2.88	17,606	2.00	62,678	2.75	46,534	1.98
Lotus*	27	0.00	27	0.00	81	0.00	81	0.00
Maserati*	20	0.00	24	0.00	60	0.00	67	0.00
Mazda	26,696	3.14	21,295	2.42	59,737	2.62	54,120	2.31
Mercedes	6,891	0.81	6,570	0.75	17,356	0.76	17,148	0.73
Mercury/Merkur	35,656	4.19	45,934	5.22	97,638	4.29	124,954	5.33
Mitsubishi	13,587	1.60	9,256	1.05	46,416	2.04	21 077	0.90
Nissan	43,540	5.12	49,088	5.58	110,022	4.83	125,272	5.34
Oldsmobile	47,452	5.57	50,562	5.75	132,153	5.81	152,517	6.50
Peugeot	481	0.06	565	0.06	1,129	0.05	1,426	0.06
Plymouth	22,090	2.60	25,201	2.87	66,447	2.92	64,524	2.75
Pontiac	50,886	5.98	64,412	7.32	146,430	6.43	172,310	7.35
Porsche	941	0.11	667	0.08	2,362	0.10	1,808	0.08
Rolls/Bentley*	100	0.01	100	0.01	300	0.01	300	0.01
Saab	2,277	0.27	2,638	0.30	6,336	0.28	7,918	0.34
Sterling	405	0.05	384	0.04	1,403	0.06	1,784	0.08
Subaru	11,305	1.33	14,321	1.63	24,546	1.08	37,779	1.61
Suzuki	475	0.06	480	0.05	1,605	0.07	1,586	0.07
Toyota	72,710	8.54	52,920	6.02	151,131	6.64	136,700	5.83
Volvo	7,265	0.85	8,751	1.00	22,400	0.98	25,400	1.08
VWoA	15,287	1.80	13,810	1.57	34,104	1.50	34,338	1.46
Yugo	571	0.07	827	0.09	1,994	0.09	2,458	0.10
TOTAL	**851,170**	**100.00**	**879,409**	**100.00**	**2,275,764**	**100.00**	**2,345,616**	**100.00**
TOTAL GM	**303,780**	**35.69**	**308,797**	**35.11**	**831,135**	**36.53**	**829,986**	**35.38**
TOTAL FORD	**181,731**	**21.35**	**199,904**	**22.73**	**503,051**	**22.10**	**554,034**	**23.62**
TOTAL CHRYSLER	**70,849**	**8.32**	**94,781**	**10.78**	**211,283**	**9.28**	**247,953**	**10.57**
TOTAL JAPANESE	**241,020**	**28.32**	**212,737**	**24.19**	**588,276**	**25.85**	**547,935**	**23.36**
TOTAL EUROPEAN	**41,811**	**4.91**	**42,729**	**4.86**	**107,608**	**4.73**	**116,017**	**4.95**
TOTAL KOREAN	**11,979**	**1.41**	**20,461**	**2.33**	**34,411**	**1.51**	**49,691**	**2.12**

* Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.
Sales charts compiled by Karen Detkowski

CITROEN

FROM PAGE 1

The last Citroens officially sold in the United States were the DS and the Maserati-engined SM.

Citroen had hedged on a comeback due to the weak dollar and the professed fear by Peugeot S.A. Chairman Jacques Calvet that the U.S. luxury market would not accept a hatchback like the XM.

Another XM will be on the New York show stand of CXAuto, a small importer based in Middlesex, N.J., that has defied Citroen by modifying Citroen CX models in the Netherlands for export to the United States.

CxAuto, which has 15 dealers and reported sales of about 200 CX cars last year, projects its XM will go on sale in the United States Sept. 1.

Citroen disclaims any liability for those modified cars. It maintains it has had no authorized dealer network in this country since it quit the market.

Citroen said last week that imports for the United States will be solely through Citroen Cars Co. U.S.A.

The official XM destined for the United States will likely feature a four-speed automatic transmission, computer-controlled hydropneumatic suspension, anti-lock brakes, air conditioning with automatic climate control, leather upholstery, cruise control and metallic paint.

Introduction of the XM represented a major thrust into the European luxury segment for Citroen. It plans to produce 98,000 XMs this year, the car's first full year on the market.

European XM sales during the first two months of 1990 totaled 16,520, including 9,609 in France.

Citroen, which was acquired by Peugeot S.A. in 1978, has steadily improved its European market share in recent years.

It achieved a net profit in 1986 after a long stretch in the red.

Its worldwide production last year was 905,118 units, an increase of 12.7 percent over 1988.

The total consisted of 773,423 passenger cars and 131,695 commercial vehicles.

Citroen held 4.3 percent of the Western European car market in 1986 with sales of about 500,000 units.

Its 1989 volume was 644,000 for a 4.8 percent share of an overall car market that grew 15 percent during the three-year period.

Citroen did that without representation in Europe's vast subcompact market headed by the Volkswagen Golf.

That will be remedied later this year with introduction of the FX model that will fit between the AX supermini and the BX compact and give Citroen entries in four distinct segments.

Combined with Automobiles Peugeot's 7.9 percent Western European share, the Peugeot group ranked third in car sales last year behind the Volkswagen and Fiat groups.

Citroen has remained a somewhat acquired taste in Europe over the years, with idiosyncratic styling — but a solid reputation for suspension engineering.

Citroen has plants in Aulnay and Rennes-la-Janais, France, and Vigo, Spain.

It also still produces the ancient 2CV at a plant in Mangualde, Portugal.

LIGHT-DUTY TRUCK SALES, MARCH

	Mar. 1990	Mar. 1989	3 Mos., 1990	3 Mos., 1989
Vans	14,110	16,207	36,496	41,138
Aerostar	15,507	18,749	44,105	47,351
Club Wagon	1,992	2,721	5,677	6,153
Ranger	25,530	23,027	69,906	66,869
Bronco	6,147	6,070	15,895	16,071
Bronco II/Explorer	7,591	8,911	22,122	27,390
Pickups	56,098	53,145	147,165	141,692
Ford	**126,975**	**128,830**	**341,366**	**346,664**
Vans	10,415	10,257	25,683	24,601
Sportsvan	1,012	1,090	2,082	2,594
Geo Tracker	2,790	796	7,572	2,181
Astro	12,004	11,950	33,033	31,060
Lumina APV	4,809	0	11,904	0
S-10	15,177	20,315	43,977	53,499
S-10 Blazer	12,193	14,745	33,842	42,290
Blazer	1,765	2,092	5,219	5,687
Suburban	6,253	5,575	15,160	14,857
Pickups	50,980	51,989	134,001	126,167
Chevrolet	**117,398**	**118,809**	**312,473**	**302,936**
Pontiac Trans Sport	**2,583**	**0**	**6,315**	**0**
Olds Silhouette	**1,830**	**0**	**4,808**	**0**
Vans	5,396	5,700	13,643	15,522
Ram Wagon	2,300	2,271	5,948	5,902
Voyager	12,191	16,772	50,755	44,522
Caravan	13,751	18,497	57,874	49,782
Caravan C/V	917	1,523	2,858	4,099
Town & Country	238	0	894	0
Ram 50	1,335	2,694	3,875	7,606
Raider	173	430	676	1,457
Ramcharger	979	1,887	2,912	6,053
Dakota	8,013	8,768	21,519	24,098
Pickups	9,974	8,802	25,991	23,053
Chrysler	**55,267**	**67,344**	**186,945**	**182,094**
Vans	3,623	3,402	8,469	9,231
Safari	2,749	2,813	7,767	7,381
S-15	3,417	4,392	9,910	11,839
S-15 Jimmy	2,891	3,494	8,143	10,234
Jimmy	559	623	1,548	1,740
Suburban	2,475	1,984	6,198	5,404
Pickups	13,450	14,898	36,102	35,626
P Model	226	367	625	1,012
W-4	115	118	272	303
GMC	**29,505**	**32,091**	**79,034**	**82,770**
Wrangler	4,810	4,566	11,242	11,017
Wagoneer	294	528	985	1,805
Cherokee	11,134	12,022	33,873	34,500
Grand Wagoneer	592	959	1,765	2,778
Comanche	1,568	2,400	4,406	6,458
Jeep	**18,398**	**20,475**	**52,271**	**56,558**
Daihatsu	**484**	**0**	**1,025**	**0**
Toyota	**23,195**	**19,176**	**49,506**	**49,656**
Nissan*	**20,217**	**16,897**	**42,248**	**46,074**
Mazda	**9,971**	**10,969**	**20,694**	**28,821**
Isuzu*	**11,604**	**8,313**	**26,584**	**21,812**
Mitsubishi	**3,642**	**3,648**	**11,033**	**13,091**
Suzuki*	**1,600**	**3,124**	**4,244**	**7,506**
Volkswagen	**659**	**364**	**1,501**	**977**
Range Rover	**360**	**355**	**1,095**	**1,191**
Imports	**71,732**	**62,866**	**157,088**	**169,128**
Industry Total	**423,688**	**430,415**	**1,140,300**	**1,140,150**

* Includes domestic vehicles

Compiled by Karen Detkowski

YEN

FROM PAGE 3

financial reports in July might show a higher gain in profit, particularly for a company like Honda Motor Corp., which is doing a major portion of its business overseas. But the short-term gains would be based on materials already purchased at lower rates.

By the end of the year, the higher cost of raw materials could be expected to show up in lower profits, according to analysts.

The yen has fallen from about 145 to the dollar at the beginning of the year to about 160 last week. One year ago, the rate was about 130 yen to the dollar.

The lower yen also makes it more costly to sell imported vehicles in Japan. Virtually all importers of European makes have raised prices, largely due to the steep drop of the yen against European currencies.

So far, the yen's drop against the dollar has not forced any importer of American cars to follow suit.

J.E. Steinhagen, director of North American sales at General Motors Overseas Corp., said there is no need of change so far. He said there has been no sales slowdown, and GM still expects to reach its target of 9,000 units in Japan this year.

But Yanase & Co., the major importer of GM cars, raised interest rates on car loans from 7 to 8.5 percent because of higher interest rates in Japan.

House bill addresses transplant taxes

Several key House Democrats have introduced a bill to aid in the collection of taxes paid by U.S.-based subsidiaries of foreign-owned companies.

The bill was designed to ensure foreign companies pay their "fair share" of taxes, said Sens. Dan Rostenkowski, D-Ill., and Richard Gephardt, D-Mo.

They cited an Internal Revenue Service study that said in 1986 foreign automakers only paid $12 million in U.S. taxes on $7.7 billion in gross receipts.

AUCTION DATES

Chrysler Motors

April 10 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction Inc., Bolingbrook, Ill.; Utah Auto Auction Inc., West Bountiful, Utah; South Seattle Auto Auction Inc., Kent, Wash.; Greensboro Auto Auction Inc., Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas

April 11 — A.D.E. of Birmingham, Moody, Ala.; Butler Auto Auction, Gibsonia, Pa.; and Denver Auto Auction, Aurora, Colo.

April 12 — Northway Auto Exchange Inc., Clifton Park, N.Y.; Aptco Auto Auction Inc., Taylor, Mich.; Big Sky Auto Auction Inc., Billings, Mont.; Omaha Auto Auction, Omaha, Neb.; Golden Gate Auto Auction, Fremont, Calif.; and Ark-La-Tex Auto Auction Inc., Shreveport, La.

April 13 — Manheim Auto Auction, Manheim, Pa.

April 17 — Clanton's Auto Auction Inc., Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Portland Auto Auction Inc., Portland, Ore.; Nashville Auto Auction Inc., Nashville, Tenn.; Southwest Auto Auction Inc., Chandler, Ariz.; and Dallas Auto Auction Inc., Grand Prairie, Texas

April 18 — Columbus Fair Auto Auction Inc., Columbus, Ohio; and Minneapolis Auto Auction Inc., Plymouth, Minn.

Ford Motor Co.

April 10 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Ohio Auto Auction Inc., Grove City, Ohio; and Bay Cities Auto Auction Inc., Hayward, Calif.

April 11 — Concord Auto Auction, Acton, Mass.; Aptco Auto Auction, Taylor, Mich.; Texas Hobby Auto Auction, Houston; Indianapolis Auto Auction, Indianapolis; and Greater Tampa Bay Auto Auction, Tampa, Fla.

April 12 — Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Maple Grove, Minn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Miss.

April 17 — Newburgh Auto Auction Inc., Newburgh, N.Y.;

April 18 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Fort Worth Auto Auction, Fort Worth, Texas; Southern California Auto Auction, Fontana, Calif.; and Salt Lake Auto Auction, Salt Lake City, Utah

General Motors

April 10 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction Inc., Grand Prairie, Texas; Fresno Auto Dealers Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; and Florida Auto Auction, Ocoee, Fla.

April 11 — Atlanta Auto Auction, Red Oak, Ga.; Albuquerque Auto Auction Inc., Albuquerque, N.M.; Puget Sound Auto Auction, Auburn, Wash.; Baltimore-Washington Auto Exchange Inc., Baltimore; Clayton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction Inc., Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif.; and Omaha Auto Auction Inc., Omaha, Neb.

April 12 — Arena Auto Auction Inc., Bolingbrook, Ill.; Columbus Fair Auction Auction, Columbus, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; Utah Auto Auction Inc., West Bountiful, Utah; Mid-Ark Auto Auction, North Little Rock, Ark.

April 17 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Florida Auto Auction, Ocoee, Fla.; Harrisonburg Auto Auction, Harrisonburg, Va.; Auto Auction of Billings, Billings, Mont.; and National Auto Dealers Exchange, Bordentown, N.J.

April 18 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City Inc., Lee's Summit, Kan.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Statesville Auto Auction, Statesville, N.C.; and Southern California Auto Auction, Fontana, Calif.

Toyota

April 10 — Southern Auto Auction, East Windsor, Conn.; and Southern California Auto Auction, Fontana, Calif.

April 12 — Clanton's Auto Auction, Darlington, S.C.

April 13 — St. Louis Auto Auction, Bridgeton, Mo.

April 17 — Aptco Auto Auction, Taylor, Mich.; and South Seattle Auto Auction, Kent, Wash.

VOLVO

FROM PAGE 2

extra pay, Austin said.

"This is not a punitive exercise. We are just trying to put our resources to work where they will do the most good," he said.

Austin said employees at corporate headquarters in Rockleigh, N.J., are not affected, unless they are involved with the field staff. But Volvo's other employees have been notified of the program and have been encouraged to make an extra effort, he said.

"We would be a lot closer to our target if we could make just one more sale per week per dealer," Austin said. Such an increase would yield more than 20,000 sales annually.

"By doing this (working overtime), we are showing dealers we think it can be done, and we're willing to work a little harder to do it," Austin said.

Michael Lazarus, co-owner of Volvoville USA in Massapequa, N.Y., Volvo's largest-volume U.S. dealership, said the program shows Volvo is committed. "I think it's a good thing, especially in a difficult market," he said.

Volvo has 413 dealers in the United States and 61 in Canada. Canadian sales for January-February were down about 21 percent to 771 cars. Volvo Canada's three area offices are also included in the six-day week.

Volvo has eight regional offices in the United States.

The six-day schedule took effect in late March, said Michael Babos, manager of the Metro East area based in Paramus, N.J., which covers New York, New Jersey and part of Connecticut.

He said about 20 people in his office were affected.

"When we finished our meetings, there was no applause, exactly, but people understand what's going on, and they accept it. We've got to help our dealers go through some tough times," Babos said.

Spokesmen for BMW of North America Inc. and Mercedes-Benz of North America Inc. said their field staffs often work weekends, but there is no formal policy requiring a six-day week.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	None
Dodge trucks	$750-$2,500	2.9	6.9	7.9	9.9	None
Eagle	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Jeep	$500-$1,500	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,250	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models)						
Dodge cars	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Eagle Summit	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge cars	**$750-$1,500**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge trucks	**$1,000 - $2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Eagle	**$750-$2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Jeep	**$500-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
*Buyer will receive any increase in rebate through Sept. 30, 1990.						
Ford Motor Co. (1989-90 models)						
Ford cars	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Ford trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Continental, Mark VII	**$1,500**					**April 30**
Mercury	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
General Motors (1989 models)						
Chevrolet cars	$700-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$500-$1,500	6.9	6.9	6.9	10.9	May 2
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Riviera	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$700-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cadillac	**$1,500-$2,000**					**May 31**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Olds Toronado	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Silhouette	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Trans Sport	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
*Based on option package selected						
BMW (1990 models)						
325i		**2.9**	**4.9**	**6.9**	**7.9**	**April 30**
325is		**4.9**	**6.9**	**7.9**	**9.9**	**April 30**
Hyundai Excel (1989-90 models)	**$500-$1,000**					**April 18**
Isuzu (1989-90 models)	**$1,000-$1,200***					**June 30**
*If dealer foregoes dealer incentive						
Mazda (1990 models)						
323	**$750**					**June 4**
Trucks	**$750-$1,000**					**None**
Nissan (1988-89 models)						
Sentra	$1,000-$1,250					May 2
Trucks	$1,200-$1,500					May 2
Nissan (1990 models)						
Sentra	**$1,000**					**May 2**
Trucks	**$1,200**					**May 2**
Peugeot (1989-90 models)	**$1,000-$3,000**					**None**
Sterling (1989 models)	$5,000					April 30

Makers pile more coal on incentive fire

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Several import car companies extended or announced new incentive programs last week, while General Motors, Ford Motor Co. and Chrysler Corp. revised their programs.

Chrysler, which stopped offering rebates on minivans Jan. 31, assured customers who buy a new 1990 minivan that they qualify for a rebate if one is offered again during the balance of the model year.

Ford initiated a program that pays $500 to first-time new-car buyers who finance selected 1989, 1990 and 1991 models through Ford Motor Credit Co. by May 31.

Nameplates involved are Ford Escort, Festiva, Mustang, Probe, Ranger and Tempo and Mercury Capri, Sable, Topaz and Tracer.

GM is offering retail incentives of $1,000 on 1989 Chevrolet Celebrity sedans and station wagons and 1990 Celebrity wagons through May 2. In lieu of the cash, customers may choose 6.9 financing for contracts up to 48 months and 10.9 percent on 60-month contracts.

Chevrolet also is paying dealers $2,000 to $4,000 for sales of 1989 Corvettes until May 2.

Hyundai Motor America is offering retail and dealer incentives. Factory-to-customer cash payments involve the following 1989 and 1990 models: Excel L, $500; Excel GL/GS, $750; and Excel GLS, $1,000. Dealer incentives on 1989 and 1990 models are: Excel GL/GS/GLS, $250; Sonata, $800; Sonata GLS, $1,000; and Sonata GLS V-6, $1,500. Also, Hyundai dealers earn $500 on each Sonata if they sell more than six.

American Isuzu Motors Inc. has a dealer incentive program that gives dealers the option of passing the money directly to the consumer. Dealers who choose the dealer incentive earn cash on 1989 and 1990 Troopers depending on the number they sell. If they sell up to 10 units, they earn $900 on each; 11 to 20 units, $1,100; and 21 or more, $1,400.

On Isuzu pickups, dealers get $800 per sale up to 10; $1,000 for 11 to 20, and $1,300 for 21 or more. Dealers also get an additional $200 on four-wheel-drive pickups regardless of the number of units sold.

In lieu of that program, dealers may pass savings directly to the customer. In that case, customers will receive $1,200 on Troopers and $1,000 on pickups. The program expires June 30.

Mazda Motors of America Inc. is offering retail incentives on some 1990 models. Customers who buy the 1990 Mazda 323 hatchback by June 4 receive $750. Also, Mazda is offering $750 on 1990 2wd trucks and $1,000 on 1990 4wd trucks. The truck rebates run indefinitely.

Sterling Motor Cars extended its $5,000 retail cash rebate until April 30.

Payments to dealers in Suzuki of America Automotive Corp.'s incentive program are: 1988 and 1989 Samurai, $1,000; 1989 Swift GT with manual transmission, $1,000; 1989 Swift GT with automatic transmission, $2,000; 1989 Swift GLX five-door, $1,000; 1989 Sidekick JA softtop, $500; 1989 Sidekick JX softtop, $1,500; 1989 Sidekick JLX softtop, $1,500; 1989 Sidekick JX hardtop, $2,500; 1989 Sidekick JLX hardtop, $2,500; 1990 Swift GA three-door, $400; 1990 Swift GL three-door, $400; 1990 Sidekick JS softtop, 2wd, $1,000; and 1990 Sidekick, all 4wd models except CAMI special edition, $700.

Additional Suzuki dealer cash include 1990 CAMI special edition Sidekick JX softtop, $700; 1990 CAMI special edition Sidekick JLX softtop, $700; and 1990 CAMI special edition Sidekick JX hardtop, $1,500. The Suzuki program expires June 4.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Corvette	$2,000-$4,000 based on sales	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac LeMans, Grand Am	$500	May 2
Grand Prix	$500	May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Hyundai (1989-90 models)		
Excel	**$250**	**April 18**
Sonata*	**$800-$1,500**	**April 18**
*$500 extra starting with sixth sale		
Isuzu (1990 models)		
Pickups*	**$800-$1,300 based on number sold**	**June 30**
Trooper	**$900-$1,400 based on number sold**	**June 30**
*$200 extra on 4wd models		
Nissan		
Stanza (1989-90)	**$500-$1,000**	**May 2**
Axxess (1990)	**$1,000**	**May 2**
Pathfinder (1989)	**$1,500**	**May 2**
Saab (1989 models)	$3,000-$5,000	April 30
Subaru (1989 models)		
Justy ECVT	$1,200	May 2
Other Justy	$500	May 2
XT, XT6	$1,500	May 2
Subaru (1990 models)		
Loyale	**$400**	**May 2**
Legacy	**$500-$1,500**	**May 2**
Suzuki		
Samurai (1988-89)	$1,000	June 4
Swift (1989)	$1,000-$2,000	June 4
Sidekick (1989)	$500-$2,500	June 4
Swift (1990)	**$400**	**June 4**
Sidekick (1990)	**$700-$1,500**	**June 4**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

OBITUARIES

Oscar Walter Mezey

MIAMI — Oscar Walter Mezey, who founded what is now Mezey-Puroll Automotive, a manufacturer's representative group, died March 5. He was 89.

A long-time Detroit-area resident, Mr. Mezey was a General Motors executive until 1945, when he founded Mezey-Puroll. He served as company chairman until he retired in 1978.

Howard A. Wilson

JACKSON, Miss. — Howard A. Wilson, a 1990 Time Magazine Quality Dealer of the Year award nominee, died March 18. He was 63.

Wilson was chairman of Howard Wilson Chrysler-Plymouth in Jackson, Miss. The dealership was the New Orleans Zone's top Chrysler-Plymouth dealership in 1988.

PRODUCTION

Car output 22% below '89 quarter

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. automakers built 1,474,314 cars in the first quarter of this year, down 9.76 percent from last year's fourth-quarter total and down 22.38 percent from the year-ago first quarter.

March car assembly of 620,479 was 24.81 percent above February but 4.86 percent below the year-ago month.

Companies scheduled more overtime and less downtime in March in an effort to bring the first-quarter total up to par.

Scheduled auto output last week totaled 108,445, 20.22 percent below the prior week and 31.80 percent below the year-ago week.

Truck output of 735,824 for the first quarter was 19.34 percent below last year's fourth quarter and 36.48 percent below 1989's first quarter, which was the highest first quarter ever.

In March, truck production totaled 393,558, 23.85 percent above the previous month but 0.62 percent below the year-ago month.

Last week's targeted truck output of 81,347 was 10.28 percent below the prior week and 12.22 percent below the year-ago week.

Companies shared last week's scheduled car production as follows: General Motors, 51.12 percent; Ford Motor Co., 24.92 percent; Chrysler Corp., 2.12 percent; Honda of America Manufacturing Inc., 7.15 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.06 percent; Mazda Motor Manufacturing (USA) Corp., 4.01 percent; Diamond-Star Motors Corp., 2.63 percent; New United Motor Manufacturing Inc., 2.12 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.46 percent; and Subaru-Isuzu Automotive Inc., 0.41 percent.

GM scheduled overtime last Saturday at the Lansing, Mich., A-line and Friday overtime at the Janesville, Wis., plant.

Ford scheduled Saturday overtime last week at the Wixom, Mich., Lincoln plant. Saturday overtime was also scheduled at the Louisville, Ky., truck facility.

Ford's Mustang plant in Dearborn, Mich., remains closed this week due to a lack of dealer orders. It is expected to resume output April 17.

Chrysler will resume output today at the Belvidere, Ill.; Newark, Del.; Toledo, Ohio; and Sterling Heights, Mich., facilities.

Canada quarter also trails '89

Canadian automakers built 248,736 units in the first quarter this year, 11.39 percent below last year's fourth quarter and 1.62 percent below last year's first quarter.

Last month's car output totaled 104,836, 22.41 percent above February and 18.22 percent above the year-ago month.

Truckmakers built 227,239 units in the first quarter of the year, 2.41 percent above last year's fourth quarter but 12.74 percent below last year's first quarter.

U.S. CAR	Week Ended Apr. 7, 1990	Week Ended Apr. 8, 1989	Week Ended Mar. 31, 1990	Mar. Total	Jan. 1 to Apr. 7, 1990	Jan. 1 to Apr. 8, 1989
Horizon	0	795	0	0	4,327	1,303
Sundance	0	2,361	1,586	8,765	18,755	32,395
Acclaim	0	2,996	1,809	9,317	19,857	31,932
Total Plymouth	0	6,152	3,395	18,082	42,939	65,630
LeBaron A	0	0	316	3,160	5,361	0
LeBaron J	1,400	2,667	1,050	5,887	9,732	31,322
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	0	1,534	351	2,398	5,126	33,853
Fifth Avenue	0	0	432	2,458	7,200	0
Imperial	0	0	321	3,185	4,671	0
Total Chrysler	1,400	4,201	2,470	17,088	32,090	68,121
Omni	0	901	0	0	4,078	1,598
Daytona	900	1,924	781	3,932	6,596	30,399
Shadow	0	2,374	1,762	9,619	21,285	32,866
Dynasty	0	2,697	1,863	13,901	28,987	43,041
Lancer	0	0	0	0	0	1,528
Spirit	0	2,771	1,813	9,264	21,545	29,786
Total Dodge	900	10,667	6,219	36,716	82,491	139,218
CHRYSLER MOTORS	2,300	21,020	12,084	71,886	157,520	272,969*
Escort	5,879	8,628	5,172	19,670	44,283	89,842
Mustang	0	4,087	3,298	15,783	38,906	69,099
Tempo	3,272	3,304	3,409	13,461	34,524	46,104
Taurus	7,945	9,623	8,773	36,027	106,849	110,009
Thunderbird	0	4,025	2,798	13,747	29,029	50,387
Total Ford Div.	17,096	29,667	23,450	98,688	253,591	365,441
Topaz	1,293	2,169	1,321	6,811	13,866	18,754
Cougar	0	2,692	2,795	10,858	19,259	41,784
Sable	2,801	1,511	3,181	12,891	29,371	36,701
Total Mercury	4,094	6,372	7,297	30,560	62,496	97,239
Continental	1,294	1,668	1,053	5,099	15,200	20,594
Mark VII	647	546	531	2,551	7,587	8,099
Town Car	3,896	3,331	3,194	15,342	45,781	37,291
Total Lincoln	5,837	5,545	4,778	22,992	68,568	65,984
Total L-M Div.	9,931	11,917	12,075	53,552	131,064	163,223
FORD MOTOR CO.	27,027	41,584	35,525	152,240	384,655	528,664
Skyhawk	0	386	0	0	0	4,474
Skylark/Somerset	2,260	1,317	2,464	9,143	22,897	14,855
Century	0	2,055	1,460	6,614	16,957	33,876
Riviera	538	533	523	2,340	6,155	8,028
Electra	34	1,955	0	14	12,365	23,205
LeSabre (fwd)	3,661	4,970	3,231	16,529	42,562	31,587
LeSabre (rwd)	100	200	203	845	1,871	2,690
Reatta	207	196	200	875	2,300	1,980
Total Buick	6,800	11,612	8,081	36,360	105,107	120,704
Eldorado	631	949	633	2,512	5,865	10,758
Seville	695	575	705	2,984	7,540	7,818
Brougham (rwd)	983	707	1,038	4,545	10,653	12,359
DeVille (fwd)	4,092	4,904	3,695	16,346	42,097	62,353
Allante	87	75	88	389	969	1,003
Total Cadillac	6,488	7,210	6,159	26,776	67,124	94,291
Cavalier	7,368	8,357	7,728	34,128	80,848	111,566
Camaro	1,790	2,695	1,757	7,708	12,316	33,924
Celebrity	0	2,106	0	0	0	43,487
Corsica/Beretta	6,160	7,827	6,042	26,169	75,334	117,150
Caprice	3,110	4,800	2,887	30,157	61,915	56,492
Corvette	560	560	560	2,464	6,160	7,208
Total Chevrolet	18,988	26,345	18,974	100,626	236,573	369,827
Calais	2,492	2,318	2,315	9,174	23,957	25,617
Cutlass Ciera	0	1,877	2,562	11,119	23,160	23,259
Cutlass Supreme	1,825	0	1,905	8,432	22,241	27,265
Toronado	384	170	387	2,002	5,912	3,113
88 (fwd)	2,187	3,268	2,453	8,369	22,799	43,765
88 (rwd)	143	185	89	382	1,113	2,107
98	1,108	2,187	1,505	6,137	15,351	25,971
Total Oldsmobile	8,139	10,005	11,216	45,615	114,533	151,097
Sunbird	4,000	3,557	3,498	15,071	34,455	41,584
Grand Am	4,800	5,308	4,822	21,185	47,745	70,263
Firebird	1,133	1,393	1,383	5,228	7,328	20,342
Grand Prix	3,175	4,000	3,009	13,063	27,649	38,437
Pontiac 6000	0	2,170	1,655	7,373	15,835	25,664
Bonneville	1,925	2,738	1,779	1,779	17,653	26,245
Safari/Parisienne	0	122	0	0	0	1,503
Total Pontiac	15,033	19,288	16,146	63,699	150,665	224,038
GENERAL MOTORS	55,448	74,460	60,576	273,076	674,002	959,957
DIAMOND-STAR	2,852	1,037	3,030	13,497	38,670	10,625
HONDA	7,750	7,539	8,924	40,688	119,989	107,666
Civic	1,644	2,516	2,608	11,368	30,927	36,133
Accord	6,106	5,023	6,316	29,320	89,062	71,533
MAZDA†	4,345	4,988	4,335	19,344	51,818	66,603
NISSAN	1,580	2,331	2,366	10,447	31,656	31,897
NUMMI	2,300	3,994	4,113	17,998	53,736	54,034
Corolla	2,100	1,574	2,233	9,764	29,388	22,783
Geo Prizm/Nova	200	2,420	1,880	8,234	24,348	31,251
SUBARU-ISUZU	445	0	593	1,854	7,805	0
TOYOTA	4,398	2,048	4,385	19,449	60,308	27,050
Total Cars, U.S.	108,445	159,001	135,931	620,479	1,580,159	2,059,465
Total Cars, Canada	22,296	22,208	21,844	104,836	271,675	276,297
U.S., Canada Cars	130,741	181,209	157,775	725,315	1,851,834	2,335,762
U.S., Canada Cars and Trucks	231,807	295,575	268,257	1,208,652	3,136,510	3,866,413

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Apr. 7, 1990	Week Ended Apr. 8, 1989	Week Ended Mar. 31, 1990	Mar. Total	Jan. 1 to Apr. 7, 1990	Jan. 1 to Apr. 8, 1989
Monaco	0	0	0	1,699	3,593	0
Premier	0	1,020	0	851	1,252	13,865
CHRYSLER MOTORS	0	1,020	0	2,550	4,845	13,865
Tempo	3,428	3,360	3,395	14,565	37,622	46,654
Topaz	1,468	1,374	1,458	5,898	12,589	19,670
Crown Victoria	2,801	2,600	2,809	13,157	32,585	37,379
Grand Marquis	2,959	3,173	2,953	11,791	30,419	41,851
FORD MOTOR CO.	10,656	10,507	10,615	45,411	113,215	145,554
Celebrity	0	192	0	2,211	5,292	2,716
Cutlass Ciera	0	3,733	0	6,067	22,305	51,358
Lumina	5,315	2,911	5,631	24,902	60,073	12,256
Regal	2,485	1,741	1,890	6,710	47,577	23,541
GENERAL MOTORS	7,800	8,577	7,521	39,890	73,830	89,871
HONDA	2,150	1,696	1,956	9,668	29,719	22,797
HYUNDAI*	310	0	310	1,364	4,422	0
TOYOTA	1,200	228	1,262	5,161	15,735	1,831
VOLVO	180	180	180	792	2,483	2,379
Total Cars, Canada	22,296	22,208	21,844	104,836	271,675	276,297

U.S. TRUCK	Week Ended Apr. 7, 1990	Week Ended Apr. 8, 1989	Week Ended Mar. 31, 1990	Mar. Total	Jan. 1 to Apr. 7, 1990	Jan. 1 to Apr. 8, 1989
Caravan	1,900	2,529	2,084	10,335	31,727	30,971
Dakota	1,500	2,324	1,649	8,528	18,985	31,115
Caravan C/V	100	229	145	695	2,077	2,828
Ram pickups	2,200	2,325	2,629	12,876	27,607	31,095
Total Dodge	5,700	7,407	6,507	32,434	80,396	96,009
Cherokee	0	5,354	3,534	19,674	43,740	62,769
Comanche	0	693	178	896	1,979	9,586
Grand Wagoneer	0	0	26	650	1,026	4,383
Wagoneer	0	243	88	475	941	2,779
Total Jeep	0	6,290	3,826	21,695	47,686	79,517
Voyager	1,900	2,401	2,018	10,482	30,390	29,521
Town & Country	50	0	73	350	1,033	0
Total C-P Div.	1,950	2,401	2,091	10,832	31,423	29,521
CHRYSLER MOTORS	7,650	16,098	12,424	64,961	159,505	205,047
Aerostar	4,925	5,770	4,942	19,388	49,896	69,283
Bronco	1,182	1,628	1,189	5,109	14,881	25,552
Bronco II	4,066	2,808	2,645	6,966	25,934	38,857
Econoline	4,704	4,997	4,300	18,932	49,480	69,173
Mediums/Heavies	1,129	1,323	1,059	4,698	13,714	18,936
Light trucks	8,963	11,921	9,882	43,123	122,196	152,564
Ranger	6,936	7,813	7,538	32,036	82,169	102,225
Total Ford Div.	31,905	36,260	31,555	130,252	358,270	474,590
FORD MOTOR CO.	31,905	36,260	31,555	130,252	358,270	474,590
Astro	2,853	3,788	3,322	13,839	29,271	48,728
Blazer	433	567	469	1,765	4,362	7,728
Lumina APV	2,740	0	1,906	8,774	26,989	0
Mediums/Heavies	219	0	230	643	2,090	1,312
P-Model	628	796	605	1,924	6,175	8,674
Pickups	7,155	6,973	7,599	42,141	98,581	117,435
S-10	3,433	5,101	5,079	22,230	63,218	80,954
S-10 Blazer	3,454	3,905	4,695	11,878	27,542	53,748
Sportsvan/Van	1,905	2,263	1,727	7,488	15,366	26,778
Suburban	1,581	1,507	1,769	7,529	17,632	21,571
Total Chevrolet	24,401	24,900	27,401	118,211	291,226	366,928
Jimmy	129	133	141	610	1,494	2,354
Mediums/Heavies	561	0	598	720	2,511	1,496
P-Model	72	67	96	276	799	1,166
Pickups	2,682	2,641	3,094	14,458	33,093	32,961
S-15	790	1,258	1,486	5,441	15,765	18,895
S-15 Jimmy	944	1,076	1,374	3,419	8,372	15,240
Safari	907	796	764	3,813	8,914	11,532
Suburban	666	595	666	3,232	7,690	8,649
Vandura/Rally Vans	555	751	779	3,415	6,569	7,144
Total GMC	7,306	7,317	8,998	35,384	85,207	99,437
Olds Silhouette	693	0	758	2,655	8,221	0
Pontiac Trans Sport	895	0	952	4,683	15,383	0
GENERAL MOTORS	33,295	32,217	38,109	160,933	400,037	466,365
NAVISTAR	1,640	1,883	1,646	6,853	21,230	24,203
NISSAN	3,010	2,763	3,075	13,516	41,808	37,798
SUBARU-ISUZU	397	0	407	1,863	7,781	0
AM GENERAL*	450	450	450	1,980	6,390	6,120
MISCELLANEOUS*	3,000	3,000	3,000	13,200	42,600	36,100
Total Trucks, U.S.	81,347	92,671	90,666	393,558	1,037,621	1,250,223

CANADIAN TRUCK	Week Ended Apr. 7, 1990	Week Ended Apr. 8, 1989	Week Ended Mar. 31, 1990	Mar. Total	Jan. 1 to Apr. 7, 1990	Jan. 1 to Apr. 8, 1989
Caravan	3,210	3,652	3,230	14,788	45,471	42,430
Caravan C/V	300	324	306	1,403	3,446	2,862
Ram Wagon	545	686	548	2,440	6,070	8,487
Ram Van	1,375	1,736	1,387	6,087	15,340	22,110
Total Dodge	5,430	6,398	5,471	24,718	70,327	75,889
Voyager	2,634	3,316	2,744	12,013	37,634	36,896
Total Plymouth	2,634	3,316	2,744	12,013	37,634	36,896
Wrangler	1,500	1,851	1,555	6,799	12,404	22,182
Total Jeep	1,500	1,851	1,555	6,799	12,404	22,182
CHRYSLER MOTORS	9,564	11,565	9,770	43,530	120,635	134,967
FORD MTR. (lt. trks.)	3,100	3,658	3,128	13,593	38,348	47,775
Light trucks	3,455	2,641	3,879	17,160	49,959	46,449
Vans	1,412	1,379	1,248	5,812	11,663	19,200
Total Chevrolet	4,867	4,020	5,127	22,972	61,622	65,649
Light trucks	1,425	1,581	1,088	6,263	19,004	19,341
Vans	538	605	478	2,455	4,830	9,277
Total GMC	1,963	2,186	1,566	23,834	19,552	28,618
GENERAL MOTORS	6,830	6,206	6,693	31,690	85,456	94,267
NAVISTAR	225	266	225	966	2,886	3,419
Total Trks., Canada	19,719	21,695	19,816	89,779	247,055	280,428
U.S., Canada Trks.	101,066	114,366	110,482	483,337	1,284,676	1,530,651

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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C2710-3

GM to pay dealers 5% on carryover sales

By Michelle Krebs
and Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — General Motors will offer dealers a novel twist to its traditional 5 percent carryover allowance on vehicles left in inventory when the 1991 model year begins. It will pay dealers 5 percent of sticker price when the vehicle is sold.

The new program is limited to 1990 models delivered to customers after the start of the 1991 model year through Dec. 31, said Robert Ogden, general director of sales operations and dealer relations on GM's customer sales and service staff.

Dealers also may have the option of surrendering all or part of the 5 percent payment to participate in an end-of-model-year promotion. GM has yet to decide if it will offer such a program.

Since the 1950s, GM has paid dealers 5 percent of sticker for all cars left in stock when the new model year begins. In recent years, because of high inventories, GM has held promotions to clear vehicles from dealers' lots.

Dealers have had to give up part or all of the carryover allowance to participate in those campaigns.

As part of last year's promotion, for example, GM gave dealers percentage amounts of the carryover allowance based on sales targets set for them by the automaker.

Ray Green, president of the National Automobile Dealers Association, whose dealerships include two Chevrolet stores, called the new program a compromise by GM and said it is a sign that GM is listening to its dealers.

He said NADA's position is that the automakers should reinstate the carryover allowance.

"The only difference I can see between the traditional carryover program and this one is when the dealers are paid," he said.

Under the former system, dealers were paid in one lump sum for their carryover inventory shortly after new models were announced. But under the new program, dealers are paid when they sell a vehicle.

Green said he believes Ford Motor Co. and Chrysler Corp. will follow GM's lead. Ford and Chrysler also canceled the carryover allowance and substituted incentive programs.

He explained that in the past, manufacturers recognized that cars left over after new-model introduction had less value. Hence, the automakers gave dealers a 5 percent adjustment.

He said the new program enables

see GM DEALERS, page 45

'89 pay slimmer for Big 3 execs; Petersen tops

By Charles M. Thomas, Michelle Krebs
and Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — Salaries for most top executives of the Big 3 inched upward in 1989, but their total compensation dipped from 1988 in most cases, according to proxy statements mailed to shareholders last week.

Retired Ford Chairman Donald E. Petersen topped the Big 3 executives last year with total compensation of $6.5 million.

General Motors

Roger Smith

Total compensation for the top five General Motors executives in 1989 dropped from 1988, reflecting lower corporate earnings. Their salaries rose, but stock bonuses, which are tied to GM performance, declined slightly, according to the GM proxy statement.

GM's annual meeting is scheduled May 25 in Detroit.

Salaries were up as much as 15 percent while bonuses dropped by lesser proportions in most cases.

Compensation of top officers, 1989 vs. 1988:

- Roger B. Smith, $2.5 million and $3.7 million.
- Robert C. Stempel, $2.1 million and $1.9 million.
- Lloyd E. Reuss, $1.4 million and $1.5 million.
- F. Alan Smith, $1.5 million and $1.6 million.
- John F. Smith Jr., $1.1 million; not listed in 1988.

The top 59 officers of GM earned $15.4 million in salary in 1989. That compares with $14.9 million for the top 57 officers in 1988.

A shareholder proposal in the

see COMPENSATION, page 43

Turin show car **The Escort-based Mini-MPV from Automotive Industry Design's West Coast studio will be a Turin show attraction. A preview of the show is on Page 6.**

GM and Asia are sales stars

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Heavy incentives in the first quarter pushed General Motors' share of the car and light-truck market up nearly a percentage point over last year's first quarter.

Chevrolet's Geo line of Japanese-built and -engineered vehicles provided the biggest boost for GM, the only member of the Big 3 that didn't lose sales and market share to the Japanese in the quarter.

Led by big gains at Toyota, Honda and Mitsubishi, Asian automakers picked up three percentage points of car market share, to 28.48 percent, and 1.72 points of combined car and truck market share.

Total U.S. car and light-truck sales in January through March were 3,462,930, down 0.83 percent from 3,492,147 in last year's first quarter. Light-truck sales rose by 5,010 units as domestic makers picked up 0.69 of a percentage point of market share.

For the quarter, Chevrolet was the nameplate leader in car sales for the first time since the second quarter of 1987, although Ford Motor Co. continued to lead in combined sales of cars and light trucks.

Lee McMillan, senior investment analyst with Marxman Management and Research in Northbrook, Ill., said Ford basically spent most of its incentive money in January while GM, "if anything, accelerated theirs."

Toyota, the No. 3 vehicle seller in the U.S. behind Chevrolet and Ford, continued to make inroads. Toyota's market share increased

see SALES, page 45

Car & light-truck market

Market for first quarter 1990 and change in percentage points from first quarter 1989.

AUTOMOTIVE NEWS / CHARLOTTE WINTER

UAW hungry to use GM's growth fund

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Five years ago, Whitey Hale was excited.

In the midst of plant closings and layoffs, Hale saw an opportunity for thousands of laid-off workers from his local union in Flint, Mich., to get back to work.

Not making cars, but making beverage containers in a joint venture with Dow Chemical Co.

Hale needed $30 million from a $100 million fund established by General Motors in 1984 for such projects. He never got the money. The workers didn't get the jobs.

Hale, president of UAW Local 326, is not a lone ranger. UAW officials say at least 30 other new-business proposals have been turned down by GM and that the automaker has not relinquished one penny of the promised $100 million in the Growth & Opportunity Fund.

"This will be an issue in 1990," says Cal Rapson, administrative assistant to Stephen Yokich, director of the UAW-GM department. He was referring to this year's contract negotiations.

"This is supposed to be a joint progam, but GM always has the final say-so; we will make sure the criteria are clear this time."

Ford Motor Co. implemented a similar program called the New Business Development Group in the 1987 contract year, funded with $30 million. Chrysler Corp. does not have a program.

The intent is to encourage unions to suggest non-automotive business ideas to provide jobs in areas hit by plant closings and layoffs.

Both GM and Ford agreed that their funds were flexible and could go higher than the stated amounts, but so far GM has spent no fund money. Ford has used $500,000, for a nine-month project at an engine

see IDLE FUND, page 43

INSIDE:

Future Shoccc, frugal luxury: Ford used the New York Auto Show to show off its ShocccWave concept car. Introductions of entry-level luxury cars from BMW and Infiniti garnered much press attention. Page 4.

Canada a 'Favorit' to get Skoda; U.S. sales eyed

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

PRAGUE, Czechoslovakia — Skoda, the Czechoslovakian carmaker, is likely to introduce its Favorit subcompact in Canada next year, and some time later hopes to begin U.S. sales with help from a Western partner.

Jindrich Nevrla, deputy director of Motokov, the Czech auto industry export agency, said sales through a U.S. dealer network is "very possible," provided production is increased.

Skoda is talking with several Western automakers. Sources here say Volkswagen AG has the inside track while others say General Motors and BMW AG are in the running. U.S. sales could begin in three or four years.

About a year ago Skoda introduced the Favorit, a Bertone-designed, Porsche-engineered subcompact.

Czech auto officials say a key element in any deal is at least doubling Skoda's capacity, which is just over 200,000 units annually.

"With the current production level, going to the United States is out of our reach because 120,000 cars stay at home," he said.

Nevrla said a partner would help the company meet U.S. safety and emission requirements: "We have the catalytic-converter-equipped version of the car which, from the emissions point of view, could be sold in the United States. But there are other things, like passive restraints. We made a study, and there were about 15 changes that would have to be made."

But some Motokov officials say any boost in output should be used to increase sales in existing Western European markets. "We are selling 16,000 to 17,000 cars in Britain, with 0.7 percent market share," Nevrla said. "If Lada can sell 25,000 to 30,000 there, why can't we?"

Moreover, the collapse of U.S. Yugo sales is a concern. "To be honest, the Yugo story is scaring me. It was a big success, then suddenly it was like a deflating balloon," he said.

As for Canada, enactment of stricter emission rules interrupted Skoda sales in 1985. At that time, about 50 dealers sold a rear-engined model.

"We weren't prepared," said Josef Hlavacek, Motokov's commercial director, who was assigned to Canada at that time.

Volvo: Link with Renault to cut costs

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Aiming to head off opposition to its pending alliance with Regie Nationale des Usines Renault, AB Volvo last week told stockholders the proposed partnership will slash operating costs and would have boosted last year's profits.

Volvo and Renault have agreed to a cross-ownership arrangement and technical and industrial cooperation on cars, trucks and buses.

In its 21-page prospectus, Volvo said the savings would be realized through economies of scale in research and development, component purchasing and marketing.

It said Volvo would save 800 million kronas (U.S. $131 million) annually within two to five years and two billion kronas (U.S. $328 million) a year within five to 10 years.

A Volvo spokesman said the two billion kronas would be divided almost equally between the company's truck/bus and passenger-car operations.

Volvo estimated that pre-tax profits last year would have amounted to 7.87 billion kronas (U.S. $1.29 billion) had the alliance been in effect, 19.2 percent higher than the actual pre-tax result of

see VOLVO, page 44

HIDDEN IMAGE: HANS G. LEHMANN

A heavily disguised test mule of Mercedes-Benz's F100 minivan, right, spied during testing with a Pontiac Trans Sport. Sides and rear of mule are from a Renault Espace minivan, but front end is altered slightly to accept variety of Mercedes engines. Four-wheel-drive prototypes have been tested.

Mercedes minivan cruises toward '93 debut

By Walter Hoenscheidt
SPECIAL CORRESPONDENT

STUTTGART, West Germany — The new Mercedes-Benz minivan, currently being tested in highly disguised form, is expected to premiere at the 1993 Geneva auto show.

The vehicle is described by company insiders as a pre-development project, but most Stuttgart sources expect full development.

It is known internally as the F100 and as *Grossraumlimousine*.

The European minivan market has largely been the preserve of the Renault Espace. Until now, its only competitors have been a handful of imports from Japan and Chrysler Corp., but all other major automakers are known to be working on challengers, including Mercedes and BMW.

The Mercedes vehicle, photographed during winter testing alongside a Pontiac Trans Sport, was heavily disguised to look like an Espace. Underneath, it is all Mercedes.

The German company plans to make its minivan different in several major respects from other models on the market.

Based on a lengthened W124-series chassis, the pre-tests have been run with several existing engines ranging from the 2.3-liter four-cylinder to the 3-liter six-cylinder. The 5-liter V-8 is scheduled to power top versions.

Rear-wheel-drive and four-wheel-drive versions are planned.

Mercedes wants the minivan's driveability, including top speed and ride, to be superior to all others. Depending on the engine, top speed will be 115 mph to 145 mph.

The gearshift will be near the steering wheel, leaving space around the front seats.

According to *Bunte* magazine, Mercedes minivan prices will start at 60,000 German marks, about $36,000.

Iacocca show plays to big crowds, gets mixed review

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

In a world where timing is everything, Chrysler Corp. Chairman Lee Iacocca has had a knack for being the right man at the right time.

In the late 1970s, Iacocca managed to convince an unsympathetic Congress to provide a $1.2 billion bailout for the faltering No. 3 automaker. In the early 1980s, he went on a tour to unveil the prototype of what is now Chrysler's highly successful minivan.

Times are tough again at Chrysler. The company is saddled with a fourth-quarter loss of $664 million, declining market share and a reputation for producing some cars with boxy styling.

So in an effort to polish Chrysler's image and spread the word that its cars are comparable in quality to Japanese models, Iacocca has taken his show on the road once more.

With more than a dozen moving vans filled with new production and concept Chrysler vehicles in tow, Iacocca is leading "Chrysler in the '90s" a six-city tour that began in Washington D.C. on Feb. 21 and ends May 18 in Los Angeles.

Two stops remain for Lee Iacocca's road show: Chicago, Los Angeles.

After Washington, the revue rolled into Dallas (March 8), Atlanta (March 21) and New York (March 28). It is scheduled to hit Chicago on April 25.

Admirers and the curious have turned out in full force. During the day-long events, Iacocca plays host to 1,500 to 2,000 invited guests in-

see IACOCCA, page 43

Toyota exec points to new products in rebuttal to Iacocca tongue-lashing

By David Versical
NATIONAL EDITOR

NEW YORK — Like ball players who dismiss sharp-tongued opponents by pointing to the scoreboard, two import executives took shots at Lee Iacocca and his cross-country crusade last week.

"If Chrysler really wants to be competitive," advised Robert McCurry, executive vice president of Toyota Motor Sales U.S.A. Inc., "they should stop complaining and redirect profits into new product."

McCurry, speaking at the New York auto show preview, boasted that Toyota has introduced seven new products in the last year — the four-door 4Runner, two Lexus models, Celica, Previa, MR2 and Land Cruiser.

"At Chrysler, they call that kind of new-product pace 'economic aggression,' " McCurry said. "At Toyota, we call it taking care of our customers."

Those new products have helped Toyota boost its car and truck sales by 7.66 percent in the first quarter, while Chrysler's are down 7.39 percent, so Iacocca's campaign has not hurt Toyota, McCurry said.

Even tiny Isuzu Motors, which sells about one vehicle for every dozen sold by Chrysler, took a shot.

"There's a guy who's going around the country saying, 'If you can find a better car, buy it,' " said Jack Reilly, senior vice president and general manager of American Isuzu Motors. "Apparently they are buying a lot of ours and not his." Isuzu's car and truck sales were up 4 percent in the first quarter.

McCurry, a former Chrysler executive, said he decided to speak up because Iacocca has been "stretching the truth" in his ads and public appearances.

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COMMENT

Lee is right; buyers choose transplants over U.S. sisters

BY WILLIAM R. DIEM

William R. Diem is assistant managing editor of Automotive News.

Lee Iacocca could be right when he rages at his executives in a current Chrysler television commercial.

He charges that Americans favor Japanese brands over American brands, even when they come off the same American assembly line.

In three out of four cases, Americans do. In 1989, four sets of vehicles largely built in North America were sold under Japanese and American nameplates. Japanese versions outsold their American counterparts in three cases, and Ford Probe outsold Mazda MX-6 in the fourth.

In all cases, sales per dealership were considerably higher for Japanese brands, which have smaller networks.

Sales results show how buyers back up their perceptions with their money. But are Japanese cars better, too?

No.

They are essentially the same vehicles, built on the same assembly lines by the same workers. They ought to score the same on buyer perception of quality, but they don't. The American versions tend to score better.

J.D. Power and Associates has data about a year old on three of the four sets of cars. Mitsubishi Eclipse-Eagle Talon-Plymouth Laser wasn't on the market yet. Toyota Corollas and Chevrolet Novas and Geo Prizms from New United Motor Manufacturing Inc. were judged about equal.

For the Probe/MX-6 and Geo Tracker/Suzuki Sidekick, purchasers of the Japanese brands reported about 10 percent more problems per 100 cars than buyers of domestic brands, said Power analyst Dave Whiteside. At least one model involved in this article scored below average, so J.D. Power's policy on non-disclosure in that case prevented Whiteside from revealing actual scores.

Why would nearly identical cars score so differently? Power's data were not detailed enough to say, but there are these possibilities.

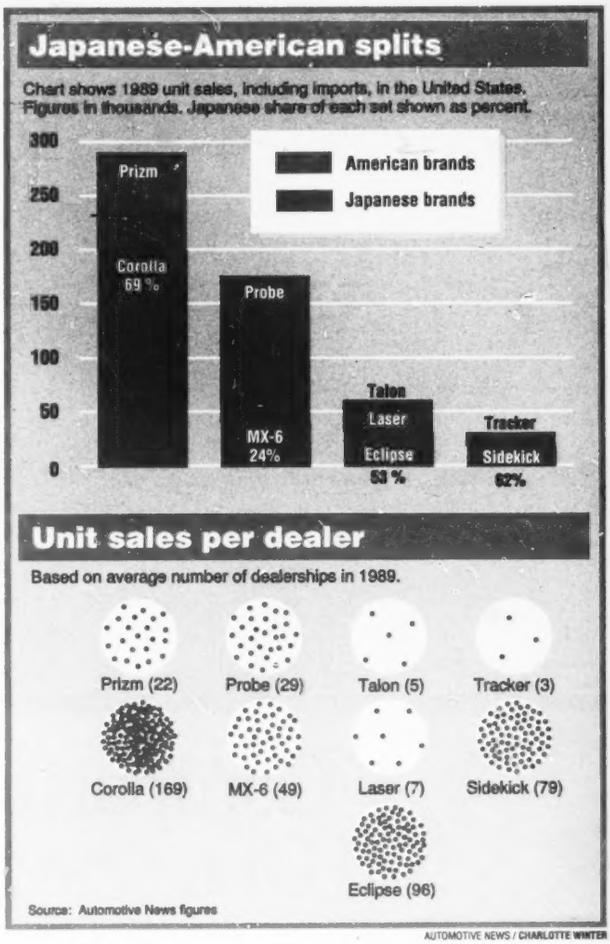
- Different materials in instrument panels, for instance, could contribute to squeaks and rattles. In both sets of cars where the Japanese were rated worse, squeaks and rattles were a big contributor.
- Dealer preparation at the domestic dealerships could be better.
- Differences in the distribution system between factory and dealer could cause initial quality defects observed by customers.
- Different expectations could contribute. Customers seeking perfection from a Japanese company might more readily complain of a squeak than a domestic customer who has accepted squeaky cars in the past.

For more modern diseases, scientists discover complex causes. A little bad diet, a little weak gene and a little dirty air can combine to kill a man's heart. Sales scientists need to study more before they can explain why American buyers rate the American version of a car higher, and then don't buy it. They will need to look at advertising budgets, manufacturer rebates, corporate personality and dealer attitudes. Some obscure combination of tiny factors is no doubt at work.

Meanwhile, car companies can rail at the phenomenon, as Iacocca and Chrysler are doing. They can shrug and try to take advantage of it, as Geo is doing. ("In the '70s, it was Toyota. In the '80s, Honda. For the '90s, get to know Geo," say the ads, as if Geo were a new Rising Sun company and not a Chevrolet marketing idea for cars from three sources.)

But without knowing why it happens, we can agree that it does happen.

When the step-sisters leave the transplant and go to the sales dance, buyers flock around Kimiko; Karen is the wallflower.



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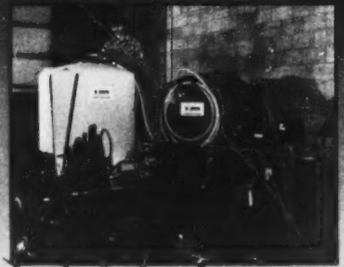

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LETTERBOX

No quality gap

The article "Iacocca must lead" (Comment, April 9) was both intriguing and frustrating.

The analysis of Lee Iacocca's nationwide tour and Chrysler's advertising was thought-provoking. The comments about quality were very frustrating and seemed to conflict with your Page 3 article in the same issue headlined, "Mercedes, Buick, Toyota rated most dependable of '85 cars."

The Comment article said, "All the initial quality surveys show that on average, Japanese cars break less than American cars. General Motors executives even admit that they made junk in the mid-1980s."

I don't recall reading any such public admission by any GM executives. If they had, it would appear that the recent J.D. Power survey would have proven them wrong.

Your Page 3 article pointed out that Buick ranked highest in domestic brand dependability for 1985, and GM was the highest-ranking domestic manufacturer.

The initial quality surveys mentioned in the Comment article are now showing that the Japanese initial quality lead is a mere 0.5 of a defect. Let's face it, the typical consumer and those of us who deal with them every day on the retail firing line have great difficulty defining one-half of a defect.

Since the writer seems to enjoy anecdotal evidence, like the "friend's flaw-filled Oldsmobile" compared to a test drive in a Mercury Cougar, may I offer some of my own. A customer of ours, a Buick owner, said in effect, "I think this Iacocca guy is right. Those Japanese cars aren't really so darn good. I've owned GM products for 20 years, and I've been real happy with them."

The fact is, there is no longer a significant difference in quality between the major international automobile manufacturers. Typically, public perception lags behind reality. About a year from now, the popular press will finally figure out that the quality difference between domestic and imported automobiles is slim to none.

Soon we will see all kinds of "informative" stories with titles like: "American auto industry whips quality problems;" "GM back on top in quality;" "Auto quality gap narrows dramatically."

The quality battles of the early 1990s will be fought more in the marketing and public relations arena than in engineering or manufacturing. By 1995, the public perception of quality will be about the same as it is for fuel economy today, "standard equipment," worldwide.

Steve West
Steve West Motors
(Pontiac-Oldsmobile-Buick-GMC)
Kendallville, Ind.

Nightmare in the making

If the car market must absorb a $7.5 billion price increase for an absurd 1 percent *claimed* gain in air quality, then clearly our government has lost its sanity.

The skyrocketing prices of cars increase the use of old, high-pollution cars. And since the forthcoming fleet of old cars are nightmares to fix properly, the auto-related air pollution problem will be with us for a long time — thanks to our misguided government.

Robert Brooks
Waukegan, Ill.

IACOCCA

FROM PAGE 3

cluding political and community leaders, financiers and dealers.

Among those who have heard Iacocca's message are Jerry R. Curry, National Highway Traffic Safety Administration administrator; H. Ross Perot, founder of Electronic Data Systems Corp., now owned by General Motors; actors Tony Randall and Anthony Quinn; civil rights activist Coretta Scott King.

While Iacocca's presentation varies somewhat depending on the area and audience, the message has been the same: He's sick and tired of America's misconceived notion that Japanese vehicles are better than the home-grown variety.

It's hard to tell if Iacocca's buy-American message and his hard-hitting persona will have a lasting effect politically, said David E. Cole, director of the Office for the Study of Automobile Transportation at the University of Michigan Transporation Research Institute.

But he believes Iaccoca's timing is "unusually good" because it coincides with a growing sensitivity to Japanese ownership of American assets. He cited the acquistion of Rockerfeller Center by Mitsubishi as an example.

"There is a general concern that we may be financing the purchase of our own assests by a foreign country," Cole said.

Ken Makovsky, president of Makovsky & Co., a New York public relations firm, agrees. "It is a very clever strategy on Iacocca's part," he said. "What he's doing is hitting them in their nationalist pockets."

Still, not everyone has been impressed by Iacocca's roadshow. He's been taken to task in several newspapers, accused of touting American quality on one hand while selling cars made by Mitsubishi, on the other.

"Despite Iacocca's remarks, Chrysler has a Japanese partner, Mitsubishi Corp., on which Chrysler relies not only for cars, but also for engines," wrote the *Chicago Tribune* after he kicked off the tour in Washington D.C.

That same day, Iacocca made the front page in his hometown newspaper, the *Detroit Free Press*. "... while (Iacocca) was preaching that an inaccurate perception of inferior quality is the problem for U.S. automakers, the reality was a few feet away in the form of an Eagle Talon/Plymouth Laser. The model is designed by Chrysler's Japanese partner, Mitsubishi and built in a Mitsubishi-run plant".

Iacocca's harshest criticism has come from newspaper columnists.

Bob Garfield, an editor-at-large at *Advertising Age*, a sister trade publication to *Automotive News* wrote: "Shopping for a car? You'd better buy American or Lee Iacocca will rip your throat out. The man's ticked."

A *Los Angeles Times* column by Dale D. Buss, under its "Viewpoints" page carried the headline "The Teflon Iacocca" followed by the sub-headline, "Chrysler's chairman is renewing his Tokyo-bashing, but the fact remains that his company still can't adequately compete with the Japanese." The article was accompanied by a sketch of a cracked bust of Iacocca with several chunks missing.

Chrysler spokesman Tom Houston said the company knew from the outset that Iacocca would "play to what amounts to mixed reviews." But the campaign is serving its intended purpose.

"We think it raised (the public's) awareness of Chrysler Corp. and raised the awareness of a good

Iacocca gives away a third of his Chrysler shares

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp. Chairman Lee Iacocca owns 95,339 fewer shares of the company's stock today than he did a year ago.

Iacocca owned 191,866 shares of Chrysler stock as of March 15, 1990, compared to 287,205 shares one year earlier, according to the company's proxy statement.

Earlier this month, Iacocca encouraged nearly 100 top company managers to buy Chrysler stock and take a personal stake in the company's performance.

A Chrysler spokesman said Iacocca sold no Chrysler shares in 1989 "but did dispose of some shares by gift."

According to the proxy, Iacocca will receive an additional 191,250 shares of common stock Nov. 2, 1990, and 63,750 shares Dec. 8, 1991.

He also has options to purchase 540,000 shares by Dec. 8, 1990 and 180,000 shares by Dec. 8, 1991 at $33.50 per share. Chrysler common stock closed at $16.88 last Thursday.

According to the proxy, Vice Chairman Gerald Greenwald owned 47,649 shares as of March 15, 1990, compared to 43,372 shares one year earlier. Chrysler Motors Chairman Bennett Bidwell owned 23,913 shares, up from 21,002 last year. Chrysler Motors President Robert Lutz owned 7,058, compared to 4,434 a year ago. Chrysler Corp. Executive Vice President Robert S. Miller Jr. owned 31,066, up from 28,011 last year.

Iacocca's compensation in 1989 included $2,413,600 realized from stock options exercised. Bidwell was the only other executive to exercise warrants among the five highest-paid Chrysler officials.

COMPENSATION

FROM PAGE 1

proxy statement calls for GM directors to own at least 2,000 shares of GM stock.

Ford Motor Co.

Ford Motor Co.'s top five executives received $15.3 million in salaries, bonuses and profits from stock options exercised in 1989, down 33 percent from 1988, Ford's 1990 proxy statement said.

Top executives overall received higher salaries in 1989 than in 1988, but less in bonuses and other compensation.

Ford's 1989 earnings dipped 28 percent from the prior year.

Compensation of top officers, 1989 vs. 1988:

- Donald E. Petersen, $6.5 million and $10.5 million.
- Harold A. Poling, $2.9 million and $4.1 million.

Ford last year awarded supplemental compensation totaling $213.7 million to 5,286 executives.

- Philip E. Benton Jr., $2.1 million and $3.0 million.
- Allan D. Gilmour, $2.0 million and $1.7 million.
- Louis R. Ross, $1.7 million and $3.5 million.

Ford's annual meeting is May 10 in Detroit.

Chrysler Corp.

Chrysler Corp. Chairman Lee Iacocca's 1989 compensation totaled $3.98 million, up from $3.65 million in 1988 but far below his totals of $20.6 million in 1986 and $17.9 million in 1987.

Compensation of other top officers, 1989 vs. 1988:

- Gerald Greenwald, $1.1 million and $1.2 million.
- Bennett Bidwell, $1.1 million and $1.2 million.
- Robert Lutz, $951,436 and $972,381.
- Robert S. Miller Jr., $874,266 and $896,328.

Chrysler paid salaries and cash bonuses totaling $8,577,066 to its top 14 officers, the proxy said.

A shareholder proposal in the proxy statement would require each company director to hold at least 2,000 common or preferred Chrysler shares.

Chrysler's shareholder meeting is May 17 in Universal City, Calif.

1989 CHRYSLER COMPENSATION

	1989 Salary	1989* Cash/stock bonus	Options exercised Jan. 1-Dec. 31, 1989	Total** compensation
Lee Iacocca, chairman	$ 889,151	$ 673,608	$2,413,600	$3,976,359
Gerald Greenwald, vice chairman	650,972	482,665	0	1,133,637
Bennett B. Bidwell, Chrysler Motors chairman	579,279	417,501	72,430	1,069,210
Roberty Lutz, Chrysler Motors president	544,550	406,886	0	951,436
R. S. Miller, executive vice president	502,995	371,271	0	874,266

*—Cash/stock bonus paid in 1989 from 1988 earnings.
**—Includes corporate contributions to employee savings plan.

1989 GM COMPENSATION

	Salary	Stock awards*	Options exercised	Total compensation
Roger B. Smith, chairman	$1,092,000	$1,400,000	0	$2,492,000
Robert C. Stempel, president	725,000	1,050,000	$ 321,820	2,096,820
Lloyd E. Reuss, executive vice president	567,000	800,000	56,700	1,423,700
John F. Smith Jr., executive vice president	383,000	750,000	47,899	1,180,899
F. Alan Smith, executive vice president	560,000	675,000	277,160	1,512,160

*—Includes awards made under the stock incentive plan issued over three-year period.

1989 FORD COMPENSATION

	Salary	Bonus	Stock options	Total compensation
Donald Petersen, chairman	$1,530,874	$1,518,800	$3,524,766	$6,574,440
Harold Poling, vice chairman	1,188,594	960,000	786,094	2,934,688
Louis Ross, executive vice president	664,705	660,000	396,563	1,721,268
Allan Gilmour, executive vice president	612,159	600,000	786,094	1,998,253
Philip Benton, executive vice president	719,455	708,100	645,781	2,073,336

IDLE FUND

FROM PAGE 1

plant in Brook Park, Ohio, that involved engine repair, says Ford spokesman Dick Routh.

Rapson says one proposal rejected by GM, to manufacture hood latches in Columbus, Ohio, will be put back on the table.

He says the union hopes to put two other proposals on the table soon. One involves making military vehicles in La Grange, Ill.; the other involves engine rebuilding in Lansing, Mich.

Yokich says the union rejected one GM idea because the union's primary goal is to provide high-paying jobs.

He says GM proposed a venture in Framingham, Mass., that would have paid $8 an hour to the workers, and "We said bullshit."

GM officials declined to be interviewed about the Growth & Opportunity Fund. GM spokesman John Maciarz acknoledged that the company has received proposals, but he would not disclose how many or what they entailed.

Whitey Hale thought he had a winner.

Employment at GM's Coldwater Road parts plant in Flint had dwindled from 8,900 in the late 1950s to 1,100 in the mid 1980s. The plant had adopted a team concept and reorganized itself into five

Hale says he was approached by officials from the UAW Human Resources Center in Flint and was told his local was an ideal candidate for a Growth & Opportunity grant to work with Dow on the bottle project.

"They came out here and got us all hyped up, but nobody got back to me and told me nothing," Hale says. "I was left in the dark on everything."

Dow spokesman Gordon Butte says Dow had technology that could be used to make plastic beverage containers. He says a panel of Dow executives made a presentation to a joint GM/UAW committee sometime in the 1980s about the possibility of workers in the Flint area manufacturing the parts.

Butte says Dow never heard from the committee.

The joint committees may need restructuring.

A union official who made a presentation to the GM/UAW committee, but who did not want to be identified, says he believes the committee members are sincere, but he says they have been afraid to take risks. "$100 million is an awful lot of money," he says. "This project needs to be successful, and because of that pressure to succeed, risks are hard to take."

actually held in special accounts, but the automakers agreed to make them available should proposals be approved by the joint committees that hear the ideas.

Growth & Opportunity was hailed as "yet another historic first," in a September 1984 UAW-GM newsletter. The article said that "the union and the corporation agreed that the success of this new joint activity will be measured based upon results."

Commitment is lacking, says the union official who chose to remain anonymous. He says the committee members are generally high-ranking UAW and GM officials who are busy doing other jobs. He says most of them either know little about or are uninterested in non-auto related businesses, the main attraction of the programs.

"Asking them to examine businesses that are wholly different from the automotive industry is asking a lot," he says. "This program has great potential, but there is a real problem in the way it's set up."

GM, Ford and the UAW would disclose the number of committee members or their identities.

Ford's Routh says he did not have any details on the engine repair program. Jerry Melillo, president of UAW Local 1250, which represents the Brook Park plant,

Routh says a joint UAW/Ford committee meets from time to time but has not yet "come up with a brilliant, creative idea."

Orville Spencer, president of Subcouncil 2, which represents all Ford assembly plants, says the international union has given no directive to locals on the program.

Now union leaders are suggesting that $100 million be used in other ways to help union members. Hale suggests using it to raise retirees' pensions. If that amount were shared equally among GM's 310,000 hourly workers who earn $14.01 to $17.33 per hour, it would average about $300 per worker.

A former UAW vice president agrees with notion of finding another program.

"I'm a little surprised nothing has been done," says Irving Bluestone, former director of the UAW GM department, who retired in 1980.

Bluestone believes a one-time payment to workers would be a waste. He says the money could best be spent on a program that would have some lasting effect, such as the legal services programs that each of the Big 3 provides for hourly workers.

"Obviously, if none of the money has been spent and none is going to be spent, it's time to look at other

GM recalls 65,200 cars

General Motors is conducting two safety recalls involving certain 1988-90 compact cars. On nearly 62,000 1988-89 Pontiac Grand Am, Oldsmobile Cutlass Calais and Buick Skylark cars equipped with 2.3-liter Quad 4 engines, a front fuel feed hose assembly could crack or separate from the engine. Approximately 3,200 1990 Cutlass Calais and Skylark cars may have loose front fuel feed/return hoses. The conditions could result in underhood fires.

FORD RECALLS AEROSTARS: Ford Motor Co. is recalling 101,000 1986 Aerostar minivans to replace a seal between the fuel tank and fuel filler pipe. The company said gasoline may leak from the seal when the tank is full or nearly full. Ford said it has not received any reports of fires due to the fuel leak.

CHRYSLER RECALL: Chrysler Corp. is recalling some 1989 and 1990 vehicles equipped with the company's A604 four-speed electronic transmission. The company will install a new bypass valve to prevent possible transmission damage in extremely cold weather resulting from restricted flow of transmission fluid through the oil cooler. Only vehicle owners in northern states are being notified. Affected vehicles include: 1989 Dodge Caravan, Dodge Grand Caravan, Plymouth Voyager and Plymouth Grand Voyager without the heavy-duty trailer tow package; 1990 Dodge Caravan, Dodge Grand Caravan, Plymouth Voyager, Plymouth Grand Voyager and Chrysler Town & Country with heavy-duty trailer tow package; and 1989 and 1990 C-body and Y-body sedans including New Yorker Landau, New Yorker Salon, Dodge Dynasty, Fifth Avenue and Imperial.

DIGEST

AUDI RECALL: Volkswagen of America Inc. is recalling about 1,600 1990 Audi 80, 90 and Coupe Quattro models for replacement of the steering lock assembly. The company said some of these vehicles may have an improperly manufactured steering locking bolt that could cause the steering wheel to remain locked even after the driver starts the car. Separately, owners of about 100 1990 Audi Coupe Quattros are being notified of the need for an inspection to make sure that front seat securing fasteners are properly installed.

TOYOTA ADS CLAIM AMERICAN CITIZENSHIP: Toyota Motor Corporate Services of North America Inc. has hired OMON, a tiny New York ad agency, to promote the company's image as an American corporate citizen. "We've been here since 1957," said Tim Andrea, manager of public relations for Toyota Motor Corporate Services, "and we employ roughly 75,000 people in the various Toyota subsidiaries." That makes Toyota feels like a naturalized citizen, he said. The print ad campaign will begin later in the spring, Andrea said, and is not a reaction to Japan bashing or criticism from Chrysler Corp. Chairman Lee Iacocca.

LEAR SIEGLER PLANT CLOSING: Lear Siegler Seating Corp. will close its Chesterfield, Mo., plant July 27 as a result of Chrysler Corp.'s decision to close its St. Louis No. 1 assembly plant in Fenton, Mo.

GM'S 100-MILLIONTH CATALYTIC CONVERTER: GM President Robert C. Stempel celebrated the production of the 100-millionth catalytic converter at a ceremony last Thursday at the GM research laboratory in Warren, Mich. "AC Rochester engineers estimate that catalytic converters the division has built have cleaned automotive exhaust streams of 30 million tons of hydrocarbons, 150 million tons of carbon monoxide and 10 million tons of oxides of nitrogen," said Stempel. He added that the Eastern Bloc countries would soon be switching to unleaded gasoline and catalysts to provide clean-up. He said this would likely add significantly to GM's catalyst business.

EPA CONTRACT FOR FEV OF AMERICA: FEV of America, an independent design and development firm in Southfield, Mich., specializing in internal combustion engines, has been awarded an EPA contract to develop a spark-ignited, direct-injection methanol-powered passenger-car engine. The purpose of the contract is to develop and evaluate an engine that will perform well on 100 percent methanol without additives or chemical changes. VW will provide the prototype direct-injection engine.

NISSAN FINANCE RESTRUCTURES: Nissan North America Inc. is restructuring its consumer finance division to make it more responsive to dealers, according to Nissan. Nissan Motor Acceptance Corp., the eight-year-old finance company, will replace its 20 individual processing centers with 11 regional offices reporting to a single clearinghouse in Dallas. The regional offices of the finance arm will be part of the 11 regional offices of the distribution and sales wings of Nissan Motor Corp. in U.S.A. A letter to Nissan's 1,110 dealers from Masataka Matsumura, Nissan Motor Acceptance president, said the new operation will ensure quicker, more uniform treatment of loan applications.

Car inventories steady; 68-day supply on hand

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Domestic automakers and importers entered the spring selling season cautiously, keeping car inventories in check.

Combined April 1 inventories of domestic and imported new cars rose 1.71 percent from the March 1 total and were well below the record stockpile on April 1, 1989. Sales in the first quarter of 1990 were off 3.0 percent from 1988.

Stocks of new domestic and imported cars on April 1 totaled 2,147,553 units, a 68-day supply. That compares with 2,111,436 for a 67-day supply on March 1.

This year's stocks are in sharp contrast to a year ago when unsold cars totaled a record 2,536,007. That was a 77-day supply.

The April 1 days' supply averaged 60 for 1983 through 1989.

Domestic new-car inventories represented a 64-day supply on April 1, down from 66 a month earlier. The stockpile was 1,478,891 cars, up from 1,466,579 in March.

General Motors' total car inventory, including captive imports, dipped to a 68-day supply on April 1 from 70 days on March 1. Ford Motor Co.'s total car inventory rose to a 67-day supply from 65. Chrysler Corp.'s total supply climbed to 77 days from 73.

The inventory of Dodge Monaco sedans soared to a 427-day supply from a 292-day supply a month earlier. Chrysler has closed the Bramalea, Ontario, assembly plant that builds the car for six weeks.

Other Chrysler models with 100-plus days' supplies are Eagle Premier; Chrysler LeBaron J, LeBaron GTS and Imperial; and Dodge Daytona and Lancer.

Despite customer rebates up to $2,000, GM continued to be plagued with heavy inventories of its GM10 models, the Chevrolet Lumina, Buick Regal, Oldsmobile Cutlass Supreme and Pontiac Grand Prix. Days' supplies range from 74 for Lumina to 119 for Regal.

Other GM models in heavy supply include Buick Reatta and Electra; Cadillac Allante; Oldsmobile Toronado and 98; and Pontiac Firebird. Stocks range from 93 to 126 days on those models.

The Probe, at 108, was the only Ford model with an inventory of more than 100 days.

Imports opened April with a 79-day supply of unsold new cars, down from 80 a month earlier.

The import stockpile rose to 668,662 from 644,857 on March 1.

The April 1 supply of unsold Toyotas, U.S.-built and imported combined, dropped to 50 days from 62 on March 1.

Similarly, Mitsubishi's inventory dipped to a 63-day supply from an 80-day supply a month ago. Mazda's inventory fell to a 50-day supply from 68.

Honda inventory rose to 46 days' worth of U.S.-built and imported cars, up from 43 on March 1.

Inventories of Nissan cars, U.S.-built and imported, fell to 102 days from 112 on March 1.

The stockpile of U.S.-built Subaru Legacy models was 440 days on April 1. Subaru's overall inventory of U.S.-produced and imported cars represented a 116-day supply.

Subaru of America Inc. spokesman Fred Heiler says the domestic Legacy glut is a one-time start-up situation and includes not-yet-delivered fleet units.

VOLVO

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6.6 billion kronas (U.S. $1.08 billion).

Volvo's board of directors is scheduled to vote on the proposed alliance at the annual meeting April 25 in Gothenburg.

There have been reports in Sweden of shareholder discontent with the deal. No major shareholder groups have come out in opposition, but the Swedish Shareholders Association, which represents a large block of small Volvo shareowners is polling 1,000 of its members about the proposed union. The survey results are expected to be announced tomorrow.

The 27 largest shareholders of AB Volvo hold 42 percent of the shares and 64 percent of the votes.

The agreement calls for Renault to acquire 25 percent of Volvo Car Corp. and to buy up to 10 percent of parent AB Volvo on the open market. Volvo would acquire 20 percent of Renault's parent company, which includes passenger-car operations, and an option to take the stake to 25 percent.

In addition, each company would acquire 45 percent of the other's truck and bus business.

The alliance would create one of the world's largest automotive concerns. Combined car and truck revenues last year for the two firms were $37.4 billion.

General Motors is the world's largest automotive company with 1989 revenue of $127 billion. Ford Motor Co. followed at $96 billion.

IMPORT DAYS' SUPPLIES

	Apr. 1, 1990	Mar. 1, 1990	Apr. 1, 1989
Chevrolet	87	98	200
Chrysler Motors	96	93	173
Acura	76	65	79
Daihatsu	67	65	87
Honda	55	50	40
Infiniti	53	61	—
Isuzu	138	188	171
Lexus	21	24	—
Mazda	61	65	59
Mitsubishi	74	80	71
Nissan	95	104	88
Subaru	107	128	58
Suzuki	306	251	253
Toyota	70	65	28
JAPAN	77	78	73
Audi	143	185	182
BMW	74	64	74
Mercedes-Benz	36	33	51
Mercury	31	62	100
Porsche	78	87	170
VW	116	140	121
GERMANY	86	94	98
Alfa Romeo	114	97	166
Ford	95	106	119
Hyundai	58	61	52
Jaguar	61	50	63
Peugeot	86	89	97
Pontiac	140	88	161
Eagle/Chrysler	170	117	144
Saab	68	61	88
Sterling	67	68	124
Volvo	95	92	76
Yugo	115	116	242
Other Countries	82	79	87
Total Import Cars	79	80	79
Daihatsu	53	39	—
Geo Tracker*	134	145	185
Isuzu*	83	106	115
Mazda	66	71	62
Mitsubishi	74	109	90
Nissan*	39	54	38
Range Rover	62	57	34
Suzuki*	141	157	114
Toyota	23	44	54
Dodge	113	129	206
Total Imp. Trucks	54	74	73
Total Imp. Vehicles	73	79	77

*Includes domestic vehicles

DOMESTIC DAYS' SUPPLIES

	Apr. 1, 1990	Mar. 1, 1990	Apr. 1, 1989
Talon	47	32	—
Premier	176	190	111
Total Eagle	97	81	111
Horizon	74	74	91
Laser	89	68	57
Sundance	75	95	92
Reliant	52	63	78
Acclaim	49	47	59
Caravelle	—	—	118
Gran Fury	—	—	71
Total Plymouth	66	65	76
LeBaron K	—	—	87
LeBaron A	97	139	—
LeBaron J	105	123	106
LeBaron GTS	140	219	253
Fifth Avenue (rwd)	91	118	117
Fifth Avenue (fwd)	91	87	—
Imperial	104	86	—
New Yorker C	66	73	69
New Yorker E	—	—	189
Total Chrysler	93	101	93
Omni	70	79	97
Shadow	65	69	75
Monaco	427	292	—
Daytona	117	110	91
Aries	53	76	77
Lancer	131	255	308
Spirit	56	49	71
Diplomat	—	—	87
Dynasty	54	43	44
Dodge 600	—	—	148
Total Dodge	69	63	71
CHRYSLER MTRS.	75	71	80
Escort	76	85	97
Mustang	89	92	62
Tempo	58	53	93
Taurus	63	57	73
Thunderbird	71	78	73
Probe	108	114	96
Crown Victoria	67	65	84
Total Ford Div.	72	72	83
Tracer/Lynx	—	—	122
Topaz	73	74	76
Sable	63	58	91
Cougar	68	80	63
Grand Marquis	67	71	69
Total Mercury	67	70	79
Continental	31	32	55
Town Car	42	55	70
Mark VII	66	45	108
Total Lincoln	41	46	71
Total L-M Div.	56	60	77
FORD MOTOR CO.	67	68	81
Skyhawk	92	85	130
Somerset/Skylark	44	33	78
Century	67	70	66
Regal	119	106	124
LeSabre	58	69	74
Reatta	116	101	155
Electra	126	135	93
Riviera	79	98	114
Total Buick	72	73	88
Cimarron	—	—	7
Allante	107	108	106
Seville	34	50	60
DeVille	47	57	71
Brougham	64	82	71
Eldorado	75	84	75
Total Cadillac	50	62	71
Geo Prizm/Nova	70	78	246
Cavalier	41	57	71
Camaro	84	104	96
Celebrity	70	55	46
Corsica/Beretta	69	62	81
Lumina/Monte Carlo	74	77	121
Caprice	61	74	85
Corvette	84	87	125
Total Chevrolet	63	68	80
Firenza	—	—	57
Calais	53	52	120
Cutlass Ciera	81	70	89
Cutlass Supreme	76	71	150
88	71	63	85
98	97	91	79
Toronado	99	106	149
Total Oldsmobile	74	68	100
Fiero	—	—	80
Sunbird	57	50	71
Firebird	93	91	84
Grand Am	66	59	74
Pontiac 6000	60	61	86
Grand Prix	87	82	72
Bonneville H	86	79	89
Safari/Parisienne	—	—	127
Total Pontiac	72	67	78
GENERAL MTRS.	66	68	83
HONDA	41	39	29
MAZDA	35	76	52
MITSUBISHI	41	78	26
NISSAN	128	137	53
TOYOTA*	29	35	25
SUBARU	440	N.A.	—
DOM. TOTAL	64	66	77
Subcompact	49	59	57
Compact	51	54	73
Intermediate	71	66	77
Standard	64	71	80
Speciality	93	93	125

*Estimate

SALES

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1.6 points to grab 7.12 percent of total market share.

Honda's sales increased 16.40 percent for the quarter, and its car market share jumped to 8.23 percent from 6.97 percent.

"Honda's not in the (incentive) game because its inventories are good," said Jeff Sprague, assistant analyst at Paine Webber in New York City. "But even BMW and Mercedes — God forbid, they won't call it an incentive, but they're offering favorable lease rates and other things."

European imports as a group continued their decline in the first quarter, with the notable exceptions of German luxury makers Mercedes-Benz, Porsche and Audi.Analysts warn that a quarter is a short period, and sales trends can change quickly. But they praised GM's marketing efforts.

"GM's incentives were basically the most aggressive," Sprague said. "For the consumer, everybody was on par, but GM gave dealers almost the same amount; that gives dealers a lot more flexibility."

Ford Division sold 684,101 cars and light trucks to maintain its lead in total vehicle sales for the quarter, although the division's combine car and light-truck sales sales dropped 6.19 percent. Chevrolet breathed down Ford's neck, only a half percentage point behind in combined car and light-truck share. In the year-ago quarter, Chevrolet lagged by more than three percentage points.

Ford Motor Co. saw total sales drop 6.25 percent and car and light-truck market share drop to 29.64, down from 30.24 a year ago.

Ford's bright spot was its luxury Lincoln division where sales soared 34.69 percent from a year ago. Most other luxury lines also picked up sales.

"The middle-class consumer is deciding that a $22,000 Cadillac is a much better value than a $17,000 Cutlass," says analyst McMillan.

Total U.S.-badged vehicle sales slid by 2.85 percent. Chrysler Corp., which had a big January spurred by rebates on its popular minivans, still dropped 7.42 percent in vehicle sales.

Asian nameplates increased total vehicle sales by 6.88 percent. Of the three leading Asian nameplates — Honda, Toyota and Nissan — only Nissan suffered a sales decline, down 11.13 percent.

Japanese light-truck makers lost almost 3/4 of a percentage point.

Here's how major manufacturers and importers did in the quarter:

General Motors

GM's share of the U.S. car market for the quarter amounted to 35.96, up 0.58 of a percentage point from the first quarter of 1989. Truck share rose to 34.96 percent, up 1.32 percentage points.

Sales increases were nearly across the board at Chevrolet. Only two car lines, Corsica/Beretta and Camaro, had lower sales.

Sales of the Geo Prizm tripled from sales of its predecessor, the Nova. Other Geo models doubled sales.

Cadillac continued its turnaround by capturing 3.01 percent of the U.S. car market during the period, up from 2.78 percent a year ago. Every Cadillac model but the Eldorado enjoyed a sales hike.

Oldsmobile sales, dismal in 1989, dropped 10.20 percent.

And the Pontiac division, the turnaround darling of the 1980s, saw sales plummet 11.35 percent.

Ford

Ford's sporty cars — Thunderbird, Probe and Mustang — did poorly while Ford's mid-size sedans and larger cars — the Tempo, Taurus, and LTD Crown Victoria — did well.

"Probe was out there by itself in the sporty specialty car market last year, but the Diamond-Star cars (Mitsubishi Eclipse, Plymouth Laser and Eagle Talon) were introduced in the meantime," said Joel Pitcoff, manager of research and analysis for Ford.

"Taurus and Sable have held their own in their segment despite a number of new product entries in the market," he added.

Escort was off 21,000 units in the first quarter of 1990 because of the changeover for the next generation Escort at Ford's Wayne, Mich., assembly plant, between November and February.

Ford's truck market share fell to 29.64 from 30.24 percent in the first quarter of 1989.

Pitcoff expects a similar second quarter.

Chrysler

Chrysler held its own in the truck market, but sales of Dodge and Chrysler brand cars dipped.

The company's 10.57 percent of the car market in the first three months of 1989 dipped to 9.14 percent in the first quarter of 1990.

Truck share held steady: 20.77 percent for the first quarter this year compared to 20.82 percent last year.

Biggest gainers were the sporty Laser coupe and Acclaim sedan.

Asian

In the first quarter, combined sales of Japanese and Korean imports and transplant cars and trucks (by marketing unit, not including Big 3 captive imports) were 824,045 up 6.88 percent from the year-ago period.

Mitsubishi Motor Sales of America Inc. was the segment's biggest mover, with total sales increasing 68.14 percent from the year-ago period to 57,449.

Toyota's new Lexus Division posted 13,167 sales in the first quarter.

Nissan's Infiniti Division sold 3,695 cars in the three-month period. Despite that, Nissan's total car sales fell 11.13 percent.

European

European imports fell 6.75 percent to 110,204. BMW fell 17.21 percent; Volvo, 11.81 percent.

Porsche sales jumped 30.64 percent in the quarter to 2,362. Porsche overhauled its product lineup for 1990 and held the line or even cut some prices.

The Audi of America Inc. unit of Volkswagen of America Inc. gained about 7 percent to 4,949. Sales of Volkswagen models declined nearly 2 percent to 29,155.

GM DEALERS

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dealers to plan their buildout orders because they will know their actual cost of each carryover.

Green said the possibility of an optional incentive program is "the best of both worlds."

He said many dealers last year made more money by participating in the incentive program than they would have made with the 5 percent carryover allowance.

"And it's my understanding that GM spent more on incentives than if it would just have given the dealers 5 percent," he said.

Other dealers had mixed reaction to what is essentially an "incentive-based" carryover rebate.

Charles Barker, president of Colonial Auto Group, a Chevrolet-Cadillac dealership in Norfolk, Va., prefers the traditional system.

"Carryovers were always there, so dealers could manage inventories and plan for buildout at the end of the model year," he said. "Incentives tend to run out."

Joe Faulkner, president of Henry Faulkner Oldsmobile-Mitsubishi in Philadelphia, said he favors a sales promotion.

"I would rather take part in a promotion to sell cars than be paid to inventory them," he said.

Under the new program, dealers will be paid upon retail delivery of the vehicle between the first day of the 1991 model year and Dec. 31. But the incentive doesn't cover some of GM's low-priced Geo models and the Pontiac LeMans.

U.S. CAR & LIGHT TRUCK SHARES, FIRST QUARTER, 1990 vs. 1989

Marketing Unit	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	Pct. Share of Total Car and Truck Market 1990	Pct. Share of Total Car and Truck Market 1989	Changes Share Points	Changes Pct. Sales Units	Changes No. Sales Units
Ford	342,735	382,546	14.83	16.31	341,366	346,664	29.64	30.24	684,101	729,210	19.75	20.88	– 1.13	– 6.19	– 45,109
Chevrolet	352,135	315,417	15.23	13.45	312,473	302,936	27.14	26.42	664,608	618,353	19.19	17.71	1.49	7.48	46,255
Toyota	186,756	136,700	8.08	5.83	59,905	56,037	5.20	4.89	246,661	192,737	7.12	5.52	1.60	27.98	53,924
Dodge	87,929	110,334	3.80	4.70	135,296	137,572	11.75	12.00	223,225	247,906	6.45	7.10	– 0.65	– 9.96	– 24,681
Honda	190,335	163,512	8.23	6.97	—	—	—	—	190,335	163,512	5.50	4.68	0.81	16.40	26,823
Pontiac	146,430	172,310	6.34	7.35	6,315	0	0.55	0.00	152,745	172,310	4.41	4.93	– 0.52	– 11.35	– 19,565
Nissan	110,022	125,272	4.76	5.34	42,248	46,074	3.67	4.02	152,270	171,346	4.40	4.91	– 0.51	– 11.13	– 19,076
Oldsmobile	132,153	152,517	5.72	6.50	4,808	0	0.42	0.00	136,961	152,517	3.96	4.37	– 0.41	– 10.20	– 15,556
Buick	130,910	124,437	5.66	5.31	—	—	—	—	130,910	124,437	3.78	3.56	0.22	5.20	6,473
Plymouth	66,447	64,524	2.87	2.75	50,755	44,522	4.41	3.88	117,202	109,046	3.38	3.13	0.26	7.48	8,156
Mercury	97,638	124,954	4.225	5.33	—	—	—	—	97,638	124,954	2.82	3.58	– 0.76	– 21.86	– 27,316
Mazda	59,737	54,120	2.58	2.31	20,694	28,821	1.80	2.51	80,431	82,941	2.32	2.38	– 0.05	– 3.03	– 2,510
GMC	—	—	—	—	79,034	82,770	6.86	7.22	79,034	82,770	2.28	2.37	– 0.09	– 4.51	– 3,736
Cadillac	69,507	65,305	3.01	2.78	—	—	—	—	69,507	65,305	2.01	1.87	0.14	6.43	4,202
Lincoln	62,678	46,534	2.71	1.98	—	—	—	—	62,678	46,534	1.81	1.33	0.48	34.69	16,144
Mitsubishi	46,416	21,077	2.01	0.90	11,033	13,091	0.96	1.14	57,449	34,168	1.66	0.98	0.68	68.14	23,281
Jeep	—	—	—	—	52,271	56,558	4.54	4.93	52,271	56,558	1.51	1.62	– 0.11	– 7.58	– 4,287
Chrysler	42,079	54,007	1.82	2.30	894	0	0.08	0.00	42,973	54,007	1.24	1.55	– 0.31	– 20.43	– 11,034
VW	34,104	34,338	1.48	1.46	1,501	977	0.13	0.09	35,605	35,315	1.03	1.01	0.02	0.82	290
Hyundai	34,411	49,691	1.49	2.12	—	—	—	—	34,411	49,691	0.99	1.42	– 0.43	– 30.75	– 15,280
Isuzu	836	4,549	0.04	0.19	26,584	21,812	2.31	1.90	27,420	26,361	0.79	0.75	0.04	4.02	1,059
Subaru	24,546	37,779	1.06	1.61	—	—	—	—	24,546	37,779	0.71	1.08	– 0.37	– 35.03	– 13,233
Volvo	22,400	25,400	0.97	1.08	—	—	—	—	22,400	25,400	0.65	0.73	– 0.08	– 11.81	– 3,000
Mercedes	17,356	17,148	0.75	0.73	—	—	—	—	17,356	17,148	0.50	0.49	0.01	1.21	208
Eagle	14,828	19,088	0.64	0.81	—	—	—	—	14,828	19,088	0.43	0.55	– 0.12	– 22.32	– 4,260
BMW	14,468	17,476	0.63	0.75	—	—	—	—	14,468	17,476	0.42	0.50	– 0.08	– 17.21	– 3,008
Saab	6,336	7,918	0.27	0.34	—	—	—	—	6,336	7,918	0.18	0.23	– 0.04	– 19.98	– 1,582
Suzuki	1,605	1,586	0.07	0.07	4,244	7,506	0.37	0.65	5,849	9,092	0.17	0.26	– 0.09	– 35.67	– 3,243
Jaguar	4,744	4,483	0.21	0.19	—	—	—	—	4,744	4,483	0.14	0.13	0.01	5.82	261
Daihatsu	3,648	3,340	0.16	0.14	1,025	0	0.09	0.00	4,673	3,340	0.13	0.10	0.04	39.91	1,333
Porsche	2,362	1,808	0.10	0.08	—	—	—	—	2,362	1,808	0.07	0.05	0.02	30.64	554
Yugo	1,994	2,458	0.09	0.10	—	—	—	—	1,994	2,458	0.06	0.07	– 0.01	– 18.88	– 464
Sterling	1,403	1,784	0.06	0.08	—	—	—	—	1,403	1,784	0.04	0.05	– 0.01	– 21.36	– 381
Peugeot	1,129	1,426	0.05	0.06	—	—	—	—	1,129	1,426	0.03	0.04	– 0.01	– 20.83	– 297
Range Rover	—	—	—	—	1,095	1,191	0.10	0.10	1,095	1,191	0.03	0.03	0.00	– 8.06	– 96
Alfa Romeo	577	1,036	0.02	0.04	—	—	—	—	577	1,036	0.02	0.03	– 0.01	– 44.31	– 459
Rolls/Bentley	300	300	0.01	0.01	—	—	—	—	300	300	0.01	0.01	0.00	0.00	0
Ferrari	240	240	0.01	0.01	—	—	—	—	240	240	0.01	0.01	0.00	0.00	0
Lotus	81	81	0.00	0.00	—	—	—	—	81	81	0.00	0.00	0.00	0.00	0
Maserati	60	67	0.00	0.00	—	—	—	—	60	67	0.00	0.00	0.00	– 10.45	– 7
Lamborghini	39	39	0.00	0.00	—	—	—	—	39	39	0.00	0.00	0.00	0.00	0
Aston Martin	15	15	0.00	0.00	—	—	—	—	15	15	0.00	0.00	0.00	0.00	0
TOTAL	**2,311,389**	**2,345,616**	**100.00**	**100.00**	**1,151,541**	**1,146,531**	**100.00**	**100.00**	**3,462,930**	**3,492,147**	**100.00**	**100.00**	—	—	**– 29,217**
Total Chrysler	**211,283**	**247,953**	**9.14**	**10.57**	**239,216**	**238,652**	**20.77**	**20.82**	**450,499**	**486,605**	**13.01**	**13.93**	**– 0.92**	**– 7.42**	**– 36,106**
Total Ford	**503,051**	**554,034**	**21.76**	**23.62**	**341,366**	**346,664**	**29.64**	**30.24**	**844,417**	**900,698**	**24.38**	**25.79**	**– 1.41**	**– 6.25**	**– 56,281**
Total GM	**831,135**	**829,986**	**35.96**	**35.38**	**402,630**	**385,706**	**34.96**	**33.64**	**1,233,765**	**1,215,692**	**35.63**	**34.81**	**0.82**	**1.49**	**18,073**
Total US	**1,545,469**	**1,631,973**	**66.86**	**69.58**	**983,212**	**971,022**	**85.38**	**84.69**	**2,528,681**	**2,602,995**	**73.02**	**74.54**	**– 1.52**	**– 2.85**	**– 74,314**
Total Europe	**107,608**	**116,017**	**4.66**	**4.95**	**2,596**	**2,168**	**0.23**	**0.19**	**110,204**	**118,185**	**3.18**	**3.38**	**– 0.20**	**– 6.75**	**– 7,981**
Total Asia	**658,312**	**597,626**	**28.48**	**25.48**	**165,733**	**173,341**	**14.39**	**15.12**	**824,045**	**770,967**	**23.80**	**22.08**	**1.72**	**6.88**	**53,078**
TOTAL	**2,311,389**	**2,345,616**	**100.00**	**100.00**	**1,151,541**	**1,146,531**	**100.00**	**100.00**	**3,462,930**	**3,492,147**	**100.00**	**100.00**	—	—	**– 29,217**

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	None
Dodge trucks	$750-$2,500	2.9	6.9	7.9	9.9	None
Eagle	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Jeep	$500-$1,500	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,250	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models)						
Dodge cars	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Eagle Summit	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge cars	**$750-$1,500**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge trucks	**$1,000 - $2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Eagle	**$750-$2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Jeep	**$500-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
*Buyer will receive any increase in rebate through Sept. 30, 1990.						
Ford Motor Co. (1989-90 models)						
Ford cars	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Ford trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Continental, Mark VII	**$1,500**					**April 30**
Mercury	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
General Motors (1989 models)						
Chevrolet cars	$700-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$500-$1,500	6.9	6.9	6.9	10.9	May 2
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Riviera	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$700-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cadillac	**$1,500-$2,000**					**May 31**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Olds Toronado	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Silhouette	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Trans Sport	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
*Based on option package selected						
BMW (1990 models)						
325i		**2.9**	**4.9**	**6.9**	**7.9**	**April 30**
325is		**4.9**	**6.9**	**7.9**	**9.9**	**April 30**
Hyundai Excel (1989-90 models)	**$500-$1,000**					**April 18**
Isuzu (1989-90 models)	**$1,000-$1,200***					**June 30**
*If dealer foregoes dealer incentive						
Mazda (1990 models)						
323	**$750**					**June 4**
Trucks	**$750-$1,000**					**None**
Mitsubishi (1989-1990 models)						
Cars, trucks*	**$500-$2,000**					**June 30**
*Payments vary by regions.						
Nissan (1988-89 models)						
Sentra, trucks	$1,000-$1,500					May 2
Nissan (1990 models)						
Sentra, trucks	**$1,000-$1,200**					**May 2**
Peugeot (1989-90 models)	**$1,000-$3,000**					**None**
Sterling (1989 models)	$5,000					April 30

Mitsubishi adjusts spiffs

Mitsubishi Motor Sales of America announced new retail and dealer incentive programs which extend through June 30. Payments vary by region on some car and truck lines.

Customer incentives on 1989 and 1990 vehicles are: Galant, $1,000; Mirage, $500; Sigma, $2,000; pickup and Montero, $1,000.

Factory-to-dealer incentives are: 1989 and 1990 Galant, $500 to $2,000 depending on number sold; 1989 and 1990 Mirage, $500 after the third unit sold; 1989 and 1990 Eclipse, $500 to $750 depending on the number sold; 1989 and 1990 pickup and Montero, $500 to $1,500 depending on number sold.

GAS

FROM PAGE 6

efits of introducing this or other reformulated gasolines on a larger scale," Bowerman said. "That's because before all gasolines can be reformulated, more research is required, extensive capital investments must be planned and time is needed to design and build modifications to complex, billion-dollar refineries."

Phillips will begin marketing its fuel in the St. Louis area on Earth Day, April 22. The new fuel will be available at 125 stations.

The second reason for introducing the cleaner gasolines is to demonstrate that they can provide air-quality improvements similar to those of alternative fuels. If petroleum companies cannot prove reformulated gasoline's emissions cleanup potential, there is considerable political pressure to force alternative-fueled vehicles on the non-attainment areas. Those alternative fuels include methanol, ethanol, hydrogen, liquid petroleum gas and compressed natural gas.

Important to proving the cleanup potential of these reformulated fuels are research projects to identify and quantify reductions in automobile tailpipe and evaporative pollutants.

A week ago, Chrysler Corp., Ford Motor Co., General Motors and 14 petroleum companies began phase one of a four-year, joint research and testing program in which a wide range of gasoline reformulations will be evaluated.

The program will assess the relative reductions in vehicle emissions and improvements in air quality, particularly ozone, achievable with 23 different reformulated gasolines and blends of gasoline and methanol. The results are expected in September and will be made public. Phase two of the program will look at changes in the vehicles to complement the changes in the fuel.

"Methanol will be the fuel of the future," said Richard White, vice president of marketing for Marathon. "But reformulated gasoline will be the predecessor to alternative fuels like methanol."

White said Amaraclean, Marathon's reformulated gasoline that is available in regular, mid-grade and premium, is part of the "first generation" of environmentally cleaner gasolines.

The third reason for introducing these new fuels is the positive publicity attached to being an environmentally aware company. Few of the ads mention the small scale of the programs or what happens to the butane, aromatics or olefins "removed" from the fuel. An ARCO spokesman admitted that most of those hydrocarbons go back into the old-style gasolines marketed in other regions.

Gasoline refiners are able to boast in advertising about impressively high cleanup percentages provided by the fuel in the most highly polluting vehicles — pre-1975 models without catalysts. According to a speech by GM President Robert C. Stempel, "85 percent of the automotive pollution in the U.S. comes from the oldest 50 percent of the vehicles on the road."

But the actual emissions reduction in individual vehicles depends largely on the vehicle's age and the condition of its emission-control system.

The more sophisticated fuel-injection systems and evaporative and exhaust-system emissions control systems on the newest vehicles gobble up old-style gasoline without producing higher levels of emissions. Current reformulated gasolines have only a small effect on new-car emissions.

Spokesmen from the fuel companies say the reduction in range or mileage from the first-generation reformulated gasolines would probably be too small to notice. One Ford specialist estimated that if conventional gasoline provided a 300-mile range in a particular vehicle, today's reformulated fuels would provide close to 290 miles in the same vehicle.

The new formula for gasoline has not yet been defined. But generally, the recipe includes removing much of the butane, 20 to 30 percent of the normal levels of aromatics and olefins, 30 to 35 percent of the normal levels of benzene and the addition of methyl-tertiary-butyl-ether.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Corvette	$2,000-$4,000 based on sales	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac LeMans, Grand Am	$500	May 2
Grand Prix	$500	May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Hyundai (1989-90 models)		
Excel	**$250**	**April 18**
Sonata*	**$800-$1,500**	**April 18**
*$500 extra starting with sixth sale		
Isuzu (1990 models)		
Pickups*	**$800-$1,300 based on number sold**	**June 30**
Trooper	**$900-$1,400 based on number sold**	**June 30**
*$200 extra on 4wd models		
Mitsubishi (1989-1990 models)		
Cars, trucks*	**$500-$2,000 based on number sold**	**June 30**
*Payments vary by regions.		
Nissan		
Stanza (1989-90)	**$500-$1,000**	**May 2**
Axxess (1990)	**$1,000**	**May 2**
Pathfinder (1989)	**$1,500**	**May 2**
Saab (1989 models)	$3,000-$5,000	April 30
Subaru (1989 models)		
Justy ECVT	$1,200	May 2
Other Justy	$500	May 2
XT, XT6	$1,500	May 2
Subaru (1990 models)		
Loyale	**$400**	**May 2**
Legacy	**$500-$1,500**	**May 2**
Suzuki		
Samurai (1988-89)	$1,000	June 4
Swift (1989)	$1,000-$2,000	June 4
Sidekick (1989)	$500-$2,500	June 4
Swift (1990)	**$400**	**June 4**
Sidekick (1990)	**$700-$1,500**	**June 4**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

4-day week cuts build of cars, trucks

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Last week's targeted domestic car and truck production declined as all but one U.S. assembly plant closed for Good Friday.

Automakers scheduled output of 103,219 units, down 6.98 percent from the prior week's build as plants worked a four-day week. Car output was 35.69 percent below the year-ago week, which was a full work week.

So far this year, 1,685,903 cars have been built, 24.02 percent below 1989 at this point.

Companies shared last week's scheduled production as follows: General Motors, 41.57 percent; Ford Motor Co., 24.73 percent; Chrysler Corp., 11.96 percent; Honda of America Manufacturing Inc., 6.60 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.26 percent; Mazda Motor Manufacturing (USA) Corp., 3.00 percent; Diamond-Star Motors Corp., 2.19 percent; New United Motor Manufacturing Inc., 3.97 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.38 percent; and Subaru-Isuzu Automotive Inc., 0.34 percent.

Truck production was estimated at 69,624 units last week, 12.26 percent below the prior week and 21.95 percent below the year-ago week.

Year-to-date, truckmakers have assembled 1,105,483 units, 17.67 percent below last year's build.

Toyota's Georgetown, Ky., plant was the only U.S. car assembly facility that worked Good Friday.

All Big 3 plants will extend their Easter holiday until Tuesday.

GM's Oklahoma City plant reopened last week after a one-week shutdown for schedule adjustment.

Ford slated daily overtime last week at the Wayne, Mich., and Wixom, Mich., car plants.

Daily truck overtime was scheduled at Ford's St. Paul, Minn.; St. Louis; Kansas City, Mo.; Lorain, Ohio; and Louisville, Ky., plants.

Canada pinched by short week

Canadian assembly plants were closed Good Friday along with their U.S. counterparts.

The four-day week caused car and truck production to dip from the totals for the prior week and the year-ago week.

Last week's scheduled Canadian car production of 13,623 was 32.76 percent below the previous week and 39.13 percent below the year-ago week.

So far this year, 283,261 cars have been assembled, 4.64 percent below last year's total at this time.

Targeted Canadian truck assembly of 15,022 units last week was 24.73 percent below the previous week and 19.36 percent below the year-ago week.

To date, 1990 truck output is 262,316 units, 12.50 percent below the year-ago total.

Ford closed its Oakville, Ontario, plant last week because of a slowdown in dealer orders. The plant is expected to resume output tomorrow.

U.S. CAR	Week Ended Apr. 14, 1990	Week Ended Apr. 15, 1989	Week Ended Apr. 7, 1990	Apr to Date	Jan. 1 to Apr. 14, 1990	Jan. 1 to Apr. 15, 1989
Horizon	0	820	0	0	4,327	2,198
Sundance	1,600	2,394	0	1,600	20,355	34,656
Acclaim	1,800	2,301	0	1,800	21,657	35,128
Total Plymouth	3,400	5,515	0	3,400	46,339	71,982
LeBaron A	250	0	1,428	1,678	7,039	0
LeBaron J	0	2,769	0	0	8,332	33,889
LeBaron GTS	1,100	0	0	1,100	1,100	2,946
N. Yorker C-Class	300	2,113	0	300	5,426	35,787
Fifth Avenue	500	0	0	500	7,700	0
Imperial	400	0	0	400	5,071	0
Total Chrysler	2,550	4,882	1,428	3,978	34,668	72,622
Omni	0	958	0	0	4,078	2,699
Daytona	700	1,851	942	1,642	7,338	32,323
Shadow	1,600	2,396	0	1,600	22,885	35,140
Dynasty	2,400	3,372	0	2,400	31,387	47,038
Lancer	0	0	0	0	0	1,528
Spirit	1,700	2,268	0	1,700	23,245	32,557
Total Dodge	6,400	10,845	942	7,342	88,933	151,285
CHRYSLER MOTORS	12,350	21,242	2,370	14,720	169,940	295,889
Escort	5,051	8,582	5,213	10,264	48,668	98,408
Mustang	0	4,516	0	0	38,906	73,163
Tempo	2,526	3,396	3,374	5,900	37,152	49,455
Taurus	5,811	8,863	7,697	13,508	112,412	118,930
Thunderbird	2,588	3,480	0	2,588	31,617	54,467
Total Ford Div.	15,976	28,837	16,284	32,260	268,755	394,423
Topaz	994	2,104	1,191	2,185	14,758	20,903
Cougar	1,912	3,250	0	1,912	21,171	45,611
Sable	2,597	2,227	3,070	5,667	32,237	38,890
Total Mercury	5,503	7,581	4,261	9,764	68,166	105,404
Continental	903	1,444	1,315	2,218	16,124	22,009
Mark VII	445	478	655	1,100	8,040	8,576
Town Car	2,702	2,878	3,946	6,648	48,533	40,150
Total Lincoln	4,050	4,800	5,916	9,966	72,697	70,735
Total L-M Div.	9,553	12,381	10,177	19,730	140,863	176,139
FORD MOTOR CO.	25,529	41,218	26,461	51,990	409,618	570,562
Skyhawk	0	457	0	0	0	4,860
Skylark/Somerset	1,528	1,323	2,281	3,809	24,446	16,172
Century	248	2,378	0	248	17,205	35,961
Riviera	429	573	553	982	6,599	8,534
Electra	3	1,953	20	23	12,354	25,010
LeSabre (fwd)	3,085	4,965	3,682	6,767	45,668	36,554
LeSabre (rwd)	92	168	115	207	1,978	2,845
Reatta	164	0	204	368	2,461	1,976
Total Buick	5,549	11,817	6,855	12,404	110,711	131,912
Eldorado	503	907	630	1,133	6,367	11,560
Seville	554	689	693	1,247	8,092	8,459
Brougham (rwd)	816	830	964	1,780	11,450	13,081
DeVille (fwd)	3,261	4,268	4,003	7,264	45,269	67,258
Allante	69	0	87	156	1,038	1,003
Total Cadillac	5,203	6,694	6,377	11,580	72,216	101,361
Cavalier	5,032	7,562	7,444	12,476	85,956	119,146
Camaro	1,616	2,709	1,899	3,515	14,041	36,594
Celebrity	0	2,497	0	0	0	45,638
Corsica/Beretta	4,928	8,673	6,077	11,005	80,179	126,012
Caprice	2,496	5,188	3,069	5,565	64,370	61,158
Corvette	448	560	560	1,008	6,608	7,768
Total Chevrolet	14,520	27,189	19,049	33,569	251,154	396,316
Calais	1,686	2,308	2,496	4,182	25,647	27,935
Cutlass Ciera	288	1,912	0	288	23,448	25,086
Cutlass Supreme	1,564	0	1,872	3,436	23,852	27,265
Toronado	306	191	372	678	6,206	3,275
88 (fwd)	870	3,457	2,089	2,959	23,571	47,098
88 (rwd)	120	176	114	234	1,204	2,222
98	883	2,152	1,137	2,020	16,263	28,254
Total Oldsmobile	5,717	10,196	8,080	13,797	120,191	161,135
Sunbird	3,200	3,249	3,971	7,171	37,626	44,226
Grand Am	3,840	6,074	4,741	8,581	51,526	75,391
Firebird	820	1,401	1,180	2,000	8,195	21,790
Grand Prix	2,476	4,000	3,087	5,563	30,037	42,407
Pontiac 6000	264	2,576	0	264	16,099	27,819
Bonneville	1,304	2,938	1,918	3,222	18,950	28,982
Safari/Parisienne	0	100	0	0	0	1,599
Total Pontiac	11,904	20,338	14,897	26,801	162,433	242,214
GENERAL MOTORS	42,893	76,234	55,258	98,151	716,705	1,032,938
DIAMOND-STAR	2,264	1,181	2,865	5,129	40,947	11,659
HONDA	6,815	7,745	8,763	15,578	127,817	115,205
Civic	2,020	2,743	2,574	4,594	33,877	38,649
Accord	4,795	5,002	6,189	10,984	93,940	76,556
MAZDA†	3,092	5,075	4,055	7,147	54,620	71,527
NISSAN	1,422	2,086	1,668	3,090	33,166	33,948
NUMMI	4,100	3,919	4,933	9,033	60,469	58,028
Corolla	2,000	1,426	2,455	4,455	31,743	24,357
Geo Prizm/Nova	2,100	2,493	2,478	4,578	28,726	33,671
SUBARU-ISUZU	356	0	363	719	8,079	0
TOYOTA	4,398	1,813	4,234	8,632	64,542	29,097
Total Cars, U.S.	103,219	160,513	110,970	214,189	1,685,903	2,218,853
Total Cars, Canada	13,623	22,381	20,259	33,882	283,261	297,055
U.S., Canada Cars	116,842	182,894	131,229	248,071	1,969,164	2,515,908
U.S., Canada Cars and Trucks	201,488	290,726	230,538	432,026	3,336,963	4,158,371

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Apr. 14, 1990	Week Ended Apr. 15, 1989	Week Ended Apr. 7, 1990	Apr to Date	Jan. 1 to Apr. 14, 1990	Jan. 1 to Apr. 15, 1989
Monaco	0	0	0	0	3,593	0
Premier	0	1,275	0	0	1,252	14,885
CHRYSLER MOTORS	0	1,275	0	0	4,845	14,885
Tempo	0	3,332	2,463	2,463	36,657	50,014
Topaz	0	1,475	1,382	1,382	12,503	21,044
Crown Victoria	2,192	2,567	2,949	5,141	34,925	39,979
Grand Marquis	1,842	3,151	2,443	4,285	31,745	45,024
FORD MOTOR CO.	4,034	10,525	9,237	13,271	115,830	156,061
Celebrity	0	204	0	0	5,292	2,908
Cutlass Ciera	0	3,726	0	0	22,305	55,091
Lumina	4,156	2,723	4,972	9,128	63,886	15,660
Regal	2,084	1,972	2,156	4,240	49,332	23,339
GENERAL MOTORS	6,240	8,625	7,128	13,368	79,398	96,998
HONDA	1,720	1,514	2,124	3,844	31,413	24,493
HYUNDAI*	310	0	310	620	4,732	0
TOYOTA	1,175	262	1,280	2,455	16,990	2,059
VOLVO	144	180	180	324	2,627	2,559
Total Cars, Canada	13,623	22,381	20,259	33,882	283,261	297,055

U.S. TRUCK	Week Ended Apr. 14, 1990	Week Ended Apr. 15, 1989	Week Ended Apr. 7, 1990	Apr to Date	Jan. 1 to Apr. 14, 1990	Jan. 1 to Apr. 15, 1989
Caravan	1,500	2,110	2,048	3,548	33,375	33,600
Dakota	1,200	2,574	1,544	2,744	20,229	33,539
Caravan C/V	100	185	148	248	2,225	3,057
Ram pickups	1,900	2,576	2,297	4,197	29,604	33,520
Total Dodge	4,700	7,445	6,037	10,737	85,433	103,716
Cherokee	2,300	4,611	0	2,300	46,040	68,323
Comanche	100	533	0	100	2,079	10,279
Grand Wagoneer	0	0	0	0	1,260	4,383
Wagoneer	50	196	0	50	991	3,022
Total Jeep	2,450	5,340	0	2,450	50,370	86,007
Voyager	1,500	1,989	2,051	3,551	32,041	32,322
Town & Country	50	0	73	123	1,106	0
Total C-P Div.	1,550	1,989	2,124	3,674	33,147	32,322
CHRYSLER MOTORS	8,700	14,774	8,161	16,861	168,950	222,045
Aerostar	3,844	4,949	4,833	8,677	53,648	74,278
Bronco	947	1,424	1,148	2,095	15,794	26,934
Bronco II	3,173	2,621	4,035	7,208	29,076	41,716
Econoline	3,876	5,166	4,714	8,590	53,366	74,258
Mediums/Heavies	937	1,712	1,131	2,068	14,653	20,650
Light trucks	7,519	11,676	8,932	16,451	129,684	164,119
Ranger	5,227	7,101	6,863	12,090	87,323	109,973
Total Ford Div.	25,523	34,649	31,656	57,179	383,544	509,928
FORD MOTOR CO.	25,523	34,649	31,656	57,179	383,544	509,928
Astro	2,282	3,386	2,814	5,096	31,514	52,427
Blazer	345	665	437	782	4,711	8,403
Lumina APV	1,624	0	2,626	4,250	28,499	0
Mediums/Heavies	181	0	179	360	2,231	1,312
P-Model	502	748	641	1,143	6,690	9,438
Pickups	5,723	6,617	7,072	12,795	104,221	123,978
S-10	3,462	4,972	4,468	7,930	67,715	86,019
S-10 Blazer	3,208	3,905	4,452	7,660	31,748	57,822
Sportsvan/Van	1,626	2,004	2,047	3,673	17,134	28,801
Suburban	1,261	1,788	1,627	2,888	18,939	23,353
Total Chevrolet	20,214	24,085	26,363	46,577	313,402	391,553
Jimmy	102	165	121	223	1,588	2,514
Mediums/Heavies	443	0	607	1,050	3,000	1,496
P-Model	58	123	48	106	833	1,233
Pickups	2,146	3,169	2,602	4,748	35,159	36,165
S-15	925	1,215	1,029	1,954	16,929	20,137
S-15 Jimmy	967	1,199	1,358	2,325	9,753	16,448
Safari	726	1,169	833	1,559	9,566	12,450
Suburban	531	697	604	1,135	8,159	9,349
Vandura/Rally Vans	342	518	416	758	6,772	7,653
Total GMC	6,240	8,255	7,618	13,858	91,759	107,445
Olds Silhouette	436	0	665	1,101	8,629	0
Pontiac Trans Sport	512	0	870	1,382	15,870	0
GENERAL MOTORS	27,402	32,340	35,516	62,918	429,660	498,998
NAVISTAR	1,312	1,778	180	1,492	21,082	26,086
NISSAN	2,898	2,212	2,963	5,861	44,659	39,963
SUBARU-ISUZU	339	0	425	764	8,148	0
AM GENERAL*	450	450	450	900	6,840	6,570
MISCELLANEOUS*	3,000	3,000	0	3,000	42,600	39,100
Total Trucks, U.S.	69,624	89,203	79,351	148,975	1,105,483	1,342,690

CANADIAN TRUCK	Week Ended Apr. 14, 1990	Week Ended Apr. 15, 1989	Week Ended Apr. 7, 1990	Apr to Date	Jan. 1 to Apr. 14, 1990	Jan. 1 to Apr. 15, 1989
Caravan	2,140	3,135	3,291	5,431	47,692	46,112
Caravan C/V	200	342	320	520	3,666	3,204
Ram Wagon	436	0	529	965	6,490	8,513
Ram Van	1,100	0	1,391	2,491	16,456	22,156
Total Dodge	3,876	3,477	5,531	9,407	74,304	79,985
Voyager	1,756	2,757	2,671	4,427	39,427	40,164
Total Plymouth	1,756	2,757	2,671	4,427	39,427	40,164
Wrangler	1,200	1,867	1,573	2,773	13,677	24,033
Total Jeep	1,200	1,867	1,573	2,773	13,677	24,033
CHRYSLER MOTORS	6,832	8,101	9,775	16,607	127,678	144,182
FORD MTR. (lt. trks.)	2,546	3,439	3,208	5,754	41,002	51,433
Light trucks	2,764	2,035	3,454	6,218	52,722	49,090
Vans	1,128	1,386	1,225	2,353	12,604	20,575
Total Chevrolet	3,892	3,421	4,679	8,571	65,326	69,669
Light trucks	1,140	2,666	1,523	2,663	20,242	20,922
Vans	432	735	547	979	5,271	9,882
Total GMC	1,572	3,401	2,070	3,642	25,513	30,804
GENERAL MOTORS	5,464	6,822	6,749	12,213	90,839	100,473
NAVISTAR	180	267	226	406	3,067	3,685
Total Trks., Canada	15,022	18,629	19,958	34,980	262,316	299,773
U.S., Canada Trks.	84,646	107,832	99,309	183,955	1,367,799	1,642,463

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Ford-Marine Midland talk; dealers are key

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co.'s proposed acquisition of Marine Midland Automotive Financial Corp. could give the automaker unprecedented entry into competitive-make financing and add to its multi-faceted financial services status without a financial drain.

The deal, announced April 18, also would enable Ford to compete head-to-head with General Motors Acceptance Corp. and Chrysler Credit Corp. for GM and Chrysler dealers' business, as well as for import dealers' business.

But experts close to the deal say Ford could be walking a tightrope between its own dealer body and the companies that it could service under the former Marine Midland Automotive Financial Corp.

Marine Midland's auto arm already has contracts to provide private label financing services to Mazda, Saab, Sterling, Subaru and Jaguar dealers.

Ford plans to offer those Marine Midland clients service and rates comparable to those it offers to Ford and Lincoln-Mercury dealers.

"The trick for Ford will be for Ford Credit to make everyone that it serves happy — including competing manufacturers that it serves — and its customers," said Ronald Loshin, president Bank Lease Consultants in San Leandro, Calif.

Ford said it will emphasize its relationship with existing clients first and then contact other manufacturers' dealers on a "one-by-one" basis. Ford will file information with the Federal Trade Commission when an agreement is signed. A Ford attorney said the company anticipates no antitrust problems.

An agreement is expected in 30 days. The price was not disclosed.

Ford spokesman Jim Bright said Ford is interested only in acquiring the organization of Marine Midland Automotive Financial, including its 12 regional offices, equipment and 830-person staff. Not included is Marine Midland's $5 billion in automotive receivables. The $5 billion will stay with Marine Midland Bank.

The immediate impact on Ford's balance sheet is not known. Loshin said he expects Ford to install Ford

see MARINE, page 60

Being 'Earth friendly' is costly, dealers find

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Auto dealer Dick Strauss knows the kind of effort it takes to save the planet: He's just shelled out $27,000 for a machine that analyzes auto emissions, and he spends between $5,000 and $12,000 annually to have his dealership's toxic wastes hauled away.

Strauss, who owns Dick Strauss Ford-Isuzu-Suzuki in Richmond, Va., didn't march on Washington yesterday to mark the 20th anniversary of Earth Day. Yet he's proud of his contribution to a cleaner earth.

But at a time when dealers nationwide are scrapping to make a profit, Strauss and others are wrestling with how to cover the cost of complying with state and federal environmental regulations. And those requirements will become more stringent with th likely passage of a new clean air bill this year.

Strauss, who is not a big dealer, has hiked his labor charge by 3 to 4 percent to absorb the costs. At some point, he might have to list those charges on the bill so customers know why costs are up.

Strauss is not alone, says the National Automobile Dealers Association. A growing number of dealers are already passing on the cost of environmental equipment, said Douglas Greenhaus, a senior NADA attorney who specializes in regulation.

Manufacturers are also trying to demonstrate their environmental consciousness by forcing dealers to buy expensive equipment, such as stations that recycle chlorofluorcarbons used as air conditioning coolant. Those machines will not

see DEALERS, page 59

Roger's promise
GM Chairman Roger Smith in a Washington speech made a commitment to build an electric car similar to the Impact, pictured here. But the lack of a production timetable raises questions. Story on Page 59.

RANDY SANTOS

BATTERY JOLT: *Isuzu cell shocks industry; 30-second recharge claimed*

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

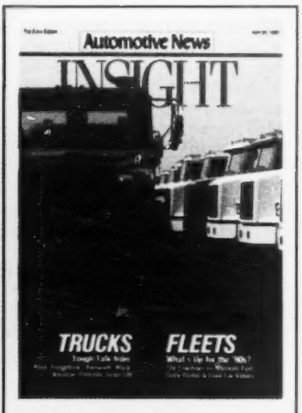
TOKYO — Isuzu Motors Ltd. has developed what it calls a "revolutionary" new type of battery, a new concept for storing energy, that is smaller and more powerful than existing batteries and can be recharged in 30 seconds.

Isuzu President Kazuo Tobiyama said the product will be on the market in two years, with models planned for both home and commercial use. It is still in the prototype stage.

Eventually, Isuzu said it can be a power source to run an electric car. But the first application will probably be for improved engine start ups in current vehicles.

Isuzu is 38.2 percent owned by General Motors Corp., which needs better battery technology before

see BATTERY, page 59



Fleets, trucks
The fleet business, the truck business, all combined in a special issue of Insight. See Insight following Page 34.

Acid rain has dealers seeing spots

Ford to begin coating cars to protect paint, ward off claims

By Francis J. Gawronski and Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTERS

The colored spots bloom atop the hoods, trunks and roofs of new cars that sit in acid rain and other airborne pollution.

"The situation is unbearable," said a Detroit-area Ford dealer. "You don't need a microscope to see them; it's a costly problem."

The paint problem costs Ford Motor Co. an estimated $60 million a year in dealer damage and consumer warranty claims, and other automakers face the same problem.

To fight back, Ford will spray the hoods, trunks and roofs of most of its vehicles with a special solution before they leave the factories. Beginning next month, most Ford assembly plants will be equipped with the spraying equipment.

J.P. King, manager of Ford's Parts and Service Division, wrote dealers that the waterborne, water-soluble coating should help protect the paint from pollutants that cause the spotting, primarily during shipment and dealer inventory storage periods.

Dealers will be compensated for removing the coating.

"We expect to have new paint enamels which are more resistant to environmental fallout by next summer," said Lee Miskowski, general manager of Ford's parts and service division. "In the meantime, this new transit coating, which was extensively tested last summer, will go a long way toward improving customer and dealer satisfaction with our paints."

Miskowski did not give further details about the new paints.

Bob Mowers, manager of coating and testing at General Motors' Tech Center in Warren, Mich., said the problem generally occurs between late summer and early fall in heavily polluted areas. He said the pollutants, mixed with dew and humidity, sometimes grind into the new paint and slightly eat away at it. He said the newer clear-coat paints, which are shiny and smooth, highlight the spots.

He agrees with Ford that the "best solution is for the industry to come up with materials more resis-

see PAINT, page 62

World Congress, Detroit auto show set a week later

The 1991 Automotive News World Congress will be held Jan. 13-16, a week later than in 1990.

World Congress, which brings together nearly three dozen top speakers from the auto industry, will run in conjunction with the North American International Auto Show in Detroit.

That show will also be pushed back a week next year to allow more time after the holidays. Press days for the Detroit show will be Jan. 8-10, and the public can attend Jan. 12-20.

Robert Thibodeau, the show co-chairman, said major manufacturers asked show organizers to move the date to allow more preparation time for displays. Thibodeau owns Bob Thibodeau Ford in Center Line, Mich. He said more international journalists will be able to attend the later show, organized by the Detroit Auto Dealers Association.

overcapacity pains
, while closing two U.S. assembly plants this year, is considering ductions in manufacturing capacity. Story on Page 3.

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VW, Mazda work on van deal, may include a mini for Europe

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Volkswagen AG and Mazda Motor Corp. are discussing possible joint European marketing of the new VW T4 van, and the two companies also may be interested in shared production and sales of a Mazda-designed minivan.

Mazda sources in Europe confirm talks are under way, though both sides deny a report that an agreement is held up only by opposition from German VW dealers.

The overdue T4 van will be introduced in late August and will go on sale late this year, according to a Volkswagen spokesman. It will replace the aging Transporter/Caravelle, sold in the United States as the Vanagon.

Sources say there are no agreements between Mazda and VW, only discussions. But according to German dealer publication *KFZ Betrieb*, a firm deal was snagged by objections from German dealers to giving Mazda's European retailers a version of the VW van.

The journal reported an agreement was due to be signed at the Geneva auto show, but joint marketing of the T4 proved to be a stumbling block. It said VW dealers are angry because the deal would diminish their T4 sales.

Under the reported agreement, VW dealers would sell the new van exclusively for two years after its debut. A Mazda-badged, VW-produced version would then be sold in Europe. Mazda would cease importing its E2000 van.

In turn, the journal said, Volkswagen would produce and sell its own version of a new Mazda minivan to compete in what is expected to become an important new segment in Europe. VW dealers might also sell a Mazda light truck.

A VW spokesman dismissed the report as speculation, saying it is "absolutely not true." But he would not rule out possible VW-Mazda discussions. "Everyone is talking with everyone," he said.

Ford Motor Co., which owns 25 percent of Mazda, is known to be studying joint development and production of a European minivan based on the VW Passat platform. The plan is said to call for annual production of 200,000 units, with each marketing half under its own name.

The two sides have acknowledged general talks without supplying details. A Ford of Europe spokesman said he was unaware of VW-Mazda discussions.

Meanwhile, Mazda insiders in Germany said the company will not sell its new MPV minivan in Europe because it is considered too large and fuel consumptive. Instead, he said, Mazda is considering a minivan for Europe.

Mazda and Ford acknowledge that they are studying possible joint projects in Europe. One recurring rumor is that they will build cars at Ford's Saarlouis, Germany, production site. A Mazda spokesman in Brussels, Belgium, said that does not rule out possible discussions with others, "but we can't specify them."

A spokesman for Mazda's German importer said the company expects to be producing cars in Europe by 1992. And Mazda may indeed choose a German site, he said, because Japanese makers that have chosen British production bases have encountered many supplier problems. "It will be a joint venture, though it is not clear with whom," he added.

Ford's print campaign includes a four-page gatefold cover in news weeklies beginning this month. An eight-page magazine insert appears in the May issues of 18 general-interest, women's and lifestyle magazines.

Ford calls Escort intro its most important ever

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Last night's debut of the Escort commercials on prime-time television kicked off what Ford Motor Co. calls its "most important launch of a new vehicle in the history of the company."

The two TV commercials feature engineering-types huddled around computers and sophisticated-looking equipment, plus footage of the all-new 1991 Ford Escort.

"That's how strongly we feel the success of Escort is to Ford Motor Co.," says John Vanderzee, Ford's advertising manager. "It's more important than going way back to Mustang, or the first Escort, or Taurus in 1986. We feel very strongly about the importance of it. "We have a car that is truly competitive with the small import cars of the world."

The new Escort officially goes on sale Thursday, although some dealers have had them for weeks.

It is targeted to "import intenders" and will compete directly with Japanese cars such as the Honda Civic and Toyota Corolla. Mazda Motor Corp., which did most of the development of the new Escort, is not mentioned in the advertising

The car will be aimed at an even split of men and women, average age 32, with an average household income of about $35,000.

Vanderzee said the campaign focuses on product content and quality rather than price.

"Buyer motivation for the current Escort centers around price, deal, warranty and value," Vanderzee said. The motivation for buyers of small import cars "centers around product content and quality."

The campaign focus is Escort's "high-tech design and precision engineering." The campaign was developed by Ford's ad agency, J. Walter Thompson in Detroit. The two 30-second commercials end with the familiar "Have you driven a Ford lately?" and carry a new theme line: "A new line of thought. A new line of cars."

Ford's print campaign includes a four-page gatefold cover in news weeklies beginning this month. An eight-page magazine insert appears in the May issues of 18 general-interest, women's and lifestyle magazines. The publications have a combined circulation of 37 million.

Robert J. Gillooly, Ford Division car advertising manager, said Ford will maintain a heavy media schedule for Escort for the rest of the year. In the next two months, 50 to 70 percent of Ford Division's total car advertising effort will be devoted to Escort, he said.

Ford's media mix is roughly two-thirds television and one-third print. Ford is spending a "negligible" amount to supplement its dealer associations' outdoor billboard and radio advertising.

Ford declined to disclose how much it is spending on the launch. *Advertising Age*, a sister trade publication to *Automotive News*, estimates the company is spending $65 million to $70 million.

Ford joins CBS' Winter Olympics advertising lineup

Ford has made a deal with CBS to purchase commercial time on the 1992 and 1994 Winter Olympics, says John Vanderzee, Ford's advertising manager. Ford joins Chrysler Corp., which signed earlier this year.

A CBS spokesman said Ford and Chrysler will be the only domestic car advertisers and that the network expects to sign three makers of imports. CBS expects to sell a total of $100 million worth of time in the automotive category, he added.

HIDDEN IMAGE: HANS G. LEHMANN

'92 Seville

Even with its greenhouse disguised with black masking, Cadillac's future Seville sports a substantially softer shape. It retains a V-8 and front-wheel drive.

Nissan's agency gets tight deal

By Jon Lafayette
CRAIN NEWS SERVICE

Nissan Motor Corp. USA is paying Chiat/Day/Mojo on a sliding scale ranging from an average 10 percent for the first $150 million in billings to 6 percent and less on additional spending.

The three-year compensation arrangement, part of Nissan's overall agreement with Chiat, was dated last Oct. 1 and was obtained by *Advertising Age*, a sister publication to *Automotive News*.

The Venice, Calif.-based agency gets those commission rates on media spending plus out-of-pocket expenses incurred servicing the account, including production costs. Agencies usually take a 16.75 percent markup on production costs.

The contract covers Nissan's national account; there is a separate agreement for Chiat's work for Nissan's major dealer associations.

Because of their sheer size, many carmakers spend more than $100 million with their agencies. Auto accounts are among the agency industry's most profitable pieces of business even though commissions are low.

Nissan's arrangement with Chiat isn't uncommon. General Motors Corp. recently completed a five-year program that gradually cut agency commissions to 9 percent from 15 percent during the 1990 model year. During the same period, GM's U.S. media spending rose 69 percent to $960 million, LNA/Arbitron Multi-Media Service figures show.

Industry executives estimated Chiat should be able to generate a $2 million profit before taxes on the account annually, based on spending at a $150 million rate.

Compensation was a controversial issue when Nissan was searching for a new agency to replace William Esty Co. of New York in 1987. Nissan reportedly sweetened its inital compensation before awarding the account to Chiat.

Chiat's sliding-scale Nissan commission

The three-year agreement between Nissan Motor Corp. USA and Chiat/Day/Mojo calls for Chiat to receive:

- A 12 percent commission on the first $50 million in spending.
- A 10 percent commission on the next $50 million.
- An 8 percent commission on the next $50 million.
- A 6 percent commission on the next $50 million.
- Plus 5 percent for any additional spending.

BMW executive arrested in son's murder

MUNICH, West Germany — Claus Luthe, the long-time chief stylist at BMW AG in Munich, has been arrested on suspicion of the murder of his 33-year-old son.

The 57-year-old Luthe allegedly stabbed his son, Ulrich, during a quarrel April 14 at Luthe's Munich home. Police said the son received multiple knife wounds.

Ulrich Luthe, who was known to have suffered from drug and alcohol abuse problems, recently returned to live with his father.

Luthe was arrested and is being held at a Munich hospital for psychiatric testing, according to a BMW spokesman. Doctors will report the findings to a Munich court in about three weeks.

The modest and reserved Luthe joined BMW as its chief stylist in 1976. He headed the teams which created the company's successful 5- and 7-series models as well as the new 850i coupe.

He supervises a staff of more than 100 employees. Early in his career, Luthe was responsible for the design of the NSU Ro80.

Corrections

- The April 16 editorial gave a wrong number for General Motors' first-quarter share of the U.S. car and light-truck market. GM actually gained 0.82 point to capture 35.63 percent of the vehicle market.
- Given names and titles were inadvertently omitted in two stories in the April 16 issue. A story on Page 2 should have referred to Yutaka Kume, president of Nissan Motor Co. A story on Page 6 should have referred to Jeff Cassell, general sales manager at Jerry's Mitsubishi in Baltimore.
- A story on Page 36 of the April 9 issue failed to provide the given name and title of Arthur Bryant, director of Trial Lawyers for Public Justice in Washington.

The L60, developed completely by IFA, is considered the East German truckmaker's most modern product.

Mitsubishi link rumored to end discord over M-B, E. German deal

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

LUDWIGSFELDE, East Germany — The new partnership between Mercedes-Benz AG and East German truckmaker VEB IFA Nutzkraftwagen Kombinat is running into opposition from federal monopoly authorities in West Germany.

With Mercedes already the world's largest maker of heavy trucks, cartel officials think the planned link with the East German commercial vehicles monopoly announced last month may concentrate too much of the German truck industry in one group.

Meanwhile, there are reports that Mitsubishi Motors Corp. may become involved in the partnership to relieve political pressure by involving a third party.

Wolfgang Kartte, head of the West German Cartel Office, has expressed concern, but no official action has been taken.

In response, Mercedes Vice Chairman Helmut Werner, who is responsible for truck operations, dismissed Kartte's concerns and said the relatively inefficient East German industries face a "catastrophe" without Western assistance in a market economy.

That view also is espoused by IFA General Director Lothar Heinzmann. While the IFA Kombinat has managed to engineer and develop a line of mid-range trucks on its own, he said IFA does not have the financial resources to modernize and needs a strong Western partner.

East German auto industry officials said Mitsubishi involvement could counter opposition from the Cartel Office.

But Heinzmann said Mitsubishi has not approached IFA. Indeed, he said he was "totally surprised" that there had been no inquiries from Japanese firms.

Asked if Mitsubishi involvement is possible, he said: "I can't say at this moment." Though Daimler-Benz AG has new links to Mitsubishi, a Mercedes spokesman dismissed talk of Mitsubishi involvement in the deal. "They don't need our help if they want to go into East Germany," he said.

Mercedes has agreed to design, produce and sell trucks with IFA. It will start supply a modified Mercedes cab for the 12-ton L60 model that Heinzmann said will arrive in mid-1991. East German sources say a successor for the L60 is also planned.

Though it produces only 40,000 trucks annually, IFA is a huge combine that operates 24 plants, employs 55,000 people and is more than 90 percent vertically integrated -- extremely high even by Western European standards.

Heinzmann said IFA's high level of vertical integration is among its chief problems. The L60, considered its most modern product, was developed completely by IFA.

The revised L60 with a Mercedes cab will retain the existing IFA engine, transmission, axle and other major components. "But we want to develop all components further," Heinzmann said.

IFA produces commercial vehicles in the two- to 12-ton range. The Soviet Union has supplied heavy trucks to East Germany.

Volvo GM moves Class 7 assembly to U.S. for component flexibility

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Volvo GM Heavy Truck Corp. will shift assembly of its Class 7 Volvo FE tractors and trucks from Ghent, Belgium, to its Orrville, Ohio, plant in January 1991.

Thage Berggren, Volvo president and chief executive officer, said the switch will allow the firm to offer more component flexibility, which will increase customer appeal.

Assembling the vehicles in the United States also will reduce Volvo GM Heavy Truck costs.

The U.S.-built models, the Volvo FE42 and FE42T, will have cabs fabricated in Sweden by Volvo and will offer the choice of an integrated Volvo drivetrain or one comprised of U.S. components.

The vehicles will look very similar to the current Volvo FE6 and FE7 models, Berggren said.

The FEs are cabover models, geared to urban or intracity delivery and short regional deliveries.

Cabovers generally account for a 10- to 12-percent share of the Class 7 market, which is dominated by conventional-design trucks.

Volvo GM Heavy Truck retailed 1,112 of the Class 7 FE vehicles last year.

Ford Heavy Truck Operations also plans to shift production of its medium-duty cabover Cargo models from Brazil to Louisville, Ky., in early 1991.

For 1991, Freightliner Corp. is planning a new line of medium-duty Mercedes-Benz trucks with a U.S. design and heavier U.S. component content.

MARCH TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1990	TOTAL 1989
CHRYSLER-PLYMOUTH	MO	12,429						12,429	16,772
	YR	51,649						51,649	44,522
DODGE	MO	42,838						42,838	50,572
	YR	138,296						138,296	135,572
JEEP	MO	18,398						18,398	20,475
	YR	52,271						52,271	56,558
TOYOTA	MO	23,195						23,195	21,375
	YR	59,905						59,905	56,037
NISSAN	MO	20,217						20,217	16,897
	YR	42,248						42,248	46,074
MAZDA	MO	9,971						9,971	8,411
	YR	20,694						20,694	21,504
ISUZU	MO	11,604						11,604	8,313
	YR	26,584						26,584	21,812
MITSUBISHI	MO	3,642						3,642	3,648
	YR	11,033						11,033	9,911
SUZUKI	MO	1,600						1,600	3,124
	YR	4,244						4,244	7,506
RANGE ROVER	MO	360						360	355
	YR	1,095						1,095	1,191
DAIHATSU	MO	484						484	0
	YR	1,025						1,025	0
FORD	MO	124,314	2,661		443	2,206	1,249	130,873	134,161
	YR	334,559	6,807		1,167	6,772	3,164	352,469	360,476
FREIGHTLINER	MO						2,126	2,126	2,146
	YR						6,098	6,098	6,012
CHEVROLET	MO	117,398		37	609	614		118,658	119,913
	YR	314,379		86	1,903	1,879		318,247	306,719
GMC	MO	29,505		270	388	1,584		31,747	33,699
	YR	79,034		912	1,132	3,419		84,497	88,195
OLDSMOBILE	MO	1,830						1,830	
	YR	4,808						4,808	
PONTIAC	MO	2,583						2,583	
	YR	6,315						6,315	
KENWORTH	MO					70	1,279	1,349	1,692
	YR					127	3,779	3,906	4,424
MACK	MO				144	192	1,512	1,848	2,359
	YR				354	472	3,396	4,222	5,899
MERCEDES-BENZ	MO				41	99		140	180
	YR				121	263		384	462
NAVISTAR	MO			11	1,401	2,374	2,047	5,833	6,788
	YR		7	27	3,142	7,423	6,139	16,738	18,133
PETERBILT	MO					37	1,019	1,056	1,505
	YR					121	3,053	3,174	4,215
VOLVO/GM HEAVY	MO					68	1,267	1,335	1,651
	YR					174	3,180	3,354	4,284
HINO	MO	50		68	95	144		357	273
	YR	101		129	195	317		742	593
NISSAN DIESEL	MO	115		145	74	87		421	333
	YR	221		268	131	160		780	661
ISUZU TRUCK	MO	760	67	54	387	59		1,327	830
	YR	1,758	168	93	716	161		2,896	2,294
MITSUBISHI FUSO	MO	189		66	23	67		345	453
	YR	466		184	62	168		880	956
SCANIA	MO						11	11	4
	YR						33	33	17
IVECO TRUCKS	MO	136	47	22	15			220	252
	YR	326	105	45	33			509	525
WESTERN STAR	MO						93	93	137
	YR						243	243	359
OTHER DOMESTICS	MO						64	64	49
	YR				34	1	169	204	239
GRAND TOTAL, 1990	MO	421,618	2,775	673	3,620	7,601	10,667	446,954	456,367
	YR	1,151,011	7,087	1,744	8,990	21,457	29,254	1,219,543	1,205,150
1989 YR to DATE		1,128,877	7,185	1,838	9,956	22,425	34,869	1,205,150	

NOTE: Class 1-3 reported by individual manufacturers. Class 4-8 reported by Motor Vehicle Manufacturers Association.

AROUND THE WORLD

Subaru showoff

A prototype of the next generation Subaru XT Coupe, which was quickly snapped in the left photo, reveals it is very similar to the SVX show car, right photo, which debuted at last year's Tokyo Auto Show. Carryovers include the unusual window-within-a-window side glass. The SVX sports a 3.3-liter, 24-valve flat six engine and includes full-time four-wheel drive, anti-lock brakes, electrically steered rear wheels and active suspension. U.S. introduction of the XT Coupe is expected in the 1991 model year.

HIDDEN IMAGE/HANS G. LEHMANN

VW leads as Europe sets 1st-quarter sales record

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — West European new-car sales set a record in the first quarter as they rose 1.8 percent over last year's total, the previous peak.

Three of the four major national markets registered gains over 1989.

Sales climbed to 3,721,500 in the three-month period, according to industry estimates compiled by *Automotive News*. March sales were up 1.2 percent at 1,354,100 units.

The full-year sales total last year was a record 13.4 million.

Volkswagen group, including the VW, Audi and Seat brands, edged past Fiat Auto group in the first quarter. Likewise, the West German market surpassed Italy in 1990 sales.

VW rose 4 percent to 535,400 in the quarter, while Fiat Auto's Fiat, Lancia and Alfa Romeo marques declined 8.9 percent to 532,400. VW captured 14.4 percent of the new-car market, compared to Fiat's 14.3 percent.

A 5.5 percent increase in Volkswagen brand sales to 359,400 and a 4.8 percent climb in Seat volume to 81,400 offset Audi's 1.7 percent first-quarter dip to 94,600. VW group sales in March increased 2.8 percent to 203,400.

Fiat, which was up 6.1 percent to 204,900 in March, has in recent years led the European sales race through the early months before surrendering the lead to VW in the second half. Last year, VW moved into first place in August and went on to edge its Italian rival.

John May of Automotive Industry Data Ltd. in Great Britain said Fiat has been held back this year by capacity constraints.

Peugeot S.A., including Automobiles Peugeot and Automobiles Citroen, was third in the first quarter with 475,700, down 5.1 percent from last year. But Peugeot group's 12.8 percent market share for the period was ahead of its 12.7 percent for the full 1989 calendar year.

General Motors, which has been fifth in sales in Europe for several years, edged past Ford Motor Co. into the fourth slot in the first quarter. GM sales totaled 418,800, a 4.2 percent increase over the same period last year and an 11.3 percent share.

Ford's three-month total was 407,700, a 0.7 percent decline from last year and an 11 percent market share. Regie Nationle des Usines Renault followed with three-month sales of 383,300, good for a 10.3 percent market share and a 3.6 percent year-to-year gain.

Taken together, first-quarter sales of Japanese cars rose 2.2 percent this year to 380,100 for a 10.2 percent market share, compared to 10.9 percent for all of 1989. The biggest gainer among the Japanese in the first quarter was Honda, whose 20.4 percent sales increase to 38,300, gave it 1 percent of the market. Honda's gain also was the biggest among companies ranked in the top 20 in European sales.

Mazda, the only other make with growth in double figures this year, was up 11.8 percent in the quarter to 68,000. Europe's biggest first-quarter sales decline in percentage terms was Saab's 13.2 percent drop to 16,400.

West Germany, Europe's largest market, was up 4.9 percent to 742,200 in the first quarter. German sales rose 0.3 percent in March to 307,500. May said the opening of Eastern Europe will have an indirect impact on markets like West Germany where used-cars are being snapped up by consumers from neighboring Eastern European countries.

"It will stimulate the new-car markets some if people get a good deal on their trade-ins," he said.

The Italian market, which was tops in Europe in January and February, rose 5.3 percent to 740,400 for the quarter with a 9.1 percent surge to 246,200 units in March. French sales have also been strong in 1990, increasing 10.8 percent to 649,100 for the quarter and up 6.8 percent to 223,300 in March.

But the United Kingdom continued to falter, dropping 5.6 percent to 208,700 in March and finishing the first quarter down 7.7 percent at 582,500. The decline is attributed to economic concerns traced to tightened monetary policies.

The Spanish market, which boomed in the second half of the 1980s, also slipped. Sales were down 9.7 percent to 99,000 last month, and volume for the first quarter in Spain dipped 10.7 percent to 262,300.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	3 Months 1990	Pct. change vs. 1989
Germany	742,200	+ 4.9
Italy	740,400	+ 5.3
France	649,100	+10.8
United Kingdom	582,500	– 7.7
Spain	262,300	–10.7
Netherlands	175,500	+ 1.0
Belgium-Luxembourg	156,500	+12.4
Switzerland	87,300	– 1.1
Austria	77,800	+ 6.5
Sweden	67,700	– 8.9
Portugal	50,000	–16.7
Finland	40,900	–22.2
Ireland	27,700	+ 9.6
Denmark	23,200	+ 7.4
Greece	22,600	+47.4
Norway	15,800	+33.4
Total	3,721,500	+ 1.8

EUROPEAN SALES

Manufacturer	3 Months 1990	1990 share*	3 Months 1989	Volume change '90 vs. '89
Volkswagen	535,400	14.4	514,700	+ 4.0
Fiat Auto**	532,400	14.3	584,200	– 8.9
Peugeot S.A.***	475,700	12.8	501,200	– 5.1
General Motors****	418,800	11.3	401,800	+ 4.2
Ford	407,700	11.0	410,400	– 0.7
Renault	383,300	10.3	369,900	+ 3.6
Mercedes-Benz	117,400	3.2	118,700	– 1.1
Rover	110,300	3.0	111,900	– 1.4
BMW	101,300	2.7	104,700	– 3.2
Nissan	94,500	2.5	102,900	– 8.2
Toyota	86,400	2.3	85,200	+ 1.4
Volvo	69,900	1.9	74,900	– 6.7
Mazda	68,000	1.8	60,800	+11.8
Mitsubishi	42,700	1.1	41,900	+ 1.9
Honda	38,300	1.0	31,800	+20.4
Lada	28,000	0.8	30,000	– 6.7
Suzuki	24,600	0.7	23,000	+ 7.0
Saab	16,400	0.4	18,900	–13.2
Subaru	13,200	0.4	13,800	– 4.3
Daihatsu	11,000	0.3	11,400	– 3.5
Others	146,200	3.9	44,300	+230.0
Total	3,721,500	100.0	3,656,400	+ 1.8

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
***Peugeot, Citroen, Talbot
****Opel, Vauxhall, Isuzu, GM U.S./Canada

Interest rates batter British dealer profits

By Daniel Ward
STAFF CORRESPONDENT

LONDON — Sky-high interest rates, a declining new-car market and falling used-car values are taking a heavy toll on the profits of Britain's car dealers.

Although sales set a record in 1989, the British market slowed last autumn. Registration statistics show sales down 7.7 percent for the first quarter, compared with the January-March period of 1989.

Interest expense trebled last year for many of the major dealer groups listed on the London Stock Exchange. In many cases, that cut profits in spite of high sales, particularly in the first half of 1989.

Despite disappointing profits in 1989, Jardine Matheson, an international trading house, increased its 60 percent share in Lancaster plc to 100 percent. Lancaster owns Porsche, Mercedes-Benz, Jaguar, Ferrari and BMW dealerships.

One of the largest publicly owned groups, TKM plc, managed to increase profits. It also announced a £100 million ($165 million) takeover bid for Western Motor Holdings plc.

TKM wants to add to its 75 dealerships and import franchises for Daihatsu, Ferrari, Mazda and FSO. Western's portfolio includes the Lada and Proton franchises in addition to dealerships and other operations.

BRITISH DEALER PROFITS SLUMP

	Sales (millions)		Pre-tax profits (millions)	
	1988	1989	1988	1989
Appleyard	£327	£414	£9.0	£11.1
BSG	£539	£639	£23.1	£23.4
T Cowie	£462	£550	£25.1	£16.1
Lancaster	£150	£188	£4.4	£3.3
Perry Group	£304	£343	£8.4	£5.0
Evans-Halshaw	£292	£401	£10.0	£9.2
TKM	£985	£1,070	£42.6	£52.6
Lex Service*	£868	£1,023	£35.0	£36.8

*Interim Fiscal year of each company varies.
The British pound has traded between $1.61-$1.65 during the past few months.

Swedes rank Sierra most trouble-free

By Stig Bjorklund
SPECIAL CORRESPONDENT

STOCKHOLM, Sweden — For the first time in many years, a European car, the Ford Sierra, has topped a Japanese model in Sweden's annual listing of trouble-free cars.

Sierra recorded only 17 faults, mostly trivial ones, per 100 1987 cars inspected by *Svensk Bilprovning*, the Swedish national testing agency for vehicles. In doing so, Sierra beat the Mazda 626, Mazda 323 and Toyota Camry by small margins. They were followed by the Volvo 740 GLE and Opel Ascona.

Two other European vehicles, the Opel Corsa and Saab 9000i, and the Honda Civic and Honda Accord from Japan managed to land on the top 10 list. All had fewer than 20 faults per 100 cars.

Svenska Bilprovning's average result was 33 faults per 100 cars. The worst car, the Fiat Croma, showed 88 faults per 100. Surprisingly, many faults were also noted for the Mercedes-Benz 200 (69), Peugeot 205 (68), Volkswagen Passat (66) and Saab 900 (65).

The testing organization last year inspected 3.9 million vehicles, of which 3.1 million were passenger cars.

Nationwide, the Japanese retained the lead. The average number of faults per 100 cars inspected for the five best Japanese cars was 15.4, compared with 18.2 for West Germany, 26.0 for Sweden, 38.6 for the Netherlands (three models only) and 50.8 for the best five cars from France. Italian cars, with only Fiat Uno and Fiat Croma on the list, had an average of 62.5 faults per 100 cars inspected.

Big-truck dealers see rays of hope in bleak year

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

PHOENIX, Ariz. — Last year wasn't an outstandingly profitable one for medium-and heavy-truck dealers.

But as TRX-90, the American Truck Dealers 27th annual convention and exposition, gets under way, 1990 is beginning to look pretty good to dealers who have been operating in a sales trough.

If the market turns up in the latter half of this year, as many industry officials have predicted, dealers could still end up pretty close to 1989's profit level.

But a heavier concentration on service, parts and used-truck sales will also be required.

American Truck Dealers, a division of the National Automobile Dealers Association, is still predicting 125,000 Class 8 retail sales in calendar 1990, down from sales of 145,068 in 1989.

Frank Prezelski, an analyst with Rothschild Inc. of New York, feels sales could reach 130,000, depending on how much pre-buying major fleets do to beat the price increases that will result from tougher emissions standards on 1991 models.

Cummins Diesel Engine Co. of Columbus, Ind., the industry's price leader with 46.85 percent of the North American Class 8 market, will raise prices about $1,000 to $1,500 to comply with the standards, Prezelski noted.

If the market moves upward, as reports from some major fleet buyers now indicate, pre-buying could easily add an extra 12,000 sales in the second half of this year.

The more conservative 125,000-unit sales projection also includes a moderate amount of pre-buying.

Currently, heavy-truck orders are 7,000 to 8,000 units a month. A surge of pre-buying would increase orders more than 50 percent in May, June and July for trucks that will be delivered in October, November and December.

It normally takes three to four months to deliver a heavy truck after it is ordered.

Meanwhile, Fred Stevenson, manager of ATD Consulting Services of McLean, Va., pointed out that total sales of dealer operations were up, while their profits were down slightly last year.

"It means they had to work harder for what they got. There was a profit squeeze, which is always the way it is when things tighten up," Stevenson said.

ATD Consulting Services handles American Truck Dealers' 20 Groups, which include 136 dealers. Each group consists of about 20 dealers with similarly sized dealerships that handle similar products. The groups meet regularly to discuss all facets of their business.

Last year's profit squeeze was most evident in new-truck grosses, which were off after increasing in 1988. But dealers reported better used-truck grosses.

They also did a better job in key categories like parts, labor and warranty sales, all of which were up for the year.

Overall, average monthly pre-tax profit as a percent of sales for 20 Group dealers dropped to 1.9 percent from 2.2 percent in 1988. It was just slightly ahead of 1.8 percent in 1987.

They averaged $30,191 a month in profit before taxes in 1989, based on the 1.9 percent rate of return and monthly average sales of $1,589,000.

That compared to $33,400 a month in pre-tax profit in 1988, based on a 2.2 percent rate of return and monthly average sales of $1,518,200.

Dealers' average monthly gross income before deducting expenses rose to $233,200 from $216,500 in 1988, indicating that they did more business.

But their cost of doing business increased, as indicated by average monthly expenses, which climbed to $208,200 from $190,900 in 1988.

Expenses as a percent of gross profit increased to 95.4 percent from 93.8 percent the previous year. They had been on the wane. The increase indicates dealers still have their work cut out in controlling expenses.

On a brighter note, dealers' parts, labor and warranty sales climbed sharply to $443,600 a month from $390,300 in 1988, indicating more backshop activity.

Their used-truck business also improved. Dealers sold an average $166,200 worth of used vehicles monthly compared to $153,000 in 1988.

The slide in new-truck sales is evident from the $952,800-a-month average posted for 1989 compared to the $959,300 average of a year earlier.

American Truck Dealers is continuing to recruit new dealers and hopes to have 150 dealers in its 20 Groups by the end of 1990.

Ron Schonscheck will become ATD dealer management consultant, working with Stevenson, effective May 1.

TRUCK DEALERS' PROFITS CLIMB
Average monthly results for medium- and heavy-truck dealerships

	1989	1988	Percent change
Total Sales	1,589,000	1,518,200	+ 4.46
New trucks	952,800	959,300	– 0.68
Used trucks	166,200	153,000	+ 7.94
Parts	304,800	272,500	+10.60
Labor	104,000	90,300	+13.17
Warranty	34,800	27,500	+20.98
Expenses*	208,200	190,900	+ 8.31
As % of sales	14.6	13.6	—
As % of gross profits	95.4	93.8	—
Gross Profit	233,200	216,500	+ 7.16%
New-truck gross	56,215	59,500	– 5.84
As % of new-truck sales	5.9	6.2	—
Used-truck gross	13,628	12,100	+11.21
As of % of used-truck sales	8.2	7.9	—
Pre-tax Profit	30,191	33,400	–10.63
As % of sales	1.9	2.2	—
Assets	5,568,800	4,783,800	+14.10
Return on assets	6.7	8.7	—
Net Worth	1,403,100	1,318,100	+ 6.06
Return on net worth	28.6	30.4	—

SOURCE: American Truck Dealers division, NADA
*Does not include cost of goods sold
Note: ATD's numbers don't add to their totals because they are computed by averaging averages, i.e., the highest and lowest dealer amounts in each category are discounted to take away aberrations and smooth out the totals.

Ron Schonscheck will become ATD dealer management consultant, effective May 1.

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT
OF ILLINOIS
UNITED STATES OF AMERICA,
Plaintiff,
v.
E.I. du PONT de NEMOURS AND COMPANY, et. al.
Defendants.

Civil Action Number 49-C-1071

TAKE NOTICE that E.I. du Pont de Nemours and Company ("Du Pont") a defendant in this action, has filed a motion for an order terminating the Final Judgment in this antitrust action, which was entered in March 1, 1962. The plaintiff, the United States of America, ("Government"), has consented to the entry of such an order, but has reserved the right to withdraw its consent for at least seventy (70) days after the publication of the notice.

The complaint in this case (filed on June 30, 1949, and later amended in 1952 and again in 1953) alleged, *inter alia*, that Du Pont had gained an illegal preference over its competitors in the sale of automotive finishes and fabrics to General Motors Corporation ("GM"), also a defendant therein, due to the acquisition during 1917-1919 by Du Pont and related parties of 23% of GM's common stock. The acquisition was asserted to violate Section 7 of the Clayton Act and Sections 1 and 2 of the Sherman Act. The complaint was dismissed by the district court after trial, which decision was reversed on appeal by the Supreme Court which directed that all of the GM stock held by Du Pont, Christiana Securities Company ("Christiana") and related parties be completely divested.

The Final Judgment required that Du Pont, Christiana, various members of the du Pont family and certain other individuals divest themselves of all GM stock, enjoined them from future acquisitions of such stock, prohibited Du Pont and GM from entering into any requirements contracts until the offending GM stockholdings had been divested, and forbade various interlocking relationships among the defendants. While most of its operative provisions have already expired, the Final Judgment, as presently in effect, still enjoins: (1) Du Pont and Christiana from acquiring GM stock; and (2) certain interlocking relationships between Du Pont and Christiana on the one hand and GM on the other.

The Government has filed with the court a memorandum setting forth the reasons why the Government believes that termination of the Final Judgment would serve the public interest. Copies of the complaint and Final Judgments, Du Pont's motion papers, the stipulation containing the Government's consent, the Government's memorandum and all further papers filed with the court in connection with this motion will be available for inspection at Room 3233, Antitrust Division, Department of Justice, 10th Street and Pennsylvania Avenue, N.W., Washington, D.C. 20530 (telephone 202-633-2481), and at the Office of the Clerk of the United States District Court for the Northern District of Illinois, Eastern Division, 219 Dearborn Street, Chicago, Illinois 60604. Copies of any of these materials may be obtained from the Antitrust Division upon request and payment of the copying fee set by Department of Justice regulations.

Interested persons may submit comments regarding the proposed termination of the decrees to the Government. Such comments must be received within the sixty-day period established by court order, and will be filed with the court by the Government. Comments should be addressed to P. Terry Lubeck, Chief, Litigation II Section, Antitrust Division, Department of Justice, Washington, D.C. 20001 (telephone: (202) 724-7966).

* * * *

Police in Sault Ste. Marie, Ontario, flag down a passing car in their hunt for alcohol-impaired drivers. As many as 80 Ontario police departments will be leasing Axxess vans for spot checks and school programs.

Nissan, Canadian dealers offer cut-rate Axxess lease to police

MISSISSAUGA, Ontario — Nissan Canada Inc. and its dealers have begun subsidizing Axxess leases in a program that could reach as many as 80 police departments in Ontario.

The departments will pay $100 ($86 U.S.) a month to use the small vans in school safety programs and spot checks for drunken drivers. Nissan and participating dealers will pay the remaining portion of the lease cost.

The Axxess leases for about $400 ($343 U.S.).) per month in Canada.

John Bates, president of People to Reduce Impaired Driving Everywhere, called Nissan's move "a display of corporate altruism that's unmatched."

Work under way on office park at former Camaro-Firebird plant

NORWOOD, Ohio — Construction of a $100 million office park has begun on the site where a General Motors assembly plant closed in 1987.

GM was Norwood's largest employer when it closed the 4,300-employee plant. The plant assembled Chevrolet Camaro and Pontiac Firebird models.

The developer is Belvedere Corp. of Cincinnati. Belvedere said Star Banc Corp., also based in Cincinnati, will be the first major tenant of the Central Parke complex.

Star Banc plans to move retail and credit card operations into a 40,000-square-foot building.

Belvedere officials said two other office buildings will be built. Those buildings and the Star Banc building are expected to be ready for occupancy in January 1991.

— The Associated Press

Honda and Rover finalize terms of United Kingdom collaboration

NEW YORK — Honda Motor Co. and Rover Group have formally agreed on the terms of the collaboration that the two companies plan for the United Kingdom.

Tadashi Kume, president of Honda, and Sir Graham Day, chairman of Rover, signed the agreement in New York April 14.

Honda will become a 20 percent owner of Rover's £520 million ($853 million) equity. Rover is a member of the British Aerospace plc group.

In return, Rover will take a 20 percent share in Honda's British manufacturing arm, Honda of the UK Manufacturing Ltd.

At present, Honda of the UK Manufacturing is capitalized at £60 million ($98 million), but that will be increased to £370 million ($607 million) by 1993. To make up the balance, Honda will pay £30 million ($49 million) in cash to Rover.

Shoichiro Irimajiri, a Honda senior managing director, will join the Rover board. John Towers, Rover's product development director, will join the board of Honda of the UK Manufacturing.

Collaboration between the two companies dates back to 1979.

Honda's British plant at Swindon will be capable of producing 100,000 cars a year. It will start manufacturing a new range of cars in late 1992.

Honda said Swindon-produced cars will meet European requirements on local content.

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AUCTION DATES

Chrysler Motors

April 24 — Hatfield Auto Auction, Hatfield, Penn.; American Auto Auction, Walpole, Mass.; Arena Auto Auction Inc., Bolingbrook, Ill.; Utah Auto Auction Inc., West Bountiful, Utah; South Seattle Auto Auction Inc., Kent, Wash.; Greensboro Auto Auction Inc., Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas.

April 25 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Butler Auto Auction, Gibsonia, Penn.; and Denver Auto Auction, Aurora, Colo.

April 26 — Northway Auto Exchange Inc.; Clifton Park, N.Y.; Aptco Auto Auction Inc.; Taylor, Mich.; Omaha Auto Auction, Omaha, Neb.; Golden Gate Auto Auction, Fremont, Calif.; and Ark-La-Tex Auto Auction Inc.; Shreveport, La.

April 27 — Manheim Auto Auction, Manheim, Pa.

Ford Motor Co.

April 24 — Ohio Auto Auction Inc., Grove City, Ohio; Harrisonburg Auto Auction, Harrisonburg, Va.; and Bay Cities Auto Auction Inc., Hayward, Calif.

April 25 — Albuquerque Auto Auction, Albuquerque, N.M.; Texas Hobby Auto Auction, Houston; Metro Auto Auction of Kansas City, Lee's Summit, Miss.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

April 26 — Auto Auction of Billings, Billings, Mont.; Denver Auto Auction, Aurora, Colo.; Nashville Auto Auction, Nashville, Tenn.; and Skyline Auto Exchange, Fairfield, N.J.

General Motors

April 24 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction Inc., Grand Prairie, Texas; Manheim Auto Auction, Manheim, Penn.; Florida Auto Auction, Ocoee, Fla.

April 25 — Atlanta Auto Auction, Red Oak, Ga.; Clayton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; Omaha Auto Auction Inc.; Omaha, Neb.; Mississippi Auto Auction Inc., Hattiesburg, Miss.

April 26 — Southwest Auto Auction, Chandler, Ariz.; Mid-Ark Auto Auction, North Little Rock, Ark.; Arena Auto Auction Inc., Bolingbrook, Ill.; Columbus Fair Auto Auction, Columbus, Ohio; St. Louis Auto Auction, Bridgeton, Mo.

April 27 — St. Louis Auto Auction, Bridgeton, Mo.

May 1 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; National Auto Dealers Exchange, Bordentown, N.J.; Florida Auto Auction of Orlando, Ocoee, Fla.; and San Antonio Auto Auction, San Antonio, Texas.

May 2 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Inc., Lee's Summit, Mo.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif.; and Statesville Auto Auction, Statesville, N.C.

May 3 — Amarillo Auto Auction Inc., Amarillo, Texas; Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction Inc., Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; Big H Auto Auction, Houston, Texas; Nashville Auto Auction, Nashville, Tenn.; and State Line Auto Auction, Waverly, N.Y.

May 4 — Metro Auto Auction of Kansas City Inc., Lee's Summit, Kan.

May 8 - Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction Inc., Grand Prairie, Texas; Fresno Auto Dealers Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; Florida Auto Auction of Orlando, Ocoee, Fla.; and Auto Dealers Exchange of Tuscon, Tuscon, Ariz.

May 9 - Alburquerque Auto Auction Inc., Alburquerque, N.M.; Atlanta Auto Auction, Red Oak, Ga.; Puget Sound Auto Auction, Auburn, Wash.; Baltimore-Washington Auto Exchange Inc.; Baltimore, Md.; Clanton's Auto Auction, Darlington, S.C.; South California Auto Auction, Fontana, Calif.; Mississippi Auto Auction Inc., Hattiesburg, Miss.; and Omaha Auto Auction Inc., Omaha, Neb.

May 10 — Mid-Ark Auto Auction, North Little Rock, Ark.; Arena Auto Auction Inc., Bolingbrook, Ill.; Columbus Fair Auto Auction, Columbus, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; and Utah Auto Auction, West Bountiful, Utah

May 15 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; Florida Auto Auction of Orlando, Ocoee, Fla.; Metro Milwaukee Auto Auction, Milwaukee, Wis.; National Auto Dealers Exchange, Bordentown, N.J.; and Auto Auction of Billings, Billings, Mont.

May 16 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City Inc., Lee's Summit, Mo.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif.; and Statesville Auto Auction, Statesville, N.C.

May 17 — Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction Inc., Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; Big H Auto Auction, Houston, Texas; Nashville Auto Auction Inc., Nashville, Tenn.; and Portland Auto Auction, Portland, Ore.

May 22 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Dallas, Texas; Manheim Auto Auction, Manheim, Pa.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Toyota

April 24 — Florida Auto Auction of Orlando, Ocoee, Fla.; Southern California Auto Auction, Fontana, Calif.

April 26 — Denver Auto Auction, Aurora, Colo.; and Baltimore-Washington Auto Auction, Baltimore, Md.

Used car sales

Auction averages

March 1990	$5,610
March 1989	5,353

SOURCE: NADA Official Used Car Guide

Model-year breakdown

Used-car sales, auction averages

Year	Jan.	Feb.	Mar.
1990	$ 9,823	$10,930	$11,332
1989	$9,192	9,035	8,965
1988	6,727	6,456	6,536
1987	5,395	5,297	5,377
1986	4,455	4,366	4,477
1985	3,759	3,771	3,766
1984	2,958	2,988	2,897
1983	2,034	2,279	2,291
Overall Average	$5,474	$ 5,569	$ 5,610

SOURCE: NADA Official Used Car Guide

INDIANA

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Japanese steady as March import sales slip 6%

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Import-car sales fell 6.64 percent in March, against an industry-wide drop of 3.21 percent.

But Japanese imports continued to increase. Japanese automakers supplemented their growing sales of U.S.-produced cars with 164,849 imports, up 0.66 percent from a year earlier.

The story for European and Korean imports was bleaker.

European nameplates sold 43,971 cars last month, 11.69 percent fewer than in the year-ago month.

Korean makes dropped 36.84 percent to 19,714 cars.

The Big 3 of the import world — Toyota Motor Sales Inc., Nissan Motor Corp. in U.S.A. and American Honda Motor Co. Inc. — sold 106,204 cars, or 46.5 percent of the 228,534 imports delivered last month. Those figures include Lexus, Infiniti and Acura.

Toyota remains the leading import make, although its sales fell 3.30 percent in March.

Sales of imported Toyota Camrys dipped 41.08 percent to 6,284, but Toyota sold 19,636 U.S.-built Camrys, which are not included in the import total. Celica sales were up 60.28 percent, and Tercel rose 22.76 percent.

Toyota's Lexus Division continued on its 4,000-plus monthly sales pace by selling 4,861 units last month.

Nissan slipped as Sentra, Pulsar and 240SX fell behind last year's figures. Sales of the new Stanza, a crucial entry for Nissan, rose 87.85 percent to 6,898.

Infiniti, with 1,549 sales in March, topped 1,500 for the first time.

Honda's 17.5 percent gain came primarily from the Accord, which was up 36.29 percent.

With a 15.7 percent increase for the Integra and a 17.3 percent decline for the Legend, Honda's Acura sales rose 26 units in March.

Mazda Motors of America Inc. had a record sales month when its U.S.-built 626 and MX-6 are included. But Mazda's import sales fell 4.04 percent.

Import sales for Mitsubishi Motor Sales of America Inc. were up 19.43 percent to 8,868.

Mitsubishi Mirage sales of 4,464 units were nearly four times those of the year-ago month.

European importers exceeding their 1989 sales were Audi of America Inc., Volkswagen United States Inc., Jaguar Cars Inc., Mercedes-Benz of North America Inc. and Porsche Cars North America.

Mercedes sales were up 4.9 percent from March 1989. Much of the gain came from the 190 series, which jumped 22.4 percent.

Sales of Audi's 100/200 models more than doubled, helping Audi to a 65.8 percent monthly gain. Porsche sales rose 41.08 percent.

Jaguar sold 1,746 cars, up 7.12 percent from a year ago.

Porsche, bolstered by new entries and an advertising campaign, saw sales jump 41.1 percent to 941 vehicles.

One of the losers last month was BMW of North America Inc., whose sales fell 9.92 percent despite leasing and financing promotions.

Only the BMW 5 series outpaced last year's total. Sales of the entry-level 3 series dropped 13.1 percent to 2,435.

Saab sales in March dipped 13.58 percent below the year-ago total.

Volvo sales were down 16.98 percent.

IMPORT SALES BY MODEL

	March 1990	March 1989	3 Mos. 1990	3 Mos. 1989
ACURA	11,831	11,805	31,937	30,783
Integra	7,252	6,268	18,93[illegible]	15,012
Legend	4,579	5,537	13,00[illegible]	15,771
ALFA ROMEO	266	581	577	1,036
Milano	7	287	16	511
Spider	259	294	561	525
ASTON MARTIN*	5	5	15	15
AUDI	2,255	1,360	4,949	4,627
4000	0	9	0	28
5000	1	35	10	145
80	499	375	1,058	1,618
90	409	508	850	1,489
V8 Quattro	147	0	400	0
Coupe Quattro	99	0	226	0
100/200	900	331	1,960	951
100/200 Quattro	200	102	445	396
BMW	5,456	6,057	14,488	17,476
3-Series	2,435	2,804	6,187	8,275
5-Series	2,083	1,941	5,838	5,412
635 CSi	43	124	140	398
7-Series	797	951	2,089	2,767
M3	72	118	199	294
M5	5	49	9	139
M6	1	70	6	191
CHEVROLET/GEO	15,765	8,194	43,508	23,513
Geo Storm/Spectrum	10,836	4,239	22,229	12,179
Geo Metro/Sprint	4,929	3,955	21,279	11,334
CHRYSLER MOTORS	5,485	11,277	16,404	28,652
Colt	2,925	6,075	8,634	15,604
Conquest	93	677	506	1,531
Medallion	34	1,073	231	2,108
Summit	1,515	2,112	3,940	5,826
Vista	569	1,214	1,792	3,457
TC	349	126	1,301	126
DAIHATSU	1,219	1,217	3,648	3,340
FERRARI*	80	80	240	240
FORD Festiva	5,489	6,675	16,386	19,354
HONDA	19,736	16,796	53,530	48,895
Civic/CRX	5,045	4,991	13,649	12,893
Accord	11,196	8,215	32,505	26,407
Prelude	3,495	3,590	7,376	9,595
HYUNDAI	11,979	20,461	34,411	49,691
Excel	9,164	17,384	26,840	46,614
Sonata	2,815	3,077	7,571	3,077
ISUZU	402	1,749	836	4,549
I-Mark	237	1,326	580	3,746
Impulse	165	423	256	803
INFINITI	1,549	0	3,695	0
M30	532	0	1,596	0
Q45	1,017	0	2,099	0
JAGUAR	1,746	1,630	4,744	4,483
XJ6	1,291	1,198	3,473	3,361
XJS	455	432	1,271	1,122
LAMBORGHINI*	13	13	39	39
LEXUS	4,861	0	13,167	0
ES 250	1,532	0	5,839	0
LS 400	3,329	0	7,328	0
LOTUS*	27	27	81	81
MASERATI*	20	24	60	90
MAZDA	15,501	16,153	39,813	43,443
323	1,493	8,010	5,134	20,843
Protege	4,601	0	10,126	0
626	4,095	4,057	10,511	11,584
MX-6	15	435	26	889
Miata	3,435	0	8,797	0
929	1,062	1,817	3,090	4,765
RX-7	800	1,834	2,129	5,362
MERCEDES BENZ	6,891	6,570	17,356	17,148
190	1,177	961	3,026	2,790
300E 2.6/260E	412	452	590	923
300	2,089	2,294	5,749	5,635
300 SE	640	600	1,619	1,658
300SEL	371	380	935	911
420SEL	649	558	1,595	1,612
560SEL	448	446	1,211	1,266
560SL	894	712	1,964	1,854
560SEC	170	125	438	373
Tourist	41	42	229	126
MERCURY/MERKUR	1,757	5,865	5,685	15,519
Tracer	1,212	5,000	3,916	12,967
XR4Ti	0	590	198	1,350
Scorpio	545	275	1,571	1,202
MITSUBISHI	8,868	7,425	33,224	17,199
Starion	3	107	8	403
Cordia	0	7	0	310
Tredia	0	5	0	10
Mirage	4,464	1,175	20,154	2,604
Galant	3,673	4,491	10,550	8,670
Sigma	142	0	477	0
Precis	484	1,479	1,748	4,697
Van/Wagon	102	161	287	505
NISSAN	32,610	38,714	84,106	98,183
Sentra	7,688	13,826	22,210	35,287
Pulsar	725	2,272	2,239	5,337
Stanza	6,898	3,672	13,824	7,909
Maxima	10,248	10,052	27,109	27,054
240SX/200SX	4,434	7,135	11,846	17,660
300ZX	2,334	1,511	5,964	4,102
Hawaii	283	438	914	1,026
PEUGEOT	481	565	1,129	1,426
PONTIAC LeMans	2,246	4,076	6,384	11,417
PORSCHE	941	667	2,362	1,808
924S	42	12	106	54
944	0	95	56	236
944S	205	14	453	24
944 Turbo	132	63	293	141
911 Coupe/Carrera 4/2	351	175	721	515
911 Turbo	2	116	4	296
911 Cabriolet/Speedster	152	140	539	353
928S	57	52	190	183
ROLLS/BENTLEY*	100	100	300	300
SAAB	2,277	2,638	6,332	7,918
900	438	439	999	1,221
900S	535	690	1,068	1,690
900 Turbo	720	734	1,940	2,420
9000S	114	226	536	779
9000 CD	292	395	994	395
9000 Turbo	168	135	769	1,124
Tourist	10	19	26	289
STERLING	405	384	1,403	1,784
SUBARU	11,305	14,321	24,509	37,779
Hatchback	35	366	93	1,010
3-Door	38	660	94	1,813
4-Door Sedan	47	4,966	189	14,168
Legacy	6,387	0	14,052	0
Loyale	1,929	0	4,566	0
XT/XT6	186	1,151	477	2,615
Station Wagon	25	4,257	57	11,366
Justy	2,658	2,921	4,981	6,806
SUZUKI	475	480	1,605	1,586
TOYOTA	35,625	36,842	92,176	98,457
Corolla	8,192	9,018	24,870	23,242
Tercel	10,315	8,408	25,573	23,241
Celica	8,019	5,003	20,508	13,353
Supra	624	1,653	2,134	4,248
Camry	6,284	10,666	15,126	27,819
Cressida	1,052	1,611	2,286	5,299
MR2	1,139	483	1,679	1,255
VOLKSWAGEN	13,032	12,450	29,155	29,711
Cabriolet	842	1,119	1,807	2,175
Corrado	494	0	1,137	0
Jetta	5,886	5,409	13,691	12,638
Golf/GTI	1,463	1,986	3,331	4,842
Quantum	9	140	19	407
Scirocco	2	167	7	519
Fox	2,462	3,629	6,529	9,130
VOLVO	7,265	8,751	22,400	25,400
240 Series	2,545	3,627	8,729	10,652
740 Series	3,887	3,653	11,294	11,223
760 Series	621	1,290	2,003	3,088
780	74	148	199	358
Tourist	138	33	175	79
YUGO	571	827	1,994	2,458
IMPORT TOTAL	228,534	244,779	612,648	648,377

*Estimate

Compiled by Karen Detkowski

Avanti adopts Kevlar, carbon fiber material

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Avanti Automotive Corp. is using carbon fiber composite and Kevlar body materials in its 1990 four-door sedan.

The new body materials were featured at the recent New York International Automobile Show.

J.J. Cafaro, Avanti president and chief executive officer, invited reporters to slam one of the plastic bodies with a sledgehammer. The hammer scratched the finish but it did not appear to damage the body.

Hexcel Corp., an aerospace materials firm located in Dublin, Calif., supplies Avanti with a variety of carbon fiber composite materials. Hexcel has built materials used in America's Cup yachts, helicopter blades and missiles.

Composites are used in the roof, roof reinforcements and roof pillars, and in place of steel door beams. Kevlar is replacing the floor pan, bumpers and other high-stress areas.

Avanti's entire line, including the sedan, a coupe and a convertible version, eventually will have complete composite body structures, Cafaro said.

Youngstown, Ohio-based Avanti built about 300 cars in 1989. It hopes to build over 500 in 1990.

GM, partner get tax break from Hungary

SZENTGOTTHARD, Hungary — General Motors and its joint-venture partner here will be exempt from taxes for 10 years after it starts building engines for Opel Kadetts and Vectras.

GM owns 67 percent of the joint venture. Raba Railways Carriage and Machine Works owns 33 percent. The new plant being built here will produce between 100,000 and 200,000 1.6-liter engines a year, beginning in 1992. It also will assemble 10,000 to 15,000 Kadetts a year for sale mostly in Hungary. The company will employ 800 to 850 people.

GM Austria will coordinate construction of the plant in this community near the Austrian border.

Spiffs fail to help Big 3; April 1-10 sales off 10.7%

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The first 10 days of April brought gloomy car sales reports from the Big 3, but every transplant except Nissan showed a gain.

Despite hefty incentives, combined car sales for General Motors, Ford Motor Co. and Chrysler Corp. declined 17.68 percent from a strong year-earlier period.

The transplants as a group were up 51.59 percent.

Car sales in early April totaled 163,340, down 12.54 percent from 186,752 in the first 10 days of April last year.

Truck sales were nearly as dismal. GM and Nissan posted slight increases; Ford and Chrysler reported declines.

Truck sales totaled 99,107, down 7.49 percent from year-ago figures.

The combined car-truck figure of 262,447 was 10.70 percent below last year's 293,879.

"For a spring selling market still characterized by pervasive incentives, these numbers don't look good," said Tom Webb, chief economist for the National Automotive Dealers Association in McLean, Va.

"Unless there is a major change in the economy, domestic new-car sales appear destined to remain in their current doldrums," he said.

Webb said that early sales trends are in line with NADA's forecast that 13.7 million vehicles will be sold in the 1990 calendar year.

Chrysler's total vehicle sales suffered the most, down 27.13 percent in early April.

Even its truck deliveries, which had been holding steady, dropped 24.91 percent. Car sales fell 29.22 percent.

GM was down the least of the Big 3; its total vehicle sales dipped 8.38 percent.

GM's cars were off 13.60 percent from last year, but trucks were up 2.24 percent.

The automaker's new plastic-bodied minivans, the Chevrolet Lumina APV, Oldsmobile Silhouette and Pontiac Trans Sport, accounted for the truck gain.

Ford's overall dip was 15.06 percent — 18.66 percent for cars and 9.33 percent for trucks.

Among the transplants, Honda's car sales climbed 16.99 percent in early April.

Car sales doubled for Toyota, tripled for Mazda and nearly tripled for Mitsubishi. Mazda has added the 626 series to its U.S.-built models this year; Toyota and Mitsubishi are producing more cars at U.S. plants that were in the start-up phase a year ago.

Truck sales helped Nissan post a gain of 6.03 percent for the 10-day sales period.

Car sales were down 6.03 percent,but a 14.22 increase in truck sales pushed up Nissan's overall vehicle sales.

Sales of vehicles produced at the new Subaru-Isuzu Automotive plant in Lafayette, Ind., totaled 73 Subaru cars and 243 Isuzu trucks in early April.

10-DAY SALES

DOMESTIC BUILT

	Apr. 1-10, 1990	Apr. 1-10, 1989
CARS		
Eagle	773	980
Chrysler	4,187	6,295
Dodge	7,338	11,175
Plymouth	5,709	6,989
CHRYSLER MTRS.	**18,007**	**25,439**
Ford	34,438	41,394
Lincoln	5,643	6,338
Mercury	9,790	13,577
FORD MOTOR	**49,871**	**61,309**
Buick	10,789	12,379
Cadillac	5,093	6,183
Chevrolet	32,097	33,971
Oldsmobile	11,690	15,203
Pontiac	14,731	18,374
GENERAL MTRS.	**74,400**	**86,110**
HONDA	**9,455**	**8,082**
MAZDA	**3,139**	**977**
MITSUBISHI	**1,485**	**511**
NISSAN	**1,526**	**1,624**
SUBARU	**78**	**—**
TOYOTA	**5,379**	**2,700**
U.S. CAR TOTAL	**163,340**	**186,752**
TRUCKS		
Chrysler	50	—
Dodge	10,745	13,669
Jeep	3,997	5,398
Plymouth	3,182	4,871
CHRYSLER MTRS.	**17,974**	**23,938**
FORD MOTOR	**34,861**	**38,448**
Chevrolet	33,281	33,719
GMC	8,540	8,631
Oldsmobile	589	—
Pontiac	888	—
GENERAL MTRS.	**43,298**	**42,350**
ISUZU	**243**	**—**
NISSAN	**2,731**	**2,391**
U.S. TRK. TOTAL	**99,107**	**107,127**
U.S. CAR-TRUCK TOTAL	**262,447**	**293,879**

There were 8 selling days in the period this year and last.

CHRYSLER

FROM PAGE 3

same period in 1989.

Dauch said that as part of Chrysler's five-year, $15 billion capital spending plan, the company will upgrade its three stamping operations by 1994 and build stamping plants at Bramalea and Belvidere.

Dauch

Stamping plants in Sterling Heights, Mich., Warren, Mich., and Twinsburg, Ohio, will get new press lines, new transfer presses and more automation for older presses.

Mitsubishi Motor Corp. will be an equity partner in the Bramalea stamping plant, "but it will be totally operated by Chrysler," Dauch said. Mitsubishi and Chrysler are partners in the Diamond-Star Motors Corp. plant in Normal, Ill., which has its own stamping plant.

Dauch also said Chrysler anticipates completing this summer's model changeover in four weeks at the minivan assembly plants in St. Louis, Mo., and Windsor, Ontario.

Windsor will go down for July. St. Louis will go down throughout August.

In the 1991 model year Chrysler is launching a newly styled minivan and is adding anti-lock brakes and all-wheel-drive as options to the vehicles.

TURIN

FROM PAGE 3

cel. "But nothing is signed."

Ital's Aztec twin-cockpit roadster, one of the stars of the Turin show in 1988, will be produced by Turin specialist Carrozzeria Savio for the Japanese market. Hideyuki Miyakawa of the Turin trading company Compact, which bought the rights to the design, now says Aztec's twin, the Aspid coupe, may also be produced in limited numbers.

Miyakawa said 52 Aztecs will be produced. Sales in the United States are possible, but not likely, he said.

Pininfarina's aerodynamic CNR E2 four-seat sedan was done in cooperation with Fiat Auto, Alf-Lancia S.p.A. and the Italian National Research Council. Based on a 1.4-liter Fiat Tipo, the extremely slick running prototype seats five and is capable of 127 mph.

Industrie Pininfarina S.p.A., the manufacturing arm of the firm, is also breaking new ground as it attempts to move from coachbuilder to complete carmaker. Andrea Pininfinarina, general manager, said the company will manufacture a new Peugeot convertible beginning in 1993. But he said two new projects will go into production at Pininfarina before the Peugeot, including an Alfa Romeo.

Another Turin coachbuilder, Carrozzeria Bertone S.p.A., showed the Nivola sports car that had been in Geneva. But Bertone has other interesting projects in the pipeline.

Managing Director Paolo Caccamo said the company has designed for a manufacturer a new sports car that will go into production in late 1991 or early 1992. He said Bertone also will produce the bodies. Speculation is it might be a second Bugatti model.

Caccamo also said the project to replace the long-dormant Bertone-badged X 1/9 sports car may be revived using Adam Opel mechanicals.

Ford Motor Co.'s Ghia studio in Turin showed the Zig and Zag minicars that debuted at Geneva. Immediately after the show, which ends May 1, they will be shipped to Dearborn, Mich., for inspection by top Ford management.

Ferrari S.p.A.'s 348, which debuted six months ago, was still a center of attention at Turin. Marketing executive Giovanni Perfetti said about 300 of the cars will be sent to the United States this year.

Production of the 348 is up to eight daily and is expected to reach 10 in June. Eventually, half of output will be shipped to America.

Perfetti said the successor to the current four-seat 412 will be called the 512-GT America and will debut at the end of 1991.

Automobili Lamborghini S.p.A. has started pre-production of the Diablo, and regular output will begin in July, according to Director General Gianfranco Venturelli. The first car will be delivered in late September or early October. American deliveries will begin in October.

Annual production of Diablo will ultimately go no higher than 500 units, with 30 to 35 percent destined for North America. Meanwhile, the replacement for the defunct Jalpa model is planned for the third quarter of 1992.

Britain's International Automotive Design has become a staple at the Turin show in recent years, though its Mini-MPV van missed the first press day — "lost somewhere between here and Milan," said aggravated officials.

The company also presented a running prototype of the Venus sports car that was shown in Tokyo last fall as a model.

A major design and engineering shop, International Automotive Design has become a limited-series producer as well. The company has begun serial production of an unnamed model that will be sold by another automaker. Officially, company executives are saying nothing. An announcement of the project is expected this fall.

Automotive News Staff Correspondent Luca Ciferri contributed to this report.

MIATA

FROM PAGE 3

hardtop is $1,100, and automatic transmission is $720.

Since the June 1989 launch, Mazda has sold nearly 30,000 Miatas. The company expects to sell its entire Miata allotment, 40,000 cars, this calendar year and next. Bymaster says days' supply is "the same as it was at launch — basically non-existent."

Miata's strongest month was August, with 5,029 sales nationally. February was the slowest month, with 2,510, but that was followed by a 36.8 percent increase in March to 3,435.

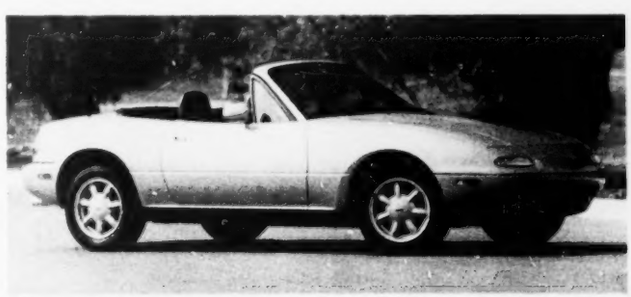
Bymaster says Mazda is watching dealer pricing closely. "It's something that concerns us," he says. "You set goals for the company and strategies to achieve them. An affordable sports car is one of those goals, and we have to make sure that this pricing doesn't hurt the overall image."

He adds that the only formal action was a letter sent to dealers during last year's launch, asking them not to price the car too high.

Kory Johnson, general manager of Campbell Mazda in Costa Mesa, Calif., has held to sticker from the beginning. He says the strategy initially cost him some customers, who paid a premium to get their Miatas elsewhere.

"But we're in it for the long run," Johnson says. "People have started to learn that we sell at sticker, and they are shopping us for that reason."

Competition will drive onto the Miata's turf this summer, when convertible versions of the Toyota Celica, Mercury Capri and Geo Metro are introduced.



Mazda's Miata is still bringing an average of $2,500 over sticker price. The premium appears likely to continue with the arrival of convertible season.

OBITUARIES

Frank Garard

IRVINE, Calif. — Frank Garard, a 17-year Mazda employee, died March 23. He was 68. Garard joined Mazda in 1971, working in a variety of managerial and executive positions until he retired in 1988. Prior to joining Mazda, Garard worked 23 years at Chrysler Corp.

Lewis W. Somers

NEW HAVEN, Conn. — Lewis W. Somers, a former New Haven area Pontiac dealer, died March 26. He was 72.

Dana Kull

BOCA RATON, Fla. — Dana Kull, a co-owner of Avalon Honda, Swainton, N.J., died April 11. She was 44. Kull was also an accomplished pilot and member of the International Chapter of the 99's, a women's pilot association.

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INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	None
Dodge trucks	$750-$2,500	2.9	6.9	7.9	9.9	None
Eagle	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Jeep	$500-$1,500	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,250	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models)						
Dodge cars	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Eagle Summit	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge cars	**$750-$1,500**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge trucks	**$1,000 - $2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Eagle	**$750-$2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Jeep	**$500-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
*Buyer will receive any increase in rebate through Sept. 30, 1990.						
Ford Motor Co. (1989-90 models)						
Ford cars	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Ford trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Continental, Mark VII	**$1,500**					**April 30**
Mercury	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
General Motors (1989 models)						
Chevrolet cars	$700-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$500-$1,500	6.9	6.9	6.9	10.9	May 2
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Riviera	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$700-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cadillac	**$1,500-$2,000**					**May 31**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Olds Toronado	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Silhouette	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Trans Sport	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
*Based on option package selected						
Audi (1990 models)*		**4.9**	**4.9**	**6.9**	**9.9**	**June 30**
*—Finance incentive takes effect only if dealer foregoes dealer cash incentive.						
BMW (1990 models)						
325i		**2.9**	**4.9**	**6.9**	**7.9**	**April 30**
325is		**4.9**	**6.9**	**7.9**	**9.9**	**April 30**
Isuzu (1989-90 models)	**$1,000-$1,200***					**June 30**
*If dealer foregoes dealer incentive						
Mazda (1990 models)						
323	**$750**					**June 4**
Trucks	**$750-$1,000**					**None**
Mitsubishi (1989-1990 models)						
Cars, trucks*	**$500-$2,000**					**June 30**
*Payments vary by regions.						
Nissan (1988-89 models)						
Sentra, trucks	$1,000-$1,500					May 2
Nissan (1990 models)						
Sentra, trucks	**$1,000-$1,200**					**May 2**
Peugeot (1989-90 models)	**$1,000-$3,000**					**None**
Sterling (1989 models)	$5,000					April 30

PAINT

FROM PAGE 1

tant" to the invaders from the sky.

The Detroit Ford dealer, who asked not to be named, said the generally yellow spots are most prominent on darker cars. "I can wash the cars in the morning, but by lunch, the spots will be back out; I don't know how this has been covered up this long," he said.

The transit coating solution was tested last summer on Taurus and Sable models produced at Ford's Atlanta assembly plant.

Dealers say warranty claims have been reduced on those cars.

Jim Tidwell, president of Jim Tidwell Ford in Kennesaw, Ga., says he has been filing paint damage claims with Ford for four or five years.

"They have been very fair in approving and handling claims for acid rain damage," he says.

Frank Beideman, sales manager for Holman Lincoln-Mercury in Shady Lane, N.J., says the coating "completely eliminated paint damage on the Sables we received from the Atlanta plant."

Neither Ford nor GM would divulge the amount of annual warranty claims stemming from the paint problems.

Most Japanese importers coat their imported cars before they ship them to the United States; as for the transplants, Toyota Motor Manufacturing U.S.A. Inc. says it coats cars upon dealer requests; Nissan Motor Manufacturing Corp. U.S.A. says it does not have a coating program.

A source who worked closely with Ford during the transit coating test program said the company told him it shells out about $60 million annually. He said GM and Chrysler face a similar dilemma.

"We cover these claims," said GM's Mowers, but he said he had no idea how much the claims amount to each year.

Chrysler spokesman Tom Jacobowski said he could not find out any information about paint problems at Chrysler.

For the past 18 months, GM has been coating Chevrolet Corvettes at its Bowling Green, Ky., plant and Oldsmobile Cutlasses at its Doraville, Ga., plant.

Mowers said Chevrolet Corsica and Beretta models were coated for a while at GM plants in Wilmington, Del., and Linden, N.J.

The coating will be applied to all Ford vehicles except those produced at the St. Thomas, Ohio, truck plant and the St. Louis and Edison, N.J., assembly plants.

In his letter to dealers, Ford's King wrote that a tougher ure thane paint, which better resists environmental fallout, is used on the Crown Victoria and Grand Marquis that are produced at St. Thomas. The Econoline van, produced at Ohio Truck, and the Aerostar minivan, produced at St. Louis, have limited horizontal surfaces that can be seen.

Edison will be closed for a plant changeover from Escorts to Ranger trucks when the coating begins.

The letter said the coatings will be applied from May through October, when vehicles are most susceptible to fallout.

King advised dealers to leave the solution on until they sell the cars, or up to six months. After six months, removal becomes harder.

King said Ford will provide the cleaning product, and the company will compensate dealers for the time it takes to remove the substance.

Dealers who have their cars prepped at the factory's predelivery centers can choose to have the center remove the coating.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Corvette	$2,000-$4,000 based on sales	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac LeMans, Grand Am	$500	May 2
Grand Prix	$500	May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Audi (1990 models)*	**$2,000-$3,000**	**June 30**
*-Dealer has option of foregoing cash incentive and offering cut-rate financing to customer.		
Isuzu (1990 models)		
Pickups*	**$800-$1,300 based on number sold**	**June 30**
Trooper	**$900-$1,400 based on number sold**	**June 30**
*$200 extra on 4wd models		
Mitsubishi (1989-1990 models)		
Cars, trucks*	**$500-$2,000 based on number sold**	**June 30**
*Payments vary by regions.		
Nissan		
Stanza (1989-90)	**$500-$1,000**	**May 2**
Axxess (1990)	**$1,000**	**May 2**
Pathfinder (1989)	**$1,500**	**May 2**
Saab (1989 models)	$3,000-$5,000	April 30
Subaru (1989 models)		
Justy ECVT	$1,200	May 2
Other Justy	$500	May 2
XT, XT6	$1,500	May 2
Subaru (1990 models)		
Loyale	**$400**	**May 2**
Legacy	**$500-$1,500**	**May 2**
Suzuki		
Samurai (1988-89)	$1,000	June 4
Swift (1989)	$1,000-$2,000	June 4
Sidekick (1989)	$500-$2,500	June 4
Swift (1990)	**$400**	**June 4**
Sidekick (1990)	**$700-$1,500**	**June 4**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

Audi adds sales spiffs

Audi of America, which has shunned cash incentives for the past few months in favor of leasing programs, announced a new dealer incentive plan last week.

Audi spokesman John Giova said dealers asked for the return of incentives.

"The market is so competitive, and not all our customers are leasing customers," Giova said. "Dealers said, 'Give me some more options.' "

Dealers can take the incentive as factory-to-dealer cash or give the customer special retail finance rates.

The finance rates are 4.9 percent for contracts up to 36 months; 6.9 percent for 48 months; and 9.9 percent for 60 months. Dealers who choose the cash receive $2,000 on sales of the Audi 80, 90, 100, 200 and Coupe Quattro and $3,000 on the Audi Quattro V-8. The program expires June 30.

Audi is still offering the "Audi Advantage," a three-year, 50,000-mile leasing program that includes all scheduled maintenance, corrosion protection and 24-hour road service.

— Arlena Sawyers

PRODUCTION

Output rises in another short week

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Automakers scheduled output of 112,398 cars last week, an increase of 7.51 percent above the previous week but 30.40 percent below the year-ago week.

Monday was a holiday for Big 3 plants, marking their second consecutive holiday week. U.S. plants operated by foreign makers resumed production Monday.

Car production for the year to date is 1,799,625 units, 24.38 percent below the 1989 total at this time.

Truck assembly was targeted at 72,861 units last week, 4.84 percent above the prior week but 21.42 percent below the year-ago week.

So far this year, 1,181,215 trucks have been built, 17.91 percent below last year's total at this point.

Companies split last week's scheduled production as follows: General Motors, 41.65 percent; Ford Motor Co., 26.95 percent; Chrysler Corp., 9.61 percent; Honda of America Manufacturing Inc., 7.91 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.91 percent; New United Motor Manufacturing Inc., 2.94 percent; Mazda Motor Manufacturing (USA) Corp., 2.75 percent; Diamond-Star Motors Corp., 2.62 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.26 percent; and Subaru-Isuzu Automotive Inc., 0.40 percent.

GM reported that its Willow Run, Mich., and Lansing, Mich., car plants and the Tarrytown, N.Y., minivan facility worked Saturday overtime last week. The Janesville, Wis., Cavalier assembly plant was on overtime Friday.

Ford scheduled Saturday overtime last week at the Wixom, Mich., car plant and the St. Paul, Minn., truck facility.

Daily overtime was scheduled at Ford's Wixom; Kansas City, Mo., and Wayne, Mich., car plants.

Ford will idle the Lorain, Ohio, plant the week of April 30 because of a falloff in dealer orders for Thunderbird and Cougar.

Both shifts at Chrysler's Dodge City truck plant in Warren, Mich., began working nine hours a day last week.

As previously reported, Chrysler's St. Louis No. 1 plant is operating on a single eight-hour daily shift during April.

Canada climbs after holiday

Canadian automakers scheduled 19,089 units last week, 42.52 percent above the Easter week but 4.28 percent below the year-ago week.

So far this year, 302,121 cars have been assembled, 5.00 percent below last year's tally.

Truckmakers' targeted output of 19,549 was 15.94 percent above the previous week but 6.89 percent below the year-ago week.

To date, 1990 truck output is 283,705 units, 11.55 percent below the year-ago total.

Ford's Oakville, Ontario, plant extended downtime last week. It is scheduled to resume output today.

U.S. CAR	Week Ended Apr. 21, 1990	Week Ended Apr. 22, 1989	Week Ended Apr. 14, 1990	Apr. to Date	Jan. 1 to Apr. 21, 1990	Jan. 1 to Apr. 22, 1989
Horizon	0	834	0	0	4,327	3,118
Sundance	1,600	2,504	1,527	3,127	21,882	37,250
Acclaim	1,800	2,681	1,729	3,529	23,386	37,629
Total Plymouth	3,400	6,019	3,256	6,656	49,595	77,997
LeBaron A	200	0	331	1,959	7,320	0
LeBaron J	800	2,757	1,130	1,930	10,262	36,658
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	800	2,112	462	1,262	6,388	37,900
Fifth Avenue	400	0	576	976	8,176	0
Imperial	100	0	447	547	5,218	0
Total Chrysler	2,300	4,869	2,946	6,674	37,364	77,504
Omni	0	956	0	0	4,078	3,657
Daytona	500	1,804	778	2,220	7,916	34,174
Shadow	1,600	2,341	1,662	3,262	24,547	37,536
Dynasty	1,300	3,373	2,468	3,768	32,755	50,210
Lancer	0	0	0	0	0	1,528
Spirit	1,700	2,769	1,908	3,608	25,153	35,325
Total Dodge	5,100	11,243	6,816	12,858	94,449	162,430
CHRYSLER MOTORS	10,800	22,131	13,018	26,188	181,408	317,931
Escort	5,828	8,110	4,451	15,492	53,896	106,665
Mustang	2,964	4,146	0	2,964	41,870	77,298
Tempo	2,669	3,082	2,613	8,656	39,908	52,444
Taurus	5,773	8,297	5,888	19,358	118,262	127,157
Thunderbird	2,694	3,276	2,595	5,289	34,318	57,227
Total Ford Div.	19,928	26,911	15,547	51,759	288,254	420,791
Topaz	1,071	1,428	907	3,169	15,742	22,424
Cougar	1,806	3,257	1,905	3,711	22,970	48,389
Sable	2,611	2,638	2,523	8,204	34,774	41,607
Total Mercury	5,488	7,323	5,335	15,084	73,486	112,420
Continental	1,092	1,440	895	3,302	17,208	23,450
Mark VII	534	472	452	1,641	8,581	9,054
Town Car	3,253	2,853	2,703	9,902	51,787	43,022
Total Lincoln	4,879	4,765	4,050	14,845	77,576	75,526
Total L-M Div.	10,367	12,088	9,385	29,929	151,062	187,946
FORD MOTOR CO.	30,295	38,999	24,932	81,688	439,316	608,737
Skyhawk	0	425	0	0	0	5,312
Skylark/Somerset	1,782	1,294	1,614	5,677	26,314	17,497
Century	1,056	2,178	678	1,734	18,691	38,431
Riviera	429	527	420	1,402	7,019	9,107
Electra	12	2,115	7	39	12,370	26,963
LeSabre (fwd)	3,085	4,960	3,162	9,929	48,830	41,519
LeSabre (rwd)	120	183	100	335	2,106	3,076
Reatta	161	206	163	528	2,621	2,184
Total Buick	6,645	11,888	6,144	19,644	117,951	144,089
Eldorado	503	844	503	1,636	6,870	12,467
Seville	554	688	557	1,804	8,649	9,148
Brougham (rwd)	860	607	760	2,584	12,254	13,811
DeVille (fwd)	3,261	4,872	3,257	10,521	48,526	71,526
Allante	69	75	70	226	1,108	1,078
Total Cadillac	5,247	7,086	5,147	16,771	77,407	108,030
Cavalier	6,040	8,271	5,075	18,559	92,039	127,224
Camaro	1,576	2,582	1,549	5,024	15,550	39,203
Celebrity	0	1,907	0	0	0	47,820
Corsica/Beretta	4,928	8,900	4,099	15,104	84,278	134,810
Caprice	1,348	3,982	2,448	6,865	65,670	65,987
Corvette	448	560	448	1,456	7,056	8,328
Total Chevrolet	14,340	26,202	13,619	47,008	264,593	423,372
Calais	1,962	2,296	1,604	6,062	27,527	30,241
Cutlass Ciera	400	1,549	746	1,146	24,306	26,734
Cutlass Supreme	1,572	3,458	1,456	4,900	25,316	30,390
Toronado	306	180	312	990	6,518	3,466
88 (fwd)	1,913	3,393	1,754	5,756	26,368	50,550
88 (rwd)	0	151	99	213	1,183	2,393
98	883	2,066	887	2,907	17,150	30,406
Total Oldsmobile	7,036	13,093	6,858	21,974	128,368	174,180
Sunbird	3,200	3,781	3,175	10,346	40,801	48,089
Grand Am	3,840	5,293	3,956	12,537	55,482	80,685
Firebird	1,024	1,334	934	3,138	9,333	23,046
Grand Prix	2,556	4,000	2,507	8,150	32,624	46,427
Pontiac 6000	800	2,181	602	1,402	17,237	30,380
Bonneville	2,133	2,948	1,292	5,343	21,071	31,925
Safari/Parisienne	0	117	0	0	0	1,725
Total Pontiac	13,553	19,654	12,466	40,916	176,548	262,277
GENERAL MOTORS	46,821	77,923	44,234	146,313	764,867	1,111,948
DIAMOND-STAR	2,940	1,376	2,204	8,009	43,827	12,840
HONDA	8,895	7,660	7,099	24,757	136,996	122,950
Civic	2,830	2,662	2,259	7,663	36,946	41,392
Accord	6,065	4,998	4,840	17,094	100,050	81,558
MAZDA	3,093	5,125	3,331	10,479	57,952	76,602
NISSAN	1,411	2,081	1,422	4,501	34,577	36,034
NUMMI	3,300	4,161	3,413	11,646	63,082	61,947
Corolla	1,600	1,478	1,640	5,695	32,983	25,783
Geo Prizm/Nova	1,700	2,683	1,773	5,951	30,099	36,164
SUBARU-ISUZU	445	0	441	1,249	8,609	0
TOYOTA	4,398	2,042	4,449	13,081	68,991	30,911
Total Cars, U.S.	112,398	161,498	104,543	327,911	1,799,625	2,379,900
Total Cars, Canada	19,089	19,942	13,394	52,742	302,121	318,014
U.S., Canada Cars	131,487	181,440	117,937	380,653	2,101,746	2,697,914
U.S., Canada Cars and Trucks	223,897	295,154	204,294	661,729	3,566,666	4,457,615

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Apr. 21, 1990	Week Ended Apr. 22, 1989	Week Ended Apr. 14, 1990	Apr. to Date	Jan. 1 to Apr. 21, 1990	Jan. 1 to Apr. 22, 1989
Monaco	0	0	0	0	3,593	0
Premier	0	0	0	0	1,252	14,885
CHRYSLER MOTORS	0	0	0	0	4,845	14,885
Tempo	0	3,376	0	2,463	36,657	53,346
Topaz	0	1,422	0	1,382	12,503	22,527
Crown Victoria	2,192	2,555	2,183	7,324	37,108	42,546
Grand Marquis	1,842	3,088	1,866	6,151	33,611	48,175
FORD MOTOR CO.	4,034	10,441	4,049	17,320	119,879	166,594
Celebrity	934	270	0	934	5,226	3,166
Cutlass Ciera	2,181	3,690	0	2,181	24,486	58,763
Lumina	5,124	3,265	3,632	13,728	68,486	18,740
Regal	2,676	189	1,981	6,813	51,905	24,799
GENERAL MOTORS	10,915	7,414	5,613	23,656	89,686	105,468
HONDA	2,150	1,702	1,675	5,949	33,518	26,007
HYUNDAI*	310	0	310	930	5,042	0
TOYOTA	1,500	205	1,603	4,383	18,918	2,321
VOLVO	180	180	144	504	2,807	2,739
Total Cars, Canada	19,089	19,942	13,394	52,742	302,121	318,014

U.S. TRUCK	Week Ended Apr. 21, 1990	Week Ended Apr. 22, 1989	Week Ended Apr. 14, 1990	Apr. to Date	Jan. 1 to Apr. 21, 1990	Jan. 1 to Apr. 22, 1989
Caravan	1,900	2,488	1,694	5,642	35,469	35,810
Dakota	1,600	2,548	1,338	4,482	21,967	36,113
Caravan C/V	100	207	112	360	2,337	3,242
Ram pickups	2,500	2,558	1,846	6,643	32,050	36,096
Total Dodge	6,100	7,801	4,990	17,127	91,823	111,261
Cherokee	2,900	5,464	2,587	5,487	49,227	72,934
Comanche	100	645	158	258	2,237	10,812
Grand Wagoneer	200	345	0	200	1,460	4,683
Wagoneer	50	181	80	130	1,071	3,218
Total Jeep	3,250	6,635	2,825	6,075	53,995	91,647
Voyager	1,500	2,325	1,612	5,163	33,653	34,311
Town & Country	50	0	38	161	1,144	0
Total C-P Div.	1,550	2,325	1,650	5,324	34,797	34,311
CHRYSLER MOTORS	10,900	16,761	9,465	28,526	180,615	237,219
Aerostar	4,000	5,698	3,844	12,677	57,648	79,950
Bronco	941	1,600	946	3,035	16,734	28,593
Bronco II	3,490	2,321	3,193	10,716	32,586	43,781
Econoline	3,783	5,061	3,792	12,289	57,065	79,321
Mediums/Heavies	921	1,680	962	3,014	15,599	22,361
Light trucks	8,044	12,543	7,521	24,497	137,730	176,139
Ranger	5,671	6,807	5,208	17,742	92,975	116,205
Total Ford Div.	26,850	35,710	25,466	83,972	410,337	544,350
FORD MOTOR CO.	26,850	35,710	25,466	83,972	410,337	544,350
Astro	2,280	3,309	2,285	7,379	33,797	55,376
Blazer	350	648	339	1,126	5,055	9,051
Lumina APV	1,784	0	1,628	6,038	30,287	0
Mediums/Heavies	142	0	135	456	2,327	1,312
P-Model	480	830	478	1,599	7,146	10,238
Pickups	5,688	7,171	5,613	18,373	109,799	136,578
S-10	3,460	4,847	3,501	11,429	71,214	90,778
S-10 Blazer	3,344	3,925	3,473	11,269	35,357	61,477
Sportsvan/Van	1,590	2,428	1,484	5,121	18,582	31,138
Suburban	1,261	1,774	1,260	4,148	20,199	25,142
Total Chevrolet	20,379	24,932	20,196	66,938	333,763	421,090
Jimmy	102	177	98	321	1,686	2,696
Mediums/Heavies	458	0	478	1,543	3,493	1,496
P-Model	80	86	64	192	919	1,359
Pickups	2,126	2,834	2,133	6,861	37,272	40,854
S-15	825	1,306	746	2,600	17,575	21,246
S-15 Jimmy	1,008	1,140	1,102	3,468	10,896	17,527
Safari	728	1,072	715	2,276	10,283	13,749
Suburban	500	702	485	1,589	8,613	10,062
Vandura/Rally Vans	378	605	481	1,275	7,289	8,262
Total GMC	6,205	7,922	6,302	20,125	98,026	117,251
Olds Silhouette	616	0	522	1,803	9,331	0
Pontiac Trans Sport	868	0	737	2,475	16,963	0
GENERAL MOTORS	28,068	32,854	27,757	91,341	458,083	538,341
NAVISTAR	225	1,782	183	588	20,178	27,726
NISSAN	2,898	2,161	2,820	8,681	47,479	42,193
SUBARU-ISUZU	470	0	354	1,249	8,633	0
AM GENERAL*	450	450	450	1,350	7,290	7,020
MISCELLANEOUS*	3,000	3,000	3,000	9,000	48,600	42,100
Total Trucks, U.S.	72,861	92,718	69,495	224,707	1,181,215	1,438,949

CANADIAN TRUCK	Week Ended Apr. 21, 1990	Week Ended Apr. 22, 1989	Week Ended Apr. 14, 1990	Apr. to Date	Jan. 1 to Apr. 21, 1990	Jan. 1 to Apr. 22, 1989
Caravan	3,210	3,191	2,734	9,235	51,496	49,247
Caravan C/V	300	272	258	878	4,024	3,546
Ram Wagon	654	661	545	1,728	7,253	9,248
Ram Van	1,650	1,707	1,375	4,416	18,381	23,771
Total Dodge	5,814	5,831	4,912	16,257	81,154	85,812
Voyager	2,634	2,793	2,249	7,554	42,554	42,921
Total Plymouth	2,634	2,793	2,249	7,554	42,554	42,921
Wrangler	1,500	1,857	1,554	4,627	15,531	25,900
Total Jeep	1,500	1,857	1,554	4,627	15,531	25,900
CHRYSLER MOTORS	9,948	10,481	8,715	28,438	139,509	154,633
FORD MTR (lt. trks.)	2,546	3,613	2,529	8,283	43,531	54,872
Light trucks	3,455	2,477	3,035	9,944	56,448	50,505
Vans	1,410	1,345	997	3,632	13,883	21,903
Total Chevrolet	4,865	3,822	4,032	13,576	70,331	72,408
Light trucks	1,425	2,042	957	3,905	21,484	24,208
Vans	540	765	446	1,533	5,825	10,679
Total GMC	1,965	2,807	1,403	5,438	27,309	34,887
GENERAL MOTORS	6,830	6,629	5,435	19,014	97,640	107,295
NAVISTAR	225	273	183	634	3,295	3,952
Total Trks., Canada	19,549	20,996	16,862	56,369	283,705	320,752
U.S., Canada Trks.	92,410	113,714	86,357	281,076	1,464,920	1,759,701

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Benton aims Ford at 'core' business; other types get ax

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — When the new management team is finished pruning Ford Motor Co., the only things the company will make are cars, trucks and money.

Philip E. Benton, Ford's new president, said last week that Ford is divesting itself of its non-core products, such as aerospace, tractors and steel, in an effort to make substantial investments in its core automotive and financial services businesses. The sale of those subsidiaries unravels Ford's decades-long attempt to diversify.

"You have to make up your mind where you want to play your chips," Benton said.

"As we look at it, first, the needs of automotive and financial services are substantial. Secondly, we can make more money. We are demonstrably better at automotive and financial services than we have been in aerospace.

"To be a major player in the tractor and implement business is going to require major investments and we believe that we are better off making those kinds of investments in either financial services or cars and trucks," Benton said.

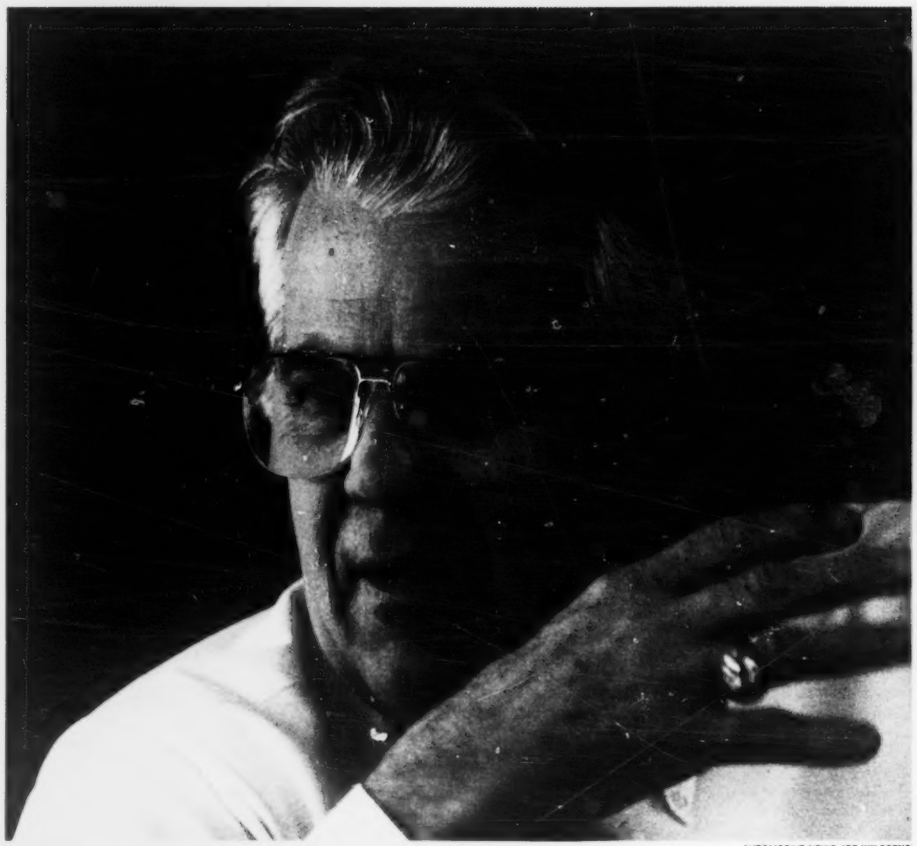
● Ford announced three weeks ago that it is discussing "worldwide arrangements" with Fiat, involving each company's tractor and heavy-truck business.

If a deal is consummated, Ford will sell its Ford New Holland tractor and implement subsidiary to Fiat, and Fiat will sell Ford-branded farm equipment worldwide "for at least a period of time," Benton said.

"The tractor and implement business is screaming for consolidation; worldwide there are too many players and it's got to be narrowed down to fewer players," Benton said.

In heavy trucks, Ford is interested in joint venture products or components (such as engines) with Fiat's Iveco truck division. Neither company wants to sell its heavy-truck businesses, he said.

see BENTON, page 40



AUTOMOTIVE NEWS/JOE WILSSENS

The high cost of developing new vehicles has prompted Ford Motor Co. to sell some diversified subsidiaries, President Philip Benton says. Peter J. Pestillo was named to head those operations, story on Page 45.

Nissan drops Axxess from U.S. market

By Kristine Stiven Breese and Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTERS

Nissan Motor Corp. in U.S.A. is dropping its Axxess, a hybrid wagon/minivan, after just one model year.

Japanese production of U.S. versions has stopped, and the vehicle won't be available after the current 185-day stockpile is sold, said Nissan spokesman Bill Pauli.

"Because of limited production resources in Japan and here, we are now in the process of refocusing our product line to full-line products rather than continuing with niche vehicles like the Axxess," Pauli said.

He said the market for the Axxess has been limited by the fact that it isn't a full-sized van and isn't quite a wagon, either.

The demise of the Axxess illustrates the intense competitiveness of the minivan market. One Nissan dealer said the Axxess, which went on sale 13 months ago, was ren-

see AXXESS, page 45

CHRISTA LEHMANN

Jaguar has worked for years to develop this F-type sports car, the successor to its famed E-type, but Ford may have a different idea.

Ford may kill Jaguar dream to replace revered E-type

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Ford Motor Co. may pull the plug on the Jaguar F-type sports car project that was central to the British firm's product plans before its acquisition by Ford last fall.

The successor to the legendary E-type produced from 1961 to 1975 has been under development for several years. But the car, feverishly anticipated by enthusiasts, is now under the gun as Ford formulates a strategic plan that is expected to be completed by October.

Neither company will discuss new product programs, but a Jaguar official said "everything is being reassessed."

William J. Hayden, a senior Ford of Europe executive, was named in March to succeed long-time Jaguar Chairman Sir John Egan, who had shepherded the F-type project since its mid-1980s inception.

see JAGUAR, page 44

POWER: *Big 3 hope speed, size punch up '91 sales*

By Laura Clark, Mary Connelly, Michelle Krebs, Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTERS

The Big 3 is going back to the future with bigger and more powerful cars as a way to bolster slumping sales and sagging market share, according to preliminary 1991 model information provided fleet customers.

Meanwhile, both Nissan and Toyota will introduce redesigned and refined entry-level vehicles as a way to attract new-car buyers.

Chrysler Corp. will introduce a 3.8-liter V-6 engine, replacing the V-6 it had purchased from Mitsubishi Motors Corp.

Ford Motor Co. ups the standard power on its F-series trucks and Lincoln Town Car, while General Motors fits its new 4.9-liter V-8 in several Cadillacs.

The 1991 model information is provided in a 48-page booklet prepared by LMV Leasing Inc. of Pittsburgh. The booklet is used by fleet operators and administrators in selecting vehicles. More than 200 car, van and light-duty truck models are mentioned.

The booklet highlights the products of the top five automakers ac-

see 1991s, page 42

1991 MODEL FLEET COSTS

Table shows low- and high-cost vehicle in each range of recommended fleet cars (not counting convertibles). Costs shown in cents per mile, based on 24-month/40,000-mile lease, 10% interest, 2% depreciation, $1 a gallon gasoline, all recommended maintenance.

	Total Cost per mile
SUBCOMPACT	
Geo Metro	17.1
Geo Prizm	22.7
COMPACT	
Pontiac Sunbird LE	20.0
Nissan Stanza XE	24.6
MID-SIZED	
Plymouth Acclaim	24.6
Camry Deluxe Wagon	29.3
FULL-SIZED	
Chevy Caprice	27.0
Nissan Maxima	34.5
LUXURY	
Olds Toronado	35.1
Cadillac Fleetwood	51.1

Source: LMV Leasing Inc.

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ZR-1 prices backing down

The ZR-1 Corvette roared into showrooms last fall commanding prices as impressive as its performance figures. Prices are now falling, but not below the $58,995 sticker. Story, Page 2

Talkin' proud

GM workers, retirees are driving force behind sales program

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Bert Donahue drives a General Motors product and believes others should, too.

So he spends much of his spare time talking up the attributes of GM vehicles and trying to get everyone he meets behind the wheel of a car sold by the No. 1 maker.

His efforts have paid off. Last year, he "sold" 29 GM cars. GM awarded him a jacket for the first sale and a GM pin for each subsequent sale.

Donahue isn't a car dealer, nor a salesman by trade. He's a supervisor of education and training at GM's engine plant in Tonawanda, N.Y., and is one of the many GM employees and retirees participating in the "GM Proud Employee Sales Referral Program."

The corporate-wide voluntary program urges employees to become corporate ambassadors by initiating vehicle sales and spreading good will about GM.

Donahue said he got involved for one reason: "I firmly believe in our product."

The program began three years ago when Chevrolet was introducing its Corsica/Beretta line, said Mark Leddy, Chevrolet-Pontiac-Canada Group civic affairs manager and coordinator of the project.

Employees at five C-P-C plants were so enthusiastic about the cars that they started an informal word-of-mouth promotion.

The informal sales force picked up so much steam that C-P-C awarded GM jackets or pins for every car they helped to sell.

A year later, the program spread to GM's Buick-Oldsmobile-Cadillac Group, and last December it went corporate-wide.

Top management is so pleased that it published a product guide for program participants that includes color pictures of each GM car and truck, its specifications and base price.

Participation is voluntary, and the rewards are tokens. Leddy said GM employees do it because they care about the company, and by doing so they are making an investment in their own futures.

Last year, the extended sales staff helped sell more than 10,000 vehicles.

As a result of the program GM has augmented its dealership sales organization by 825,000, which includes more than 300,000 retirees. Last year, the extended sales staff helped sell more than 10,000 vehicles.

Donahue, a 26-year GM veteran, said prime customers are family members, business associates and members of social organizations of which he is a member.

He said one of the most challenging aspects of his sales pitch is to convince people who have had negative experiences to try the product again. In those cases, he makes himself a liaison between the dealer and customer.

Eleven of his customers were former owners of foreign cars.

Leddy said research indicates that people are more apt to buy a GM product or have positive feelings about GM if encouraged to do so by a friend or relative who works for the company.

Here's how the program works: After discussing the attributes of GM products with a potential customer, the employee refers that person to a GM dealer. The employee also gives the prospect a referral card that is presented to the dealer for validation. The card, which serves as proof of the employee's role in the sale, is returned to GM.

Employees receive their awards and recognition at a ceremony attended by their peers and by top management.

But selling cars is not the program's main thrust, Leddy insists. He says the whole idea is to encourage GM employees and retirees to become company ambassadors while formally recognizing something many of them have been doing for years.

"It's not revolutionary that employees are doing this; what is revolutionary is that they are being recognized," he said.

Hyundai boss outlines plan for revival

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

The new head of Hyundai Motor America Inc. has unveiled a four-point plan for reviving the slumping franchise.

Rodney E. Hayden, who took over as executive vice president and chief operating officer in January, outlined the program to the company's 326 dealers two weeks ago.

The strategy includes:

- Boosting dealer profits by giving higher rebates on cars that carry more options.
- Backing that move with a new advertising theme: "World Class Value."
- Creating incentives to limit turnover on dealer sales staffs.
- Having Hyundai's new financing company in operation nationwide by mid-June.

The plan comes on the heels of a 41.4 percent drop in Hyundai sales

see HYUNDAI, page 38

GM signs 1993 death warrant for truck plant

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — With its unions clamoring for increased job security, General Motors continues to slash its excess manufacturing capacity.

GM said last week it will close the Pontiac West truck assembly plant in Pontiac, Mich., which builds the compact S-trucks: the Chevrolet S10 and GMC S15 pickups.

GM plant begins flex planning Page 41

Production will cease at the end of calendar 1993, and the 2,000 hourly workers will be laid off, GM said. GM will try to place the 200 salaried workers at other GM facilities. The truck production will move to a car assembly plant in New Jersey, in effect reducing GM's capacity to make cars.

The most recent closing is part of GM's plan to have its U.S. assembly plants operating at 100 percent capacity by 1992. Its plants are now running at 70 to 80 percent capacity.

GM President Robert Stempel, who becomes chairman Aug. 1, has said an increase in market share to 40 percent — it was 35.6 percent in the first quarter of 1990 — will help boost capacity utilization. But last week's announced closing of Pontiac West shows that plant closings are part of the plan as well.

And that doesn't sit well with the UAW.

see GM PLANTS, page 41

AUTOMOTIVE NEWS JOE WILSSENS

Union leaders criticized GM's decision to close the Pontiac West truck plant in 1993.

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Volvo revamps world sales setup; U.S. not affected yet

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — AB Volvo's plan to reorganize its national sales companies around the world may lead to a revamping of North American operations.

But though most of Volvo's wholly owned sales companies will undergo changes by Jan. 1, 1991, legal complications will hold up reorganization in the United States indefinitely.

The global reshuffling involves about 10 markets. In most countries, Volvo's national sales operations are grouped under a corporate umbrella rather than split into separate passenger-car and truck units reporting directly to Volvo Car and Volvo Truck in Sweden.

Under the proposed new setup, local car, truck and bus operations will be split into separate companies reporting to respective product group subsidiaries in Gothenburg, Sweden. The Swedish subsidiaries will assume direct operational and financial control in the field.

"This in itself does not affect North America," said a spokesman for Volvo North America Corp. "There are differences here legally and tax-wise, and we don't know if and how it might affect our corporate structure."

But if implemented, current reporting channels in North America would be disrupted. Presently, Volvo North America Corp., of which Bjorn Ahlstrom serves as president and chief executive officer, oversees Volvo Cars of North America and its president and chief executive officer, Joseph L. Nicolato.

"It's a question of ownership and reporting responsibilities," said the spokesman. "Now, the car operations are responsible to Volvo North America. Under the new setup, they would be responsible to (Volvo Car in Sweden)."

Another complicating factor in the United States is the existence of Volvo GM Heavy Truck Corp., in

see VOLVO, page 41

Mitsubishi, Volvo talk Europe venture

TOKYO — Mitsubishi Motors Corp. has agreed to a joint venture in Europe with Volvo AB, according to a report in the *Asahi Shimbum* newspaper. The report said the two agreed to produce passenger cars at Volvo's plant in Belgium starting in 1993. The annual target is 200,000 units, it said.

Mitsubishi said it has been working on a feasibility study with Volvo, as with other possible partners in Europe, but has not made any decision.

Earlier reports indicated Mitsubishi was ready to sign a deal with Fiat Auto S.p.A. But the Asahi report said Mitsubishi had dismissed the idea of teaming up with manufacturers that have products that would directly compete with Mitsubishi's small cars.

According to *Asahi*, the model intended for the Belgium plant would be based on the Mirage subcompact.

— Mary Ann Maskery

GMC bailment pool sales climbing 24% a month

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Despite softness in the RV market, GMC Truck Division has been increasing its bailment pool sales an average of 24 percent monthly during the 1990 model year.

The increase follows the record 38,000 bailment pool vehicles GMC wholesaled in calendar 1989, said Keith Ball, manager of special vehicle sales. The figure includes RV and commercial vehicles. The division doesn't break them out.

Bailment pool accounts are upfit companies that are permitted to purchase chassis from the manufacturer under special arrangements.

Dealers retailed 33,000 of those upfitted vehicles, Ball added, pointing out that there is typically a lag between wholesale and retail deliveries.

Most of GMC's gain last year was in sales of customized Sierra pickups and Suburban sport-utilities. Extra van chassis were difficult to obtain, Ball said.

This year, the division reports gains in all three product segments.

Despite its sales growth, GMC is still constrained in moving vehicles through its bailment accounts. The credit experience of those firms limits the amount they can floorplan for additional new chassis.

"The number of our bailment accounts has not grown to any significant degree," Ball said. "But they are enjoying very good profits and growth with us."

GMC did add several commercial vehicle accounts, including Jursik Truck Equipment Inc. of Highland Park, Mich.; Reading Body Works Inc. of Reading, Pa., and DeJana Truck and Utility Equipment of Kings Park, N.Y.

GMC also added Elcon Industries Inc. of Dallas. Elcon purchased van converter Sherrod Vans of Jacksonville, Fla., and Ponder, Texas. Since Sherrod was already part of GMC's pool system, the division considered Elcon an addition on the commercial side.

Elcon has a commercial upfitting operation, Harbor Inc. of Brea, Calif. It plans to bring Harbor's commercial operation into Sherrod's Florida and Texas plants and also to produce Sherrod's customized vans and other RV vehicles in its California plant.

Since GMC is heading toward buildout of its 1990 models, Elcon's commercial operations won't begin operating as part of the consignment pool system until 1991, the division said.

GMC has not begun running the new four-door Jimmy sport-utility or all-wheel-drive Safari van through its bailment system because of limited production availability.

Glaval Inc., one of GMC's largest van converters, feels the extended Safari will be an "excellent aftermarket conversion," according to William Becker, Glaval vice president of marketing, advertising and consumer relations.

Van conversion sales rebound

Upturn follows stodgy start; Dodge, Chevy inventories dive

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Van conversion sales have picked up speed during the last six weeks after a slow start in January and February.

In March, Dodge retailed 24.5 percent of the big vans in dealer inventories that came from its pool system. That was up from 22.3 percent a year ago.

During February, Dodge retailed only 18 percent of the full-sized consignment-pool vans in its dealer inventories. A year earlier, it had retailed 36 percent of them, according to factory data provided by conversion firms.

Basically, the data indicates that retail sales are growing rapidly. It also indicates that Dodge dealers had about 100 days' supply of full-sized van conversions in inventory.

Dodge still has a $1,500 guaranteed rebate to customers on full-sized van conversions and a $1,000 rebate on full-sized cargo vans. That program ends May 31.

Wholesale inventories of raw Chevrolet van chassis in converters' hands also have been dropping, indicating the strength of dealer demand.

Converters' wholesale inventory of Chevrolet chassis was 84 days at the end of January. That included a 90-day supply of full-sized van chassis and a 70-day supply of Astro van chassis, according to factory reports from converters.

By the end of March, converters' wholesale inventories had dropped to 17.7 days on the full-sized Chevrolet van chassis and 13.7 days for Astro.

Said Jim Greene, Chevrolet assistant RV manager: "We're running to catch up. The second half of the model year will be much stronger than the first half."

While Chevrolet expects to make up some of the sales falloff that occurred earlier this year, it is still anticipating a 10 percent decline in overall wholesale van shipments to converters for the 1990 model year.

Chevrolet expects to wholesale about 90,000 van chassis during the current model year compared to 100,000 a year earlier.

The division still has a $750 rebate to customers on all its full-sized and compact vans, including regular and converted units. That program runs through May 2.

General Motors Acceptance Corp. is offering a special 8.9 percent finance rate on van conversions with 60-month finance contracts compared to a 10.9 percent finance rate for all other Chevrolet products financed over a five-year period.

Meanwhile, van conversion wholesale shipments, as reported by the Recreation Vehicle Industry Association, were down for February and for the first two months of 1990.

Van shipments totaled 14,800 in February, down 17.78 percent from last year's 18,000, according to the RVIA.

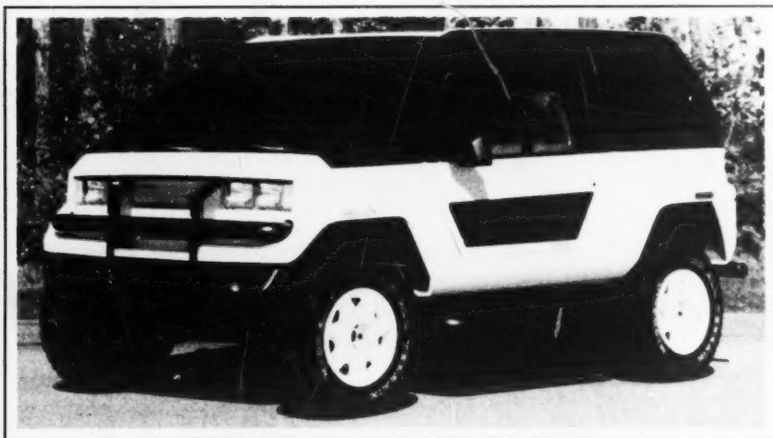
Other RVIA data include:

- Two-month van conversion shipments of 28,600 were off 14.11 percent from 33,300 a year ago.
- Overall, RV shipments of 30,100 were down 14.00 percent in February from 35,000 a year ago.
- Two-month shipments of 61,000 were down 9.50 percent from 67,400 last year.

Recreational Vehicle Wholesale Deliveries

	Feb. 1990	Feb. 1989	% change	2 mos. 1990	2 mos. 1989	% change
Travel trailers	4,000	4,200	+ 4.8	9,300	9,100	+ 2.2
Park Trailers	600	700	-14.3	1,200	1,400	-14.3
Travel trailers—fifth wheel	2,400	2,300	+ 4.3	5,200	5,000	+ 4.0
Folding camping trailers	2,500	2,900	-13.8	5,900	5,900	+ 0.0
Truck campers	800	800	+ 0.0	1,40	1,400	+ 0.0
Towable RV total	10,300	10,900	- 5.5	23,000	22,800	+ 0.9
Conventional (type A)	2,900	3,600	-19.4	5,500	6,700	-17.9
Van Campers (type B)	400	400	+0.0	800	700	+14.3
Chopped vans (all)	1,700	2,100	-19.0	3,100	3,900	-20.5
Motor home total	15,300	17,000	-10.0	32,400	34,100	- 5.0
Van conversions	14,800	18,000	-17.8	28,600	33,300	-14.1
TOTAL ALL RVs	30,100	35,000	-14.0	61,000	67,400	- 9.5

Source: Recreation Vehicle Industry Association



Stylish buggy
ASHA Corp. designed the four-wheel-drive system in the LSV, or Lifestyle Specialty Vehicle. C&C Inc. has purchased the rights to the vehicle.

'92 Ford Club Wagon shakes up converters

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Some Ford van converters are a little apprehensive after seeing Ford's new 1992 models and hearing the automaker's plans for them at their San Diego meeting.

Ford showed its 1992 Econolines and Club Wagons, including a new factory model that some converters took to be very competitive with their own entry-level models.

The new 1992 Club Wagon features four captain's chairs; a new, larger rear sofa bed; rear air conditioner in the headliner for a nice halo effect and other trim and appointments.

Factory officials reportedly plan to produce about 30,000 of those specially trimmed Club Wagon models.

Jerome Mittman, Ford Division RV manager, declined comment on the figure.

He said Ford obviously is updating what it offers its customers and that there are groups of van conversion buyers who prefer to buy the entire conversion package from the factory.

But Mittman foresaw a "continued large market for the distinctiveness and variety that converters offer, which we cannot match."

Ford has no plans to offer unique windows, various seat trims, exterior trims or options like TVs, video tape players or running boards, which are the staple of converters' work.

"We see the majority of (full-sized van/wagon) sales in people-carrying vehicles, which will be van conversions" not Club Wagons, Mittman said.

Gary Soos, vice president of Kentron Inc. of Elkhart, Ind., a major Ford converter through its Premier Editions line, said he felt his colleagues may be overreacting to the Club Wagon.

"It's a version of the Club Wagon, which they've always built," Soos said. "It's a nicer product, yes, than they one they're building now. But the new chassis is also nicer."

RV BRIEFS

Van owners cite seats

DEARBORN, Mich. — A Ford Division survey of van conversion owners about their products shows that more than 95 percent of respondents complained about their seats rocking.

The size of that figure indicates it is an industrywide — and not just Ford converter — problem.

Some manufacturers, such as Starcraft Inc. of Goshen, Ind., have already moved to correct this by installing solid mounted front seat pedestals into their vans.

Robert Wolf, owner of Advanced Creations in Romulus, Mich., feels that solid mount pedestals that won't swivel are the only way to stop the rocking. His company is prototyping such a design.

"As long as you've got a swivel mechanism, you're going to get that play" in the seat, Wolf said.

The new 1992 model regulations, governing front impact damage in vans, will not allow seats to swivel anyway, Wolf added.

Among other things, the 1992 regulations also require three-point shoulder harnesses in the rear.

In redesigning his seats, he feels he is just getting a jump on the new regulation.

Explorer sunroof $250

Webasto Sunroofs Inc. of Rochester Hills, Mich., is supplying the pop-up sunroofs for Ford's new Explorer sport utility.

The sunroofs retail for $250, according to a Ford spokesman.

GM cuts Zimmer loose

CORDELE, Ga. — General Motors Acceptance Corp. has withdrawn its financial sanctions — as well as all leftover Chevrolet chassis — from financially troubled Zimmer Motor Vans Inc.

Thomas A. Pfingst, Chevrolet assistant fleet and RV director, confirmed industry reports that Chevrolet and GMAC had stopped doing business with Zimmer Vans as a result of the company's deteriorating financial condition.

Zimmer has been in various kinds of financial difficulty over the past couple of years.

Last July, the company emerged from Chapter 11 bankruptcy proceedings after the Bankruptcy Court for the Southern District of Florida in Pompano Beach, where parent Zimmer Corp. is headquartered, confirmed its plan for reorganization.

Zimmer has been an authorized van converter for General Motors and Ford Motor Co.

Jerome Mittman, Ford Division RV manager, said, "We know they are having some problems. We worked with them in the past to resolve their difficulties, and we are working now to resolve any concerns."

Mittman said Ford has not dropped Zimmer from its consignment pool system, but that this did not necessarily mean that Zimmer would get more chassis from Ford.

Canadian sales tax could throw monkey wrench into '91 sales

By Steve Mertl
SPECIAL CORRESPONDENT

VANCOUVER, British Columbia — A proposed new Canadian sales tax is causing confusion among Canadian automakers and could play havoc with sales at the beginning of the 1991 model year.

The auto industry has endorsed the 7 percent goods and services tax, which is scheduled to take effect next Jan. 1, because it's expected to help cut production costs and reduce retail prices.

The Big 3 Canadian automakers say the precise effect of the tax on next year's prices won't be known until next fall. Meanwhile, they're in the dark about how consumers will respond and when.

The goods and services tax is the hottest political issue in Canada, discounting the nation's endless constitutional wrangle.

The tax will replace a 13.5 percent sales tax paid by manufacturers. It will not only be lower, but it will also be levied on finished products, both Canadian-made and imported.

That should make durable goods, from cars to refrigerators, less expensive to buyers. But the catch is that the tax will be imposed on a much broader range of hitherto untaxed purchases, including books and some foods, as well as services from renting videos to consulting a lawyer.

The tax legislation passed the House of Commons this spring. It could be delayed in the opposition-dominated Senate, but the Senate doesn't have the power to reject it. Nationwide anger over the tax has plunged the Progressive Conservative government's popularity to an approval rating of 15 percent, the lowest for a federal government in Canadian polling history.

The delay means the government will probably be fighting off frontal assaults against the goods and services tax when it is expected to be explaining the tax to Canadians.

Jack Clissold, Ford of Canada's sales and marketing vice president, said Ottawa should try to cut through the confusion to explain the advantages of the tax, such as on vehicle purchases.

"As far as I'm concerned, the government hasn't done a lot to reduce the fog index," said Clissold.

Clissold and Barry Kuntz, a General Motors of Canada spokesman, said they think the tax will allow retail price cuts of about 3 percent, which they expect to pass on to consumers.

Chrysler Canada spokesman Walter McCall wouldn't quantify the potential cut, but he and Kuntz said factors such as equipment changes and upcoming contract talks with the Canadian Auto Workers could trigger price increases in the new year.

Kuntz said it's possible that Canadians, faced with such uncertainty, might rush to dealerships this fall before the new tax takes effect.

"They might say a bird in the hand is worth two in the bush," he said.

But Dennis DesRosiers, president of DesRosiers Automotive Research Inc. in Toronto, thinks the opposite response is more likely: Buyers may delay purchases until the promised price cuts show up in January, gutting the autumn new-car market.

"The threat to the industry is in the transition," he said. "It could be very, very disruptive (this fall)."

CANADIAN CAR AND TRUCK SALES

Domestic cars	March 1990	March 1989	3 mos., 1990	3 mos., 1989
General Motors	29,673	29,736	65,452	68,209
Ford	14,349	16,656	33,613	38,268
Chrysler	13,136	11,532	26,303	25,758
Honda	3,133	2,536	7,415	7,300
Hyundai	452	0	1,406	0
Volvo	306	321	716	877
North American car total	**61,049**	**60,781**	**134,905**	**140,412**
Import cars				
Toyota	7,326	7,323	16,823	16,193
Honda	6,537	4,618	14,651	9,970
Volkswagen	3,526	2,548	7,336	5,943
Mazda	3,209	2,703	7,195	6,038
Nissan	2,627	2,977	5,678	6,100
Chrysler	1,566	2,035	3,990	4,751
GM	1,426	2,784	5,072	6,019
Hyundai	1,381	2,182	3,550	6,385
Suzuki	931	824	1,986	1,757
Subaru	848	433	1,833	1,204
Ford	734	886	1,812	1,579
Mercedes-Benz	356	345	900	864
BMW	284	401	764	1,095
Volvo	231	234	592	656
Jaguar	97	151	285	397
Saab	82	116	178	361
Lada	55	47	170	161
Import car total	**31,216**	**30,607**	**72,815**	**69,473**
TOTAL — ALL CARS	**92,265**	**91,388**	**207,720**	**209,885**
North American trucks (including vans)				
GM	16,016	14,386	34,921	34,689
Ford	13,045	13,114	29,469	32,452
Chrysler	8,984	8,862	24,271	22,824
North American truck total	**38,045**	**36,362**	**88,661**	**89,965**
Import trucks (including vans)				
Mazda	1,811	1,770	4,265	4,058
Nissan	1,698	1,269	3,901	2,994
Toyota	1,542	1,412	4,022	3,505
GM	1,045	697	3,020	1,981
Suzuki	795	843	1,787	1,823
Chrysler	256	199	583	646
Volkswagen	82	66	151	125
Lada	10	16	22	50
Import truck total	**7,239**	**6,272**	**17,751**	**15,182**
TOTAL — ALL TRUCKS	**45,284**	**42,634**	**106,412**	**105,147**
TOTAL — CARS, TRUCKS	**137,549**	**134,022**	**314,132**	**315,032**

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March sales edge upward; Canada steady for quarter

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — The pace of Canadian new car and truck sales picked up a little steam in March.

Total car and truck sales edged ahead 2.63 percent from a year ago, to 137,549. That brought the first quarter to a close at about the same level as a year ago. Sales through March were down just 0.29 percent, or 900 vehicles.

Among the Big 3, General Motors of Canada dropped slightly, selling 29,673 cars in March. Ford of Canada's sales slid 13.85 percent. But Chrysler Canada's 13.91 percent gain helped the Big 3 as a group show a 0.44 percent monthly rise.

Still, total year-to-date sales of North American-made cars were down 3.92 percent, to 134,905.

Chrysler gave credit for its strong showing to its Acclaim/Spirit twins, which enjoyed their strongest monthly performance since being introduced in 1988.

Among the importers, Honda scored big on both its imported and North American-built cars. Imported Honda products were up 41.55 percent, while North American Hondas were up 23.54 percent. Combined Honda units were ahead 35.17 percent.

Subaru almost doubled its sales over March 1989, up from 433 to 848. Volkswagen enjoyed a 38.38 percent increase, thanks to its pricing policy and the new Passat sedan and wagons. Total imported cars eked out a 1.99 percent gain for the month, and 4.81 percent for the year.

Truck sales also held up well for the month, rising 6.22 percent.

Among the Big 3, GM had an 11.33 percent gain while Ford and Chrysler held steady. The overall Big 3 gain was 4.63 percent.

Bill Atkinson, GM's vice president of marketing, said the company was particularly pleased with the performance of its C-K trucks, mid-sized vans, two- and four-door Blazer and Jimmy sport-utilities and Chevrolet Lumina and Pontiac Trans Sport vans.

Truck importers fared better than the North American makers by posting a 15.41 percent increase. GM again set the pace, with a 49.93 percent rise.

India's Maruti hopes to double exports

NEW DELHI, India — Maruti Udyog Ltd., the state-owned automobile manufacturer, has drawn up an ambitious program to export 10,000 vehicles by March 1991, says R.C. Bhargave, chairman and managing director.

The target is almost double last year's export of 5,100 vehicles.

Maruti, which hopes to earn $40 million in foreign exchange through exports this year, sells its products overseas only for hard currency.

Maruti also proposes to submit a project to the government to increase manufacturing capacity to about 250,000 a year.

It produced 117,400 vehicles in 1989-90, which brought total income of 12.45 billion rupees ($870 million).

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Big 3 car-truck sales tumble 18% in mid-April; transplants up 20%

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

As the Big 3 automakers suffered double-digit losses in April's second 10-day sales period, nearly all transplant operations posted sales gains.

Sales of General Motors, Ford Motor Co. and Chrysler Corp. cars fell 22.46 percent from the same period last year.

Meanwhile, transplant auto sales were up 20.18 percent from the 1989 period.

The only transplant to show a sales loss was Mazda.

Total car sales in the United States for the mid-April period totalled 191,790, down 18.62 from last year.

U.S. truck sales fared no better in mid-April.

The total was 114,608 down 15.13 percent from 1989.

The combined car-truck figure of 306,398 was 17.35 percent below last year's 370,699.

Chrysler's total vehicles sales suffered the most, down 36.17 percent to 39,085 deliveries from 61,234 in 1989.

Car sales dropped 38.45 percent, and truck deliveries fell 33.93 percent.

GM was down the least of the Big 3. Its car-truck total dipped 15.86 percent — 18.92 percent for cars and 9.64 percent for trucks.

Total car-truck sales in April's second 10-day period for GM equalled 138,965, down from 165,157.

Ford's overall sales dip was 18.05 percent. Car sales were off 21.17 percent, and trucks were down 13.15 percent.

In 1989, Ford tallied 120,067 combined car-truck sales for the period, and this year racked up just 98,390.

Among the transplant operations, Honda posted the most modest gain of 6.72 percent. Still, with 12,084 deliveries for the period, Honda took top honors among the foreign producers of cars in the United States.

Car sales for Mitsubishi and Toyota showed strong gains in mid-April.

Mitsubishi's sales of cars from Diamond-Star Motors rose 63.75 percent.

And Toyota's sales of cars from its Georgetown, Ky., and Fremont, Calif., manufacturing facilities were 55.26 percent above last year's.

Nissan showed significant sales gains for its U.S.-built cars and truck.

Combined sales were up 31.52 percent over last year. Cars rose 19.80 percent, and trucks jumped 39.05 percent.

Sales of vehicles produced at the new Subaru-Isuzu Automotive plant in Lafayette, Ind., totaled 108 Subaru cars and 255 Isuzu trucks.

The only sales loser among the transplants was Mazda. In the second 10-day period of April, sales of Mazda's U.S.-built cars totaled 571 MX-6 and 626 models, down 55.67 percent from 1,288 a year ago, when only the MX-6 was built in the United States.

10-DAY SALES
DOMESTIC BUILT

	Apr. 11-20, 1990	Apr. 11-20, 1989
CARS		
Eagle	891	1,318
Chrysler	4,362	6,889
Dodge	7,423	13,680
Plymouth	6,016	8,491
CHRYSLER MTRS.	**18,692**	**30,358**
Ford	40,375	51,045
Lincoln	7,290	7,580
Mercury	10,203	14,786
FORD MOTOR	**57,868**	**73,411**
Buick	17,008	17,378
Cadillac	5,618	9,882
Chevrolet	35,937	42,196
Oldsmobile	13,116	20,321
Pontiac	16,898	20,885
GENERAL MTRS.	**89,721**	**110,662**
HONDA	**12,084**	**11,323**
MAZDA	**571**	**1,288**
MITSUBISHI	**1,143**	**698**
NISSAN	**2,323**	**1,939**
SUBARU	**108**	**—**
TOYOTA	**9,280**	**5,977**
U.S. CAR TOTAL	**191,790**	**235,666**
TRUCKS		
Chrysler	72	—
Dodge	12,079	17,224
Jeep	4,236	7,872
Plymouth	4,006	5,770
CHRYSLER MTRS.	**20,393**	**30,866**
FORD MOTOR	**40,522**	**46,656**
Chevrolet	37,802	43,050
GMC	9,641	11,445
Oldsmobile	752	—
Pontiac	1,049	—
GENERAL MTRS.	**49,244**	**54,495**
ISUZU	**255**	**—**
NISSAN	**4,194**	**3,016**
U.S. TRK. TOTAL	**114,608**	**135,033**
U.S. CAR-TRUCK TOTAL	**306,398**	**370,699**

There were 9 selling days in the period this year and last.

HYUNDAI

FROM PAGE 3

during the first quarter.

The Korean nameplate was a smash hit after its U.S. launch in 1986, peaking at 264,282 sales in 1988. But sales fell by 30.6 percent last year, as Hayden's two predecessors left the company within four months.

Hayden's address, via teleconference, was his first to the nationwide Hyundai dealer body as a whole. One of his missions will be to reposition Hyundai's image.

Shortly after taking the job, Hayden "got a definite feeling that the image was 'cheap price,' " he said in an interview. "I wanted to change that to 'quality that was affordable.' "

To that end, Hayden has introduced a plan to have consumer rebates be based on the retail price of the car. The more expensive the car, the bigger the cash-back offer. The move is expected to help dealer profits by promoting higher-priced models.

For example, 1989 and 1990 Excels that list above $10,000 will include a $1,000 rebate. An $8,000 Excel yields $850 cash back, and those under $8,000 give $500 to the buyer.

A similar plan applies to Hyundai's Sonata, where rebates on fully-loaded versions can reach $1,700. The programs will run through the first week of June.

A third Hyundai model, a sporty coupe known as the Scoupe, is expected to reach dealerships in June.

The rebate plan is part of a "featured vehicles" program that will be at the heart of Hyundai's new advertising campaign. New television, magazine and newspaper ads will promote cars with lots of options and, therefore, bigger rebates.

> This was the best communication we've had from Hyundai in over a year.
>
> **Rick Case**
> Hyundai dealer

"World Class Value" is the new theme for national and dealer association advertising. Hayden says that the old advertising tag, "Cars that make sense," hasn't been dropped for good, but it's clear he wants to emphasize value over price.

The visual and audio components of the ads will focus on content such as automatic transmission, AM/FM stereo cassette and cruise control. There will be no mention of a rebate in the ads, although the advertised price will be list price minus the rebate.

Nationally, Hyundai will increase its advertising presence, with emphasis on prime-time TV and magazines, such as *People*, *Time* and *Newsweek*. Hyundai also announced a new 50/50 co-op program for local dealer ads. The amount of Hyundai's 50 percent contribution will vary with the dealer's ability to meet sales goals.

The incentive program to stem dealer sales staff turnover will include cash and merchandise awards. They will increase as sales volume increases and term of employment lengthens. Hyundai will reveal more details in May.

Hayden told dealers that Hyundai Motor Finance Co. will be online nationally by June. The unit, which was launched earlier this year, will offer retail and floorplan finance programs.

Dealers say the finance company is vital to their and the company's health.

"It's been hard to get the kind of financing we need from banks and lending institutions, because the credit on many past buyers was weak and the repossession rate for Hyundai has been extremely high," says Bill Crowther, general manager at Augusta Hyundai in Augusta, Georgia. "This finance company is paramount to Hyundai's long-term viability.

Dealers gathered in San Francisco, Houston, Atlanta, Baltimore and Chicago to hear Hayden's message. Hayden spoke from Newport Beach, Calif., where he and another group of dealers were assembled.

"This was the best communication we've had from Hyundai in over a year," said Rick Case, a multi-franchise dealer with Hyundai stores in Houston, Atlanta and Ft. Lauderdale, Fla. "The finance company is out to help us sell cars, not make money on its own, so it's in line with our needs."

"I'm jumping in with both feet," Case added. "I'm giving my financing business to the finance company. I'll take full advantage of the co-op, and I'm going to use their retail advertising."

1991s

FROM PAGE 1

tive in the fleet market, namely GM, Ford, Chrysler, Nissan and Toyota.

According to the booklet, "The U.S. automakers have courted the fleet buyer for decades. The Japanese entries are making up for lost time with a full-fledged fleet effort."

General Motors

General Motors has revamped its full-size car lines including its large station wagons for the 1991 model year.

Chevrolet Caprice, which is already on sale, Buick Park Avenue and Oldsmobile 98 Regency and Touring Sedan have been significantly redesigned, adopting a more aerodynamic style. Each car's interior room has been expanded.

BUICK: The 1991 Buick Park Avenue sedan, available in Base and Ultra versions, is restyled inside and out. The new Park Avenue is eight inches longer, providing an additional 3.6 cubic feet of trunk space compared with 1990 versions. The car is powered by a 3.8-liter V-6 3800 engine and is due to arrive in showrooms this summer. The Electra name has been discontinued.

Also new is the redesigned eight-passenger Estate Wagon. The new rear-wheel-drive wagon blends the exterior lines of the 1991 Park Avenue and Chevrolet Caprice. The wagon is powered by a 5-liter V-8 engine, mated to a four-speed automatic transmission. Anti-lock brakes are standard.

In spring 1991, Buick will introduce the Roadmaster sedan, which will be sold as a 1992 model. Roadmaster shares the rear-wheel-drive, full-size platform used for the 1991 Chevrolet Caprice. The new Buick will be available in Base and Limited versions, and it will be powered by GM's 5.7-liter V-8 engine.

CADILLAC: Cadillac's news for 1991 is under the hood. The 4.5-liter engine, which was used in 1990 models, jumps to a 4.9-liter displacement and horsepower is boosted to 200. The engine has sequential port fuel injection and is standard in the DeVille, Fleetwood, Seville, Eldorado and Allante. The rear-drive Brougham has a 5-liter V-8.

Allante receives a second-generation speed-dependent damping suspension system as standard equipment. The new system responds more quickly to changes in vehicle speed and to changing road surface.

Allante also receives as standard equipment an improved Delco Gold Series Symphony sound system that increases power from 100 to 200 watts.

Other improvements in Cadillac's line include a Computer Command Ride suspension system in the Seville and Eldorado for better ride and handling, and a new four-speed automatic transaxle with overdrive, viscous converter clutch and electronic shift control in the DeVille and Fleetwood.

CHEVROLET: Chevrolet moved several of its 1991 products into showrooms this spring.

Caprice has been redesigned: the sedan was introduced this spring and the wagon debuts in September. Both versions are powered by a 5-liter V-8 with electronic fuel injection. Four-wheel anti-lock brakes are available on all models.

The 1991 Camaro also bowed this spring.

The 1991 Lumina APV minivan receives a revised instrument cluster and stainless steel exhaust. A roof luggage rack and rear heater/air conditioner unit have been added to the option list.

OLDSMOBILE: Oldsmobile enters the sport-utility market this fall with the Bravada. The four-door, all-wheel-drive, five-passenger sport-utility is based on the Chevrolet S-10/GMC S-15 that went on sale earlier this year. Bravada is powered by a 4.3-liter V-6 engine with electronic fuel injection, coupled to a four-speed automatic transmission. A long list of equipment is standard, including air conditioning, cruise control, variable-ratio power steering, adjustable rooftop, luggage rack, AM/FM stereo with cassette, and cast aluminum 15-inch wheels with a full-size spare.

The Oldsmobile 98 Regency and Touring Sedan are redesigned for 1991. The luxury models are longer than their predecessors and interiors provide more legroom for rear-seat passengers.

The models are powered by GM's 3800 V-6 engine equipped with sequential port fuel injection, giving them more punch than 1990 models. Engines are coupled to new computerized four-speed automatic transmissions that use electronic control modules to control shifting.

A driver's side airbag, anti-theft system, cruise control, anti-lock brakes and automatic electronically controlled air conditioning with rear passenger compartment air outlets are standard. The Regency Elite has an optional Computer Command Ride system that allows the driver to select either firm or normal ride characteristics.

PONTIAC: The 1991 Pontiac Firebird, which received some exterior styling updates, already is on sale.

Grand Prix receives a restyled front appearance for 1991 and the number of models has been scaled back. It will be sold only as the LE coupe and sedan, SE coupe and STE sedan. The turbo coupe and STE turbo options have been discontinued.

In the 6000 line, the all-wheel-drive SE and the SE wagon have been discontinued.

SATURN: GM's biggest product news for the 1991 model year is the launch of the Saturn, but the automaker continues to keep that car under wraps. No plans for fleet availability have been announced.

Buick's Roadmaster sedan goes on sale next spring as a 1992 model. The car uses the same platform as the 1991 Chevrolet Caprice.

HIDDEN IMAGE HANS G. LEHMANN

Ford Motor Co.

Ford Motor Co. will pack more power under the hood of many of the 1991 cars and trucks it introduces this fall, according to early fleet buyer information. More powerful engines will be standard on Ford's F-series trucks and the Lincoln Town Car and optional on the Thunderbird, Cougar and Ranger.

Ford will add multi-port fuel injection to the 2.5-liter High Swirl Combustion engine, although it will not be available at the beginning of the model year. Sequential injection will be added to the 3-liter V-6 in the Taurus. A four-speed electronically controlled automatic overdrive transaxle will replace the Taurus three-speed transaxle, except on SHO. In 1991, a manual transmission will be the only gearbox available on the SHO.

Ford will add an optional 5-liter, high-output V-8 to Thunderbird base and LX models. A "maintenance monitor" will be optional on the Thunderbird LX and Super Coupe. The standard powertrain on the Thunderbird base and LX again will be the 3.8-liter V-6 with four-speed automatic overdrive. The Super Coupe will retain the supercharged and intercooled 3.8-liter V-6 with sequential electronic fuel injection and five-speed manual overdrive.

FORD DIVISION: Tempo will get a minor facelift, presumably a new grille. To produce cleaner engine firing and increased performance, Ford will incorporate a twin-spark-plug design in its 2.3-liter, four-cylinder engine for the Mustang LX. Mustang LX and GT models equipped with the 5-liter V-8 engine will have 16-inch, five-spoke aluminum wheels.

A new Festiva GL model will replace the L Plus and LX, with a restructured equipment level that Ford hopes will appeal to small-car buyers. The GL will have a new monochromatic paint scheme, painted wheels, a standard rear wiper and rear cargo cover and a standard right-hand manual outside mirror.

LINCOLN-MERCURY: The Cougar again will be offered in LS and XR7 verions. The 5-liter high-output V-8 with sequential multi-port fuel injection and electronic engine controls will continue as standard on the XR7 and optional on the LS.

Grand Marquis, which will be offered in both GS and LS sedans, will get a minor facelift, including a new grille and aluminum wheel paint treatment.

Sable, like Taurus, will receive a sequential multi-port electronic fuel injected 3-liter V-6. A new electronically controlled four-speed automatic transaxle will continue as standard on all Sable models. Anti-lock brakes will be optional on Sable wagon models in 1991 for the first time.

The Tracer, expected to be introduced in June as a 1991 model, will stand pat for the regular fall intro season. The four-door notchback and wagon will be powered by a 1.9-liter, four-cylinder engine with multi-port electronic fuel injection. The Tracer LTS sedan will have a 1.8-liter four with double overhead camshaft and electronic fuel injection.

FORD TRUCKS: Aerostar will have a memory lock for the sliding door, upgrades to the 4-liter engine and offer a trailer-towing wiring harness package.

The Bronco's changes include an optional 5-liter engine with electronic four-speed automatic overdrive transmission. Its touch-drive electric shift is fitted to four-wheel-drive models equipped with the 5-liter powertrain. Bronco also will have better corrosion protection with two-sided galvanized steel hood, tailgate, dash panel and doors.

Oldsmobile will enter the sport-utility market this fall with the all-wheel-drive Bravada, which is based on the Chevrolet S-10/GMC S-15.

In the E-250 Club Wagon, Ford will add power door locks and a new cooling fan and shroud on the 5.8-liter. The Econoline Van and cutaway series will offer a E-250 Heavy Duty Van. The E-150, E-250 and E-350 vans will also be available. Ford will drop its short-wheelbase E-150 van.

Changes to the full-sized vans will include revised power door locks, a revised cooling fan and shroud for the 5.8-liter and an 11,500-pound gross vehicle weight standard on the RV cutaways with wheelbases of 158 and 176 inches.

Chrysler Corp.

Chrysler Corp. in the 1991 model year will introduce a 3.8-liter version of its V-6 engine in top-of-the-line models.

Previously, Chrysler's V-6 was available only as a 3.3-liter.

The 3.8-liter V-6 will be standard in the Chrysler Imperial and Chrysler New Yorker Fifth Avenue, according to information supplied to fleet buyers. The engine will be optional in the Chrysler New Yorker series and the Dodge Dynasty LE.

The 151-horsepower engine will be teamed with Chrysler's four-speed automatic transmission.

Also in the 1991 model year, Chrysler will introduce a New Yorker Grand Touring Sedan. The GTS model, originally scheduled to bow in the 1990 model year, has added performance and handling features.

see 1991s, page 43

LMV'S 1991 FLEET RECOMMENDATIONS

UTILITY
Buick Skylark
Chevrolet Cavalier
Chevrolet Corsica
Dodge Shadow
Dodge Spirit
Ford Escort
Ford Tempo
Mercury Topaz
Nissan Sentra
Oldsmobile Cutlass Calais
Plymouth Acclaim
Plymouth Sundance
Pontiac Sunbird
Toyota Corolla
Toyota Tercel

LOAD CARRYING

Station Wagons
Buick Century
Buick Estate Wagon
Chevrolet Cavalier
Chevrolet Caprice
Ford Escort
Ford Taurus
Mercury Sable
Oldsmobile Cutlass Cruiser
Oldsmobile Custom Cruiser
Pontiac 6000
Toyota Camry
Toyota Corolla

Alternatives to Station Wagons
Chevrolet Astro
Chevrolet Lumina APV
Dodge Caravan
Ford Aerostar
Oldsmobile Silhouette
Plymouth Voyager
Pontiac Trans Sport
Toyota Previa

EXECUTIVE
LMV does not make specific recommendations in this category.

SALES TYPE
Buick Century
Chevrolet Lumina
Dodge Dynasty
Ford Taurus
Mercury Sable
Nissan Stanza
Oldsmobile Cutlass Ciera
Pontiac Grand Am
Pontiac 6000
Toyota Camry

IMAGE
Buick LeSabre
Buick Roadmaster
Chevrolet Caprice
Chrysler New Yorker
Dodge Monaco
Eagle Premier
Ford Crown Victoria
Mercury Grand Marquis
Nissan Maxima
Oldsmobile 88 Royale
Oldsmobile 98
Pontiac Bonneville

SPECIALTY
Buick Regal
Chevrolet Beretta
Dodge Daytona
Ford Mustang
Ford Probe
Ford Thunderbird
Mercury Capri
Mercury Cougar
Oldsmobile Cutlass Supreme
Plymouth Laser
Pontiac Grand Prix
Toyota Celica
Toyota Supra

SOURCE: LMV Leasing, Inc.

FEV

FROM PAGE 4

have demonstrated the engine's ability to start quickly at down to -20 degrees Celsius.

The 90-horsepower engine is a modified version of a turbocharged 1.9-liter direct-injection diesel of Volkswagen design.

"This project wouldn't have come as far or as fast without the cooperation of Volkswagen," said Hellman. "The original contract did not specify that the engine be installed in a car. And the FEV modified engine is a direct-injection diesel prototype for a passenger-car."

An FEV representative said the methanol engine would probably cost slightly more than a diesel engine. The test engine has been installed in a VW Jetta model.

"We were given the contract to demonstrate the base technology," says Gary Rogers, president of FEV of America. "And we've done that. But there's still a lot of optimization to be done with things like injection timing control."

Early development tailpipe-emissions results were presented last week at the 11th International Vienna Combustion Engine Symposium in a paper authored by FEV Motorentechnik and members of the Volkswagen AG Research Department.

Running the EPA's federal test procedure, the methanol engine produced low numbers. They are 0.18 grams per mile for hydrocarbons, 0.7 grams per mile for carbon monoxide and 0.37 grams per mile for nitrogen oxides. That compares to the government's standards of 0.41 grams per mile for hydrocarbons, 3.4 grams per mile for carbon monoxide and 1.0 gram per mile for passenger vehicles.

"It's important to keep in mind that these are low-mileage results," said Hellman at the EPA.

FEV's design incorporates a small steel cylinder about the size of a ball-point pen barrel that sticks into a small cup cast into the top of the piston along with a multi-hole fuel injector. The steel cylinder's walls are filled with small holes. Inside the steel cylinder is an electrically heated element similar to a diesel engine's glow plug.

Fuel squirted through the side of the cylinder by the injector greatly increases the density of the fuel charge inside. The hot element is activated. The steel cylinder then acts like a pre-chamber to promote combustion. The glow plug fires the dense charge inside the cylinder. The flame squirts from the holes in the cylinder igniting the slightly less dense charge in the combustion chamber cup. And then the flame propagates throughout the cylinder.

This provides the ability to fire extremely lean charges of fuel in the combustion chamber without the additional cost and complexity of a pre-chamber cast into the cylinder head.

The program is a joint effort conducted with FEV's parent company, FEV Motorentechnik GmbH & Co. KG of Aachen, West Germany, along with Volkswagen AG.

Emissions triumph claimed for Aussie 2-stroke engine

By Pedr Davis
SPECIAL CORRESPONDENT

SYDNEY, Australia — Engineers at Ralph Sarich's Orbital Engine Co. claim to have smashed U.S. emissions standards.

Emissions levels achieved by their three-cylinder, two-cycle engine are more than a decade ahead of the proposed U.S. schedule, the engineers say.

They say the levels they attained contradict claims by automakers that the proposed U.S. standards are unrealistic.

Tests completed by Orbital Engine Co., a wholly owned subsidiary of Sarich Technologies Ltd., have already met the stringent emission standards proposed for 2004 and beyond, the company says.

Figures released April 19 by Ralph Sarich show that hydrocarbon levels achieved by Orbital Engine Co. were 0.11 grams per mile and nitrous oxide emissions were 0.29 gpm. Both are below the levels proposed in Congress for model year 2003 or 2004.

The vehicle used in the tests also demonstrated a 30 percent improvement in fuel consumption over a conventional engine of comparable power, Sarich says.

Orbital will not identify the model used in the tests, except to say it was a 2,000-pound car about the size of a Mazda 323.

Sarich Technologies has licensing agreements with Ford Motor Co. and General Motors along with the two biggest producers of marine engines, Outboard Marine (Johnson and Evinrude) and Brunswick Corp. (Mercury Marine).

Other agreements with auto companies around the world are being negotiated.

Manufacturers that have agreements are doing pre-production development work but will not reveal when the engine will be released commercially.

Orbital Engine Co. expects to begin operating its own plant in Tecumseh, Mich., by 1992, with automotive engine production scheduled to begin sometime in 1993.

TAILPIPE EMISSIONS
(in grams per mile)

	HC	NOx	CO
FEV claim	.18	.37	.74
Orbital claim	.11	.29	.24
Current limit	.41	1.0	3.4
'92 or '93 limit	.25	.40	3.4
'03 or '04 limit	.12	.20	3.4

1991s

FROM PAGE 42

In 1991, the Mitsubishi-built 3-liter V-6 will be dropped from the Chrysler New Yorker Landau and New Yorker Salon. The standard engine will be Chrysler's own 3.3-liter V-6.

The company will revive the "America" name in the 1991 model year and will use it on Dodge Shadow/Plymouth Sundance price leaders. The America tag was used on Dodge Omni/Plymouth Horizon subcompacts and Dodge Aries/Plymouth Reliant compacts.

A Dodge Shadow convertible also will bow in the 1991 model year.

The Dodge Stealth sports coupe, imported from Mitsubishi Motors Corp., will bow in the 1991 model year in four versions. The base model will have a standard 3-liter 12-valve V-6 engine. The ES and RT models will have a 3-liter, double-overhead-camshaft, 24-valve V-6 engine as standard. The RT Turbo model will be equipped with a 3-liter 24-valve twin-turbo V-6 with double-overhead camshaft, multi-point fuel injection and air-to-water intercooling.

A five-speed manual transmission is standard. Automatic transmission will be optional on all models except the RT Turbo. All models will be front-wheel-drive, except the RT Turbo which will be all-wheel-drive.

Chrysler also will restyle its minivans, inside and out. The Plymouth Voyager and Dodge Caravan again will be offered in short-wheelbase and long-wheelbase versions. All-wheel-drive versions will be available with Chrysler's 3.3-liter V-6.

The Dodge Dakota pickup will be available with a 5.2-liter V-8 engine. Previously, the pickup was offered with a four- or six-cylinder engine. A new 4x4 extended-cab model will be added to the Dakota lineup.

In 1991, the Jeep Cherokee Briarwood will replace the Jeep Wagoneer Limited. Introduced in the 1984 model year, the Wagoneer Limited is an upscale version of the Cherokee. The Cherokee Briarwood will assume that spot in the lineup.

Nissan, Toyota

Relative newcomers to the fleet business, Nissan and Toyota have set up strong positions with their 1991 model offerings.

Among the new or facelifted models are entry-level cars, sports cars and two new sport-utility vehicles.

NISSAN: Nissan comes off three strong years where nearly all of its products underwent complete change, and in 1991 the company focuses on its entry-level Sentra.

Although the subcompact sits on the same 95.7-inch wheelbase as its predecessor, its overall length increases two inches. The standard engine is a 1.6-liter four-cylinder with output bumped slightly to 110 horsepower.

The Sentra is available in two-door and four-door configurations, and in three trim levels — standard, XE and GXE. Only the four-door is available in up-line GXE trim.

A two-door Sentra Sport is also available in 1991. To live up to its name, Nissan gives it a 2-liter, 16-valve four-cylinder engine capable of producing 144-horsepower.

Minor changes round out the remaining models for Nissan, except for the company's Axxess minivan. The compact Stanza — redesigned for the 1990 model year — receives electric outside mirrors in 1991.

As for the Axxess — a three-box hybrid that replaced the Stanza wagon — sales have been slow enough since its April 1989 introduction to prompt Nissan to discontinue sales in the United States. Last year just 9,776 were sold, and this calendar year to date only 2,268 have been delivered.

TOYOTA: A "luxury" edition of the entry-level Tercel four-door sedan is scheduled for an October 1990 debut. Additionally, the line will be powered by a more potent twin-cam, 16-valve, four-cylinder engine. The powerplant produces 85 horsepower.

Chrysler eyes Trenton plant for new V-6

HIGHLAND Park, Mich. — Chrysler Corp. has applied for a 12-year tax abatement in connection with a possible $148-million addition to its Trenton, Mich., engine plant.

Chrysler said Trenton is the preferred site for the project, which could add about 550 jobs to the current workforce of 2,700.

The automaker is expected to use the plant addition to produce a new 3.5-liter, 24-valve V-6 engine and a revamped transmission for its new mid-sized and luxury cars.

Those cars are slated to be built in the mid-1990s at Bramalea, Ontario.

The trade newspaper *Metalworking News* reported that Chrysler is studying bids from tooling firms for equipment to make the four-speed, electronically controlled automatic at its Kokomo, Ind., plant.

— Frank Gawronski

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INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	None
Dodge trucks	$750-$2,500	2.9	6.9	7.9	9.9	None
Eagle	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Jeep	$500-$1,500	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,250	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models)						
Dodge cars	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Eagle Summit	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge cars	**$750-$1,500**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge trucks	**$1,000 - $2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Eagle	**$750-$2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Jeep	**$500-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Ford Motor Co. (1989-90 models)						
Ford cars	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Ford trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Continental, Mark VII	**$1,500**					**April 30**
Mercury	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
General Motors (1989 models)						
Chevrolet cars	$700-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$500-$1,500	6.9	6.9	6.9	10.9	May 2
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Riviera	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$700-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cadillac	**$1,500-$2,000**					**May 31**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Olds Toronado	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Silhouette	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Trans Sport	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Audi (1990 models)*		**4.9**	**4.9**	**6.9**	**9.9**	**June 30**
BMW (1990) 325i		**2.9**	**4.9**	**6.9**	**7.9**	**April 30**
(1990) 325is		**4.9**	**6.9**	**7.9**	**9.9**	**April 30**
Hyundai (1989-90)	**$500-$1,700, based on sticker**					**June 5**
Isuzu (1989-90)	**$1,000-$1,200***					**June 30**
Mazda 323 (1990)	**$750**					**June 4**
Trucks (1990)	**$750-$1,000**					**None**
Mitsubishi (1989-1990 models) Cars, trucks*	**$500-$2,000**					**June 30**
Nissan (1988-90) Sentra, trucks	**$1,000-$1,500**					**May 2**
Peugeot (1989-90)	**$1,000-$3,000**					**None**
Sterling (1990 models)	$5,000					April 30

*Buyer will receive any increase in rebate through Sept. 30, 1990.
Finance rates are 0.1.9/2.9/4.9 on 1989-1990 Chrysler LeBaron coupe; Plymouth Acclaim and Sundance; Dodge Daytona, Spirit and Shadow; and Eagle Premier; and 1990 LeBaron sedan and Dodge Monaco. The 24-month rate on 1989-1990 Jeep Cherokee and Wagoneer is 0 percent. Expiration date is May 31.

*—Finance incentive takes effect only if dealer foregoes dealer cash incentive.

*Based on option package selected

*Payments vary by regions.

INCENTIVES: *Chrysler adds no-interest financing, Hyundai cash pegged to sticker price*

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp., in an effort to regain lost sales, is offering the lowest financing rates in the industry, including free financing for up to two years on some 1989 and 1990 vehicles.

Hyundai Motor America revised its customer incentive program and now bases rebates on the manufacturer's suggested retail price.

In addition to the no-interest loans, Chrysler is offering annual percentage rates of 1.9 percent for loans of 25 to 36 months; 2.9 percent for 37 to 48 months; and 4.9 percent for 49 to 60 month.. Its previous finance rates were 2.9 percent, 6.9 percent, 7.9 percent and 9.9 percent.

The vehicles covered under the new program are: 1989 and 1990 Chrysler LeBaron coupe; Plymouth Acclaim and Sundance; Dodge Daytona, Spirit and Shadow; and Eagle Premier; and 1990 LeBaron sedan and Dodge Monaco.

The finance rate on the 1989 and 1990 Jeep Cherokee and Jeep Wagoneer Limited has been reduced to zero percent for up to 24 months. Cherokee and Wagoneer finance rates for other contracts are 6.9 percent for 36 months; 7.9 percent for 48 months; and 9.9 percent for 60 months.

Retail cash incentives of $500 to $2,500 on various models are available as an alternative to the cut-rate financing.

Hyundai's rebates to customers on 1989 and 1990 Excels are $500 on cars with sticker prices under $8,000; $850 on cars with stickers of $8,000 to $9,999; and $1,000 on cars with stickers of $10,000 or more.

On 1989 and 1990 Sonatas, the rebates are $700 on cars with sticker prices under $12,000; $1,000 on cars with stickers of $12,000 to $14,499; and $1,700 on cars with stickers of $14,500 or more.

Hyundai dealers receive cash incentives on 1989 and 1990 Excels if they meet or exceed their quotas. The rebate is $200 per car, retroactive to the first sale. Hyundai's customer and dealer programs expire June 5.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Corvette	$2,000-$4,000 based on sales	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac LeMans, Grand Am	$500	May 2
Grand Prix	$500	May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Audi (1990 models)*	**$2,000-$3,000**	**June 30**
Hyundai Excel (1989-90)	**$200, quota**	**June 5**
Isuzu (1990 models)		
Pickups*	**$800-$1,300 based on number sold**	**June 30**
Trooper	**$900-$1,400 based on number sold**	**June 30**
Mitsubishi (1989-1990 models) Cars, trucks*	**$500-$2,000 based on number sold**	**June 30**
Nissan		
Stanza (1989-90)	**$500-$1,000**	**May 2**
Axxess (1990)	**$1,000**	**May 2**
Pathfinder (1989)	**$1,500**	**May 2**
Saab (1989 models)	$3,000-$5,000	April 30
Subaru (1989 models)		
Justy ECVT	$1,200	May 2
Other Justy	$500	May 2
XT, XT6	$1,500	May 2
Subaru (1990 models)		
Loyale	**$400**	**May 2**
Legacy	**$500-$1,500**	**May 2**
Suzuki		
Samurai (1988-89)	$1,000	June 4
Swift (1989)	$1,000-$2,000	June 4
Sidekick (1989)	$500-$2,500	June 4
Swift (1990)	**$400**	**June 4**
Sidekick (1990)	**$700-$1,500**	**June 4**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

*$200 extra on 4wd models

*Payments vary by regions.

*-Dealer has option of foregoing cash incentive and offering cut-rate financing to customer.

Accounting change hikes Daimler profit

FRANKFURT, West Germany — Daimler-Benz A.G. posted a sharp increase in net profits in 1989, but the gain was due entirely to a one-time accounting adjustment.

In effect, the West German group finished with a net result unchanged from the 1.7 billion marks ($1.01 billion) earned in 1988.

Because of a 5.1 billion mark ($3 billion) addition from refiguring pension liabilities and inventories, the corporation's 1989 net profit was 6.8 billion marks ($4 billion).

The change sheds one of Daimler's conservative, West German-style accounting practices as the company prepares for listing on the London, Tokyo and New York stock exchanges.

Earlier this year, Daimler said group revenues in 1939 increased 4 percent to 76.57 billion marks ($45.6 billion).

Earnings for its various subsidiaries, including the Mercedes-Benz A.G. unit that oversees passenger-car and truck operations, were not disclosed. Last year, Daimler split into separate operating units.

The results reflect hard times in the automotive operations. Mercedes' sales fell last year in both of its two biggest markets, West Germany and the United States.

GM triples warranty on repair engines

DETROIT. — General Motors has extended the limited warranty on its replacement engines to 36 months/50,000 miles, more than tripling the previous 12-month/12,000-mile coverage for dealer installations.

The new warranty covers all new and remanufactured GM Goodwrench engines used in car and light-duty (Series 10 through 30) truck applications, according to Frank Pardo, marketing manager of GM Parts.

The warranty will be honored nationwide through the GM dealer network, whether the engine is installed by a GM dealer or sold over the counter.

All costs will be covered, including those for parts and labor, to repair or replace an engine found to be defective due to material or workmanship.

PRODUCTION

Car output running 23% below 1989

By Arlena Sawyers and Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTERS

U.S. automakers scheduled 138,708 cars last week, 24.58 percent above the previous week but 14.86 percent below the year-ago week.

That brings this year's car production to 1,937,275 units, a 23.75 percent decline from 1989.

Truck assembly was scheduled at 91,902, 27.77 percent more than the previous week and 2.43 percent more than the year-ago week. Year-to-date truck output is 1,272,183, down 16.51 percent from the 1989 total at this time.

Companies split last week's scheduled production as follows: General Motors, 42.62 percent; Ford Motor Co., 26.52 percent; Chrysler Corp., 11.25 percent; Honda of America Manufacturing Inc., 6.45 percent; New United Motor Manufacturing Inc., 3.60 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.24 percent; Mazda Motor Manufacturing (USA) Corp., 2.80 percent; Diamond-Star Motors Corp., 2.06 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.14 percent; Subaru-Isuzu Automotive, 0.32.

GM's Buick City plant in Flint, Mich., worked Saturday overtime last week. Friday overtime was scheduled at GM's Janesville, Wis., facility, which operates on a four-day work week.

GM's Fairfax plant in Kansas City, Kan., shut down for one week because of a parts shortage, and its Arlington, Texas, plant went down Friday for conversion to the 1991 Chevrolet Caprice. Fairfax is expected to resume output today; Arlington, in late June.

Ford scheduled Saturday overtime at its Louisville, Ky., truck plant. Daily overtime was scheduled at Ford's car facilities in Wixom and Wayne, Mich.; Kansas City, Mo.; St. Paul, Minn.; Lorain, Ohio; Louisville; and St. Louis.

Canada reports car, truck gains

Canadian makers scheduled 24,060 cars last week, 21.22 percent above the previous week and 18.69 percent above the year-ago week.

So far this year, 328,940 cars have been assembled, 2.71 percent below last year's tally.

Truckmakers' target of 19,482 units was 6.13 percent above the previous week but 7.33 percent below the year-ago week.

To date, 1990 truck output is 301,994 units, 11.63 percent below the year-ago total.

Workers at GM's manufacturing complex in Oshawa, Ontario, walked off the job last Tuesday and Wednesday to protest the suspension of a Canadian Auto Workers district committeeman.

The 3,800 workers at the Oshawa plant that builds the Chevrolet Lumina were off the job part of Tuesday and all day Wednesday. Some production at the rest of the complex, which also builds Buick Regals and C/K pickup trucks was shut down.

Workers were back on the job Thursday morning.

U.S. CAR	Week Ended Apr. 28, 1990	Week Ended Apr. 29, 1989	Week Ended Apr. 21, 1990	Apr Est.	Jan. 1 to Apr. 28, 1990	Jan. 1 to Apr. 29, 1989
Horizon	0	853	0	0	4,327	3,952
Sundance	2,000	2,351	1,192	4,719	23,474	39,354
Acclaim	2,200	2,699	1,432	5,361	25,218	39,610
Total Plymouth	4,200	5,903	2,624	10,080	53,019	82,916
LeBaron A	300	0	222	2,281	7,642	0
LeBaron J	1,400	0	823	3,353	11,685	39,315
LeBaron GTS	0	2,615	0	0	0	2,946
N. Yorker C-Class	1,300	0	934	2,696	7,822	39,912
Fifth Avenue	700	1,864	452	1,728	8,928	0
Imperial	300	0	187	934	5,605	0
Total Chrysler	4,000	4,479	2,618	10,992	41,682	82,173
Omni	0	937	0	0	4,078	4,613
Daytona	900	1,766	530	3,150	8,846	35,978
Shadow	2,000	2,448	1,286	4,948	26,233	39,877
Dynasty	2,300	3,621	1,409	6,177	35,164	53,683
Lancer	0	0	0	0	0	1,528
Spirit	2,200	2,512	1,322	5,430	26,975	37,394
Total Dodge	7,400	11,284	4,547	19,705	101,296	173,073
CHRYSLER MOTORS	15,600	21,666	9,789	40,777	195,997	338,162
Escort	7,359	8,438	5,026	22,049	60,453	115,045
Mustang	3,705	3,498	1,964	5,669	44,575	80,636
Tempo	3,233	2,989	2,774	11,994	43,246	55,520
Taurus	7,550	8,063	5,853	26,988	125,892	135,282
Thunderbird	3,375	3,357	2,698	8,668	37,697	60,562
Total Ford Div.	25,222	26,345	18,315	75,368	311,863	447,045
Topaz	1,277	1,521	957	4,332	16,905	23,858
Cougar	2,250	3,360	1,802	5,957	25,216	51,706
Sable	2,942	2,690	2,543	11,078	37,648	44,226
Total Mercury	6,469	7,571	5,302	21,367	79,769	119,790
Continental	1,134	1,449	1,051	4,395	18,301	24,887
Mark VII	566	409	534	2,207	9,147	9,447
Town Car	3,400	2,627	3,167	13,216	55,101	45,657
Total Lincoln	5,100	4,485	4,752	19,818	82,549	79,991
Total L-M Div.	11,569	12,056	10,054	41,185	162,318	199,781
FORD MOTOR CO.	36,791	38,401	28,369	116,553	474,181	646,826
Skyhawk	0	385	0	0	0	5,829
Skylark/Somerset	2,037	1,292	1,798	7,730	28,367	18,794
Century	1,660	2,658	1,467	3,805	20,762	41,284
Riviera	508	337	426	1,907	7,524	9,432
Electra	285	1,965	19	331	12,662	29,078
LeSabre (fwd)	4,570	4,980	2,807	14,221	53,122	46,479
LeSabre (rwd)	138	217	98	451	2,222	3,251
Reatta	211	210	161	739	2,832	2,378
Total Buick	9,409	12,044	6,776	29,184	127,491	156,525
Eldorado	345	954	494	1,972	7,206	13,445
Seville	1,226	697	575	3,051	9,896	9,881
Brougham (rwd)	1,055	634	740	3,519	13,189	14,423
DeVille (fwd)	4,155	5,807	3,246	14,661	52,666	76,238
Allante	89	75	71	317	1,199	1,153
Total Cadillac	6,870	8,167	5,126	23,520	84,156	115,140
Cavalier	7,368	8,298	5,988	25,875	99,355	135,361
Camaro	1,940	2,669	1,514	6,902	17,428	41,860
Celebrity	0	2,203	0	0	0	50,066
Corsica/Beretta	6,160	8,970	5,743	22,079	91,253	143,885
Caprice	3,358	3,942	2,559	11,434	70,239	69,633
Corvette	560	561	448	2,016	7,616	8,778
Total Chevrolet	19,386	26,643	16,252	68,306	285,891	449,583
Calais	2,187	2,275	1,981	8,268	29,733	32,534
Cutlass Ciera	1,445	1,935	525	2,716	25,876	28,537
Cutlass Supreme	2,013	3,537	1,567	6,908	27,324	34,343
Toronado	232	194	297	1,213	6,741	3,669
88 (fwd)	2,875	3,497	1,937	8,655	29,267	53,948
88 (rwd)	0	223	0	213	1,183	2,579
98	1,108	2,393	878	4,010	18,253	32,632
Total Oldsmobile	9,860	14,054	7,185	31,983	138,377	188,242
Sunbird	4,000	3,756	3,195	14,341	44,796	51,917
Grand Am	4,800	5,285	3,765	17,262	60,207	85,978
Firebird	1,310	1,347	1,038	4,462	10,657	24,480
Grand Prix	0	4,000	2,423	8,017	32,491	50,452
Pontiac 6000	480	2,569	1,181	2,263	18,098	32,915
Bonneville	3,005	2,944	2,146	8,361	24,089	34,868
Safari/Parisienne	0	139	0	0	0	1,846
Total Pontiac	13,595	20,040	13,748	54,706	190,338	282,456
GENERAL MOTORS	59,120	80,948	49,087	207,699	826,253	1,191,946
DIAMOND-STAR	2,855	1,132	2,609	10,533	46,351	14,202
HONDA	8,950	7,689	8,825	33,637	145,876	130,610
Civic	2,910	2,716	2,695	10,438	39,721	43,968
Accord	6,040	4,973	6,130	23,199	106,155	86,642
MAZDA†	3,879	4,924	3,176	14,441	61,914	81,648
NISSAN	1,580	1,981	1,408	6,078	36,154	38,115
NUMMI	5,000	4,214	3,204	16,550	67,986	66,108
Corolla	2,400	1,550	1,535	8,030	35,318	27,261
Geo Prizm/Nova	2,600	2,664	1,669	8,520	32,668	38,847
SUBARU-ISUZU	445	1,967	474	1,723	9,083	0
TOYOTA	4,488	0	4,399	17,570	73,480	32,952
Total Cars, U.S.	138,708	162,922	111,340	465,561	1,937,275	2,540,569
Total Cars, Canada	26,060	20,272	19,848	79,561	328,940	338,113
U.S., Canada Cars	164,768	183,194	131,188	545,122	2,266,215	2,878,682
U.S., Canada Cars and Trucks	276,152	293,936	221,471	935,455	3,840,392	4,744,196

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Apr. 28, 1990	Week Ended Apr. 29, 1989	Week Ended Apr. 21, 1990	Apr Est.	Jan. 1 to Apr. 28, 1990	Jan. 1 to Apr. 29, 1989
Monaco	0	0	0	0	3,593	0
Premier	0	0	0	0	1,252	14,885
CHRYSLER MOTORS	0	0	0	0	4,845	14,885
Tempo	3,360	3,341	0	5,823	40,017	56,722
Topaz	1,440	1,447	0	2,822	13,943	23,941
Crown Victoria	3,016	2,613	2,859	11,007	40,791	45,101
Grand Marquis	2,744	3,152	2,173	9,226	36,686	51,263
FORD MOTOR CO.	10,560	10,553	5,032	28,878	131,437	177,027
Celebrity	1,222	705	982	2,204	7,496	3,887
Cutlass Ciera	2,338	3,319	2,243	4,581	26,886	62,002
Lumina	5,019	3,546	5,111	18,734	73,492	22,515
Regal	2,781	180	2,590	9,508	54,600	24,643
GENERAL MOTORS	11,360	7,571	10,926	35,027	101,057	113,047
HONDA	2,150	1,680	2,125	8,074	35,643	27,709
HYUNDAI*	310	0	310	1,240	5,352	0
TOYOTA	1,500	283	1,275	5,658	20,193	2,526
VOLVO	180	180	180	684	2,987	2,919
Total Cars, Canada	26,060	20,272	19,848	79,561	328,940	338,113

U.S. TRUCK	Week Ended Apr. 28, 1990	Week Ended Apr. 29, 1989	Week Ended Apr. 21, 1990	Apr Est.	Jan. 1 to Apr. 28, 1990	Jan. 1 to Apr. 29, 1989
Caravan	2,300	2,416	1,628	7,670	37,497	38,198
Dakota	2,000	2,483	1,367	6,249	23,734	38,661
Caravan C/V	100	195	110	470	2,447	3,449
Ram pickups	3,000	2,488	2,033	9,176	34,583	38,654
Total Dodge	7,400	7,582	5,138	23,565	98,261	118,962
Cherokee	4,000	5,413	2,334	8,921	52,661	78,398
Comanche	150	657	120	428	2,407	11,457
Grand Wagoneer	0	345	195	195	1,455	5,028
Wagoneer	100	230	62	242	1,183	3,299
Total Jeep	4,250	6,645	2,711	9,786	57,706	98,182
Voyager	2,300	2,114	1,668	7,631	36,121	36,636
Town & Country	50	0	50	211	1,194	0
Total C-P Div.	2,350	2,114	1,718	7,842	37,315	36,636
CHRYSLER MOTORS	14,000	16,341	9,567	41,193	193,282	253,780
Aerostar	4,890	4,920	3,820	17,387	62,358	84,910
Bronco	1,181	1,425	935	4,210	17,909	29,988
Bronco II	5,356	2,391	3,302	15,886	37,754	46,159
Econoline	4,835	5,241	3,792	17,133	61,909	84,534
Mediums/Heavies	1,169	1,449	980	4,242	16,827	23,812
Light trucks	9,872	11,629	8,055	34,380	147,613	188,389
Ranger	6,399	6,744	5,555	24,025	99,258	122,955
Total Ford Div.	33,702	33,799	26,439	117,263	443,628	578,747
FORD MOTOR CO.	33,702	33,799	26,439	117,263	443,628	578,747
Astro	2,875	3,340	2,193	10,167	36,585	59,104
Blazer	433	546	343	1,552	5,481	9,583
Lumina APV	1,965	0	1,640	7,859	32,108	0
Mediums/Heavies	234	0	225	773	2,644	1,312
P-Model	628	880	470	2,217	7,764	11,150
Pickups	7,279	7,049	5,687	25,651	117,077	138,079
S-10	4,568	4,895	3,728	16,265	76,350	96,004
S-10 Blazer	3,967	3,859	2,440	14,332	38,420	65,804
Sportsvan/Van	1,975	2,197	1,585	7,091	20,552	33,357
Suburban	1,581	1,497	1,240	5,708	21,759	26,645
Total Chevrolet	25,505	24,263	19,551	91,615	358,440	441,038
Jimmy	129	156	105	453	1,818	2,860
Mediums/Heavies	566	0	527	2,178	4,128	1,496
P-Model	72	86	59	243	970	1,456
Pickups	2,740	3,041	2,117	9,592	40,003	41,939
S-15	1,122	1,203	998	3,895	18,870	22,789
S-15 Jimmy	1,195	1,048	725	4,380	11,808	18,731
Safari	900	974	816	3,264	11,271	14,725
Suburban	666	609	552	2,307	9,331	10,682
Vandura/Rally Vans	485	816	340	1,722	7,736	9,087
Total GMC	7,875	7,933	6,239	28,034	105,935	123,765
Olds Silhouette	823	0	746	2,756	10,284	0
Pontiac Trans Sport	1,213	0	976	3,796	18,284	0
GENERAL MOTORS	35,416	32,196	27,512	126,201	492,943	564,803
NAVISTAR	1,644	1,740	1,651	3,658	23,248	29,512
NISSAN	3,220	2,194	2,869	11,872	50,670	44,354
SUBARU-ISUZU	470	0	439	1,688	9,072	0
AM GENERAL*	450	450	450	1,800	7,740	7,470
MISCELLANEOUS*	3,000	3,000	3,000	12,000	51,600	45,100
Total Trucks, U.S.	91,902	89,720	71,927	315,675	1,272,183	1,523,766

CANADIAN TRUCK	Week Ended Apr. 28, 1990	Week Ended Apr. 29, 1989	Week Ended Apr. 21, 1990	Apr Est.	Jan. 1 to Apr. 28, 1990	Jan. 1 to Apr. 29, 1989
Caravan	3,204	3,157	2,795	12,024	54,285	52,449
Caravan C/V	306	349	262	1,146	4,292	3,803
Ram Wagon	540	665	450	2,064	7,589	9,906
Ram Van	1,380	1,755	1,086	5,232	19,197	25,481
Total Dodge	5,430	5,926	4,593	20,466	85,363	91,639
Voyager	2,634	2,731	2,220	9,774	44,774	45,718
Total Plymouth	2,634	2,731	2,220	9,774	44,774	45,718
Wrangler	1,263	1,841	1,355	5,745	16,649	27,757
Total Jeep	1,263	1,841	1,355	5,745	16,649	27,757
CHRYSLER MOTORS	9,327	10,498	8,168	35,985	147,056	165,114
FORD MTR. (lt. trks.)	3,100	3,641	3,122	11,959	47,207	58,485
Light trucks	3,460	2,837	3,694	13,643	60,147	52,977
Vans	1,364	1,536	1,370	4,956	15,207	23,250
Total Chevrolet	4,824	4,373	5,064	18,599	75,354	76,227
Light trucks	1,420	1,688	1,209	5,109	22,688	26,255
Vans	586	549	566	2,145	6,437	11,442
Total GMC	2,006	2,237	1,775	7,254	29,125	37,697
GENERAL MOTORS	6,830	6,610	6,839	25,853	104,479	113,924
NAVISTAR	225	273	227	861	3,522	4,225
Total Trks., Canada	19,482	21,022	18,356	74,658	301,994	341,748
U.S., Canada Trks.	111,384	110,742	90,283	390,333	1,574,177	1,865,514

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News

May 7, 1990

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Delays rain on new Chevy, Dodge ragtops

Beretta on hold; 400 Shadows set for July, August

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

General Motors and Chrysler Corp. have missed their targets of a spring launch for compact convertibles. The Chevrolet Beretta and Dodge Shadow ragtops will miss the peak 1990 open-air selling season.

The Beretta convertible is "on hold indefinitely," a Chevrolet spokesman said. The spring introduction was halted because of conversion difficulties. "So far the vehicle has failed to meet our quality targets," a Chevrolet spokesman said.

Lotus Elan delayed by supplier troubles, Page 49

Three specially modified Beretta convertibles are still scheduled to pace the Indianapolis 500 on May 27, including one driven by Chevrolet General Manager J.C. "Jim" Perkins.

The Chevrolet spokesman said the delay of the launch won't kill the marketing advantages of Indy.

"The rub-off is on the Beretta itself and to Chevrolet in a broader sense," the spokesman said.

Chrysler will begin production of the Dodge Shadow convertible in June. An estimated 400 units of the 1991 model will reach dealers in late July and August, the company said.

Dodge division spokesman Michael Aberlich said Chrysler had planned to begin building the car in May and that the model has always been designated a 1991 model in product plans.

But dealers said an earlier spring launch had been anticipated, and Chrysler executives in interviews and in written press material had identified the convertible as a 1990 model.

Chrysler denied any manufacturing problems, but dealers said conversion troubles have hampered the Shadow ragtop launch.

ASC Inc., the Southgate, Mich., engineering and conversion company, is converting the Shadow in a new plant built in Toluca, Mexico. A small number of Shadows were once built in Toluca, but the car is now built only in the Detroit suburb of Sterling Heights, Mich.

C&C Inc., based in Brighton, Mich., is converting Beretta coupes manufactured in Wilmington, Del., in a renovated plant in Bridgeport, N.J.

"We don't launch cars today of any kind if the quality is not right," said C&C President David Draper. "Our plant is still working building pilots. Everybody wants to be at a comfort level that says the car is ready to launch. It will be Chevrolet's decision when they launch."

Draper would not detail product difficulties but noted that convertible conversions have unique manufacturing problems. Removing a coupe's roof makes the body much less rigid, so the converter must reinforce the body. Asked if the Beretta ragtop might be struck from product plans, the Chevrolet spokesman said, "That decision hasn't been made."

Several Chevrolet and Dodge

see DELAYED, page 49

Chevrolet's Jim Perkins can drive a ragtop Beretta at Indy, but he can't sell any this season. The project is on hold.

Anti-lock brakes begin their boom time

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Anti-lock brake systems for passenger cars, trucks and minivans are on the rise as the balance between cost and technology tips in favor of bringing ABS down to the middle market.

Among Detroit's Big 3, General Motors led the ABS way on its 1989 products, according to figures compiled for the *Automotive News Market Data Book*, which will be published May 30.

Industry spokesmen predict that within 10 years ABS will be commonplace on new vehicles.

Dealers say the technology all but sells itself.

"It's easy for us to sell ABS," says Ken Scott, general manager of Ron Postma Chevrolet-Geo in Chicago. "It's one of the most innovative factors on cars today, and customers are beginning to understand its importance."

Says Mike Maresca, a salesman at Autoland Lincoln-Mercury-Mazda in Toms River, N.J.: "Most people ask for it by name, and we will use anything we can in this down market to sell cars. Women are coming in and asking for it because the word's on the street how good it is."

Paul Preuss of Ford Motor Co. predicts: "Eventually, someday you will see ABS thoughout Ford's lineup — as you will see it being used by other manufacturers."

Preuss, manager of product and technology public

see ABS, page 52

U.S. probe may hamper Chrysler sale

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. says a federal investigation of its defense electronics subsidiary could hamper Chrysler's ability to sell it.

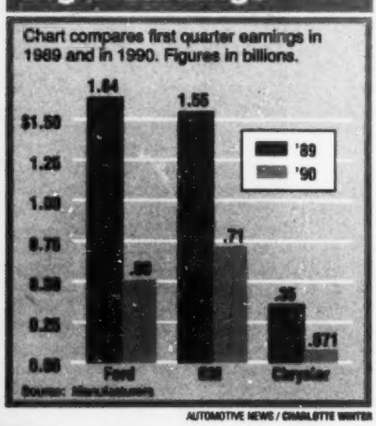
Federal investigators are looking into allegations of improper pricing and billing by Chrysler's Electrospace Systems Inc., according to a Chrysler filing with the Securities and Exchange Commission.

In December, Chrysler offered its aerospace and defense units for sale to raise cash for Chrysler's core automotive business. The company sold Gulfstream Aerospace for $825 million in March.

But Chrysler has been unable to find buyers for the two remaining units: Electrospace Systems, based in Richardson, Texas, and Chrysler Technologies Airborne Systems Inc., based in Waco, Texas.

see INVESTIGATE, page 52

Big 3 earnings



AUTOMOTIVE NEWS / CHARLOTTE WINTER

1st quarter rebates slash Big 3 profits

By Charles M. Thomas, Mary Connelly and Laura Clark
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — In an already sluggish market, the Big 3 domestic automakers slashed production in the first quarter of 1990, then paid dearly through costly incentives to reduce dealer stocks.

As a result, inventories at the end of March were down nearly 15 percent from December highs.

But to thin inventories to acceptable levels, earnings at Ford, General Motors and Chrysler suffered.

Combined profits at the Big 3 automakers were $1.3 billion for the first quarter 1989, down 64 percent from $3.5 billion for the first quarter a year earlier. Sales for the three U.S. automakers totaled $60.6 billion, down from $67.8 billion in the 1989 first quarter.

General Motors profits were down 54 percent, Ford's skidded 69 percent, and Chrysler profits sagged 80 percent in the first quarter 1990 for the same period a year ago.

The surprise came from Chrysler Corp., which sneaked by the first quarter with a slim profit.

Analysts, who had predicted the company would lose money or at best, break-even, said the profit was due to the company's cost-cutting efforts and earnings from its financial subsidiary.

Chrysler Corp.

Chrysler reported quarterly net earnings of $71 million. Most of the earnings flowed from its financial subsidiary. Automotive operations contributed about $5 million of the profit.

First quarter results were down 80 percent from the first three months of 1989 when the company earned $351 million. Wall Street analysts had expected Chrysler to only break even. Chrysler, in the final quarter of 1989, reported a net loss of $664 million, including a $577 million one-time charge due to plant closings and related costs.

Chrysler's common stock, which had reached a 52-week low of $14.50 on April 30,

see EARNINGS, page 49

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GM touts quality gains

Ads use employees to help convince public

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors has kicked off a massive campaign to convince the public that its product quality has greatly improved.

The "Putting Quality on the Road" campaign broke in 25 newspapers nationwide last week. A four-page, black-and-white spread highlights such things as engines and transmissions. Independent studies are quoted to substantiate claims.

Similar magazine ads and television spots featuring workers and managers discussing improved quality will follow.

Shirley Young, GM vice president for consumer market development, spearheaded the effort because the public's perception of GM's product quality dramatically lags actual quality improvements GM has made. "That perception has been a barrier to improving market share," she said. GM's car market share dropped to 34.83 percent in 1989 from 46.41 in 1980.

GM also launched a massive internal promotion aimed at making its employees goodwill ambassadors. In a videotape viewed by thousands of GM employees last week and a newsletter sent to homes of employees and retirees, an upbeat GM President Robert Stempel, who becomes chairman Aug. 1, congratulates workers for their efforts in boosting GM's product quality in the past five years. The content arms them with facts — similar to those in the ads — to prove GM's improved quality.

In the video, Stempel converses with workers at the Willow Run, Mich., assembly plant. Then he turns to the camera. "Learn the facts about GM quality," Stempel says in his commanding style. "Then spread the good word."

GM plans a similar message to employees of its 6,000 suppliers and 10,000 dealers.

Young said the effort will last at least three to five years. She wouldn't disclose the cost, but *Advertising Age*, a sister trade publication to *Automotive News*, estimates it at $40 million this year.

The GM campaign shares many elements with Ford Motor Co.'s "Quality is Job One" ads, which use employees to tout products.

A four-page newspaper spread kicked off GM's new ad campaign.

Chrysler big loser in otherwise solid late-April report

Peter Brown
EDITOR

Chrysler Corp. continued its 1990 sales plunge in late April, pulling down an otherwise improved 10-day selling period for domestic-built vehicles.

Industrywide, U.S.-built car sales rose 0.64 percent and domestic light-truck sales rose 7.84 percent for the period, boosting total vehicle sales up 3.17 percent over a mediocre 10 days last April.

The slight month-end improvement softened the rear edge of a slow April, which finished down 9.32 percent from April 1989.

Chrysler was the big loser:

- For the 10-day period, down 33.76 percent in its U.S.-built cars and down 16.51 percent in its U.S.-built trucks.
- For April, down 36.60 percent in cars and 26.40 percent in trucks.
- Toyota Motor Sales U.S.A. and American Honda Motor Co. each outsold Chrysler in cars in April.

Chrysler no longer produces the subcompact Omni and Horizon models, and most current products were down.

A Chrysler spokesman said the company squeezed its inventories too low after heavy January sales spurred by special incentives, including the first-ever rebates on Chrysler's dominant minivans.

Like Ford Motor Co. and General Motors, Chrysler slashed production in the first quarter.

Chrysler's sales were also hurt as

see SALES, page 50

GM plant manager retires; 9 go, too

By Greg Bowens
SPECIAL CORRESPONDENT

DETROIT — General Motors' first female plant manager in the United States retired abruptly in late April. Nine of her staff members left at the same time.

Patricia Carrigan, 61, is a clinical psychologist heralded by industry analysts and labor for her management style at a components plant in Bay City, Mich.

Mystery shrouds her departure and what has been reported as firings or forced resignations for the nine staff members.

"She has retired from GM and we have not replaced Patricia Carrigan," said Darwin E. Allen, director of media relations for the Chevrolet-Pontiac-GM of Canada Group, which oversees the plant. "Beyond that, I have no comment."

Carrigan did not return calls from *Automotive News*.

Tom Peters, co-author of *In Search of Excellence*, had called the GM plant manager and her work at the Bay City, Mich., plant an example of leadership and productivity in America." She was featured on a 1988 television special hosted by Peters about effective management.

Carrigan joined GM in 1973 after leaving Bendix Corp. In 1982, she became plant manager of the Lakewood, Ga., plant. She moved in 1985 to Bay City, where local union officials credit her with saving it from the wrecking ball. She was the only plant manager known to have a doctorate in psychology.

Buick City manager retires

FLINT, Mich. — Nelson B. Gonzalez, manager of General Motors' highly-touted Buick City plant in Flint, Mich., has retired suddenly.

In a memo to Buick City workers, GM said Gonzalez, 53, took early retirement "to pursue other personal goals."

Gonzalez

He will consult for Vemco Inc., a firm that makes exterior body parts.

During Gonazalez' 18-month tenure as manager, Buick City was named the highest quality U.S. assembly plant by J.D. Power & Associates of Agoura Hills, Calif. Three years earlier, it ranked in the bottom quarter of similar surveys. Its Buick LeSabre was named best-built U.S. car in a 1989 survey.

GM said his retirement is not related to the abrupt retirement of Patricia Carrigan.

Prices of the unwanted, hand-built limos are said to be "open to discussion." The cars, which look almost new, have been driven only by official chauffeurs.

Czechs unload Party limos

By Knut Moberg
STAFF CORRESPONDENT

PRAGUE, Czechoslovakia — Authorities in Czechoslovakia want to sell all the Tatra 613 limousines which were once used by ousted Communist Party officials.

Most Czech leaders prefer the more egalitarian Skodas these days, though the new president uses a Renault, a gift of France.

Czechoslovakia's rulers do not want to be associated with a bad memory of the past — black Tatras with curtained windows carrying party officials at high speed along Prague's city streets.

The cars were handmade at the Tatra Truck Factory for government use only, although a limited number were exported "to party members in friendly nations."

The 4,000-pound car has a rear-mounted, air-cooled V-8 engine producing 168 horsepower.

The cars now for sale appear to have been well maintained and have been driven only by official chauffeurs. A 10- or 20-year old Tatra looks almost new.

Fuji buyout places Subaru on level U.S. playing field

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — With last week's announced buyout of Subaru of America Inc., the last major independent importer in the United States will be brought in step with the rest of the industry, Chairman Harvey Lamm said last week.

The deal will make Fuji Heavy Industries Inc., which already owns 49.6 percent of Subaru, a fully committed player in the U.S. market, Lamm said. And because Fuji and Subaru won't have competing interests, dealers will see more stability in the company, he predicted.

A committe of Subaru directors recommended that Subaru be taken over by Tokyo-based Fuji, which makes Subaru vehicles.

The deal will pay shareholders of the nation's only publicly traded importer at least $8.50 per share. Subaru management refused to accept Fuji's offer of $6 per share in January. At $8.50 per share, the present offer is worth around $208 million.

If the deal is affirmed by shareholders, Fuji will join other Japanese manufacturers in owning a comprehensive operation in the United States, including its own marketing, importing and distribution. Fuji also has a 51 percent stake in Subaru-Isuzu Automotive Inc., an assembly plant in Lafayette, Ind.

Fuji President Toshihiro Tajima said Subaru staff and executives can remain American, but "communication between all divisions of our business would be improved."

A shareholder vote is expected some time in the third quarter.

Lamm said he expects no profound overnight changes following the proposed takeover, pointing out that as its largest shareholder, Fuji has effectively had control of Subaru for more than a dozen years.

Subaru officials have complained privately in the past that in pursuit of volume, Fuji forced Subaru to accept too many cars, which then had to be deeply discounted. The high cost of rebates, nearly $100 million a year in 1987 and in 1988, helped drive Subaru in the red. The company lost nearly $130 million from fiscal 1987 through fiscal 1989.

In turn, Fuji was footing more and more of the bills at Subaru, including about $75 million for U.S. sales and marketing programs in the last three years and a critical loan guarantee that helped Subaru secure a $250 million revolving credit agreement with a group of banks last fall.

Nevertheless, Subaru remained independent.

Also, Lamm said that Fuji's major Japanese shareholders, including the Industrial Bank of Japan and Nissan Motor Co., don't like the fact that as a publicly held company, Subaru is obliged to disclose its financial dirty laundry.

Nissan, which owns 4.5 percent of Fuji, recently placed one of its executives, Isamu Kawai, as Fuji's president.

Taking Subaru private helps Fuji "get better support from their key shareholders," Lamm said.

Subaru's sales in 1989 were 136,112, compared with a high of 179,100 in 1986. As earnings dropped, Subaru's stock also fell, from $37.75 per share in June 1986 to a recent price of around $6.

When the $8.50-per-share deal was announced last Thursday, Subaru stock jumped $1.625 to $8 per share.

Fuji's original $6 offer was sweetened with an estimated $2.50 per share expected to be raised by selling off Subaru's lease portfolio, which is in effect a package of interest-bearing IOUs presently held by its Subaru Financial Services subsidiary.

The additional $2.50 per share works out to about $128 million to be distributed to shareholders. Since Fuji owns 49.6 percent of Subaru, Fuji will also receive nearly half of the $128 million.

Marvin Riesenbach, Subaru chief financial officer, said the net effect of the $8.50 proposal is Fuji is providing the additional $2.50, since it's coming out of assets Fuji would have purchased anyway.

"It's just a question of which pocket they were most comfortable paying it from," Riesenbach said.

In announcing the merger, the companies also revealed that a group of small shareholders had sued Subaru, claiming shareholders would suffer if the deal went through at $6 per share. The litigation was settled in light of the $8.50 offer, the companies said.

Automotive News Staff Reporter Mary Ann Maskery in Tokyo contributed to this report.

Hyundai auto workers stage solidarity strike

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — Hyundai Motor workers at the company's main plant in Ulsan walked off the job last Monday. The 15,000 workers declared a week-long sympathy strike for striking workers at the adjoining shipyard of Hyundai Heavy Industries.

Significantly, the walkout was unrelated to wages, working conditions or contract negotiations in progress at the auto plant. Rather, it was an expression of solidarity with the 20,000 workers at Hyundai Heavy Industries who have been demanding the release from jail of their union leaders. The leaders were charged and imprisoned last year following a four-month strike.

A majority of the 15,000 striking Hyundai Motor workers agreed at a meeting in Ulsan Friday to return to work today (May 7).

The situation at the adjoining Hyundai Heavy Industries shipyard remained tense. Most of the strikers vowed to continue the stoppage in defiance of all attempts to persuade them to return to work.

Hyundai Heavy Industries workers had barricaded themselves in the shipyard, but a few days later, on April 28, there was a dramatic dawn raid that saw the deployment of police by air, sea and ground to evict the workers from the shipyard.

Random street violence continued between groups of striking shipyard workers and police in Ulsan over the weekend. By some accounts, parts of the town looked like a war zone.

In his statement made after the police action, Chung Se-Yung, chairman of the Hyundai Group and Hyundai Motor, reasserted his position that the shipyard strike was illegal and that there would be no compromise. Charges against the jailed union leaders would not be dropped, he said.

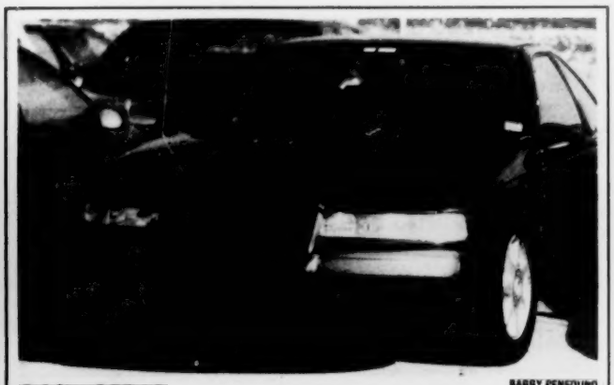
Meanwhile, a number of Hyundai Motor showrooms in Seoul were attacked by stone-throwing demonstrators who smashed plate glass windows in protest over police action at the shipyard.

e government's hardline response is an indication of the deep concern about the Hyundai Heavy Industries strike's ripple effect throughout Korean industry.

But sending in police to resolve the issue and to set up an example of the government's determination to quash illegal labor disputes may have provoked more strikes, such as the one by the Hyundai Motor workers.

AUTOMOTIVE NEWS JOE WILSSENS

Chung Se-Yung: No compromises.



BARRY PENFOUND

A bit of Mark

Lincoln goes aero with the next generation Mark series, scheduled for introduction as a 1992½ or 1993 model. The Mark VIII front-end section here is clipped to a T-bird mule for engine temperature testing.

N.Y. fights service contract gouging

By Helen Kahn
SENIOR CORRESPONDENT

Price gouging on manufacturer service contracts sold by New York car dealers cost consumers more than $25 million in overcharges last year, state Attorney General Robert Abrams charged last week.

Abrams says some 175,000 New York customers, or half of those who bought automaker service contracts in 1989, were overcharged. He estimates that two million customers nationwide were excessively billed $300 million.

According to a state study, overpricing exists when a customer pays more than the manufacturer's suggested retail price for a contract. When there is no suggested price, the study says it is gouging when customers pay more than twice the dealer's cost.

Norma Sharp, director of the New York Auto Dealers Association, said the group will oppose legislation to require New York dealers to provide customers with price data for service contracts. Abrams is supporting the measure.

"In all instances, a dealer is free to sell his product for any price the market will bear," Sharp said. She added that service contract prices can be negotiated and that the contracts may be sold below or above the suggested price.

It is not illegal to charge more than the suggested price.

Data for the New York study came from General Motors, Ford Motor Co., Chrysler Corp. and Toyota Motor Sales U.S.A. Inc. All but Toyota have suggested prices. The four companies provided pricing data for over 1,700 contracts.

Because the suggested price is often twice the dealer's wholesale price, there is already a dealer profit built in. But Abrams found markups five and six times higher than the suggested price.

Abrams cites two instances of "rampant price gouging." A Chrysler dealer charged a customer $1,620 for a service contract that had a suggested price of $250 and a wholesale price of $125. And a Ford dealer charged a customer $1,495 for a service contract with a suggested price of $315 and a wholesale cost of $195.

The New York probe dealt only with manufacturer service contracts, usually with suggested prices that included profit for dealers. It did not look into pricing of service contracts offered by dealers or third parties, or of automaker service contracts "bundled" with price-obscuring options.

GM, Ford and Chrysler provided both the suggested prices for their contracts and the actual sales data. Toyota does not have suggested prices, but Abrams concluded there was price gouging because 83 percent of the contracts were sold to consumers for more than twice the dealer cost.

Big 3, Toyota provide data for service contract study

According to the New York study, overpricing exists when the customer pays more than the manufacturer's suggested retail price for the contract. When there is no suggested price, gauging takes place when the customer pays more than twice the dealer's cost for the contract. Four companies provided data:

Ford Motor Co. provided information showing that of 105 service contracts, 57 percent sold above the suggested retail price. The average was $268 over the suggested price.

General Motors, 147 contracts, showing 61 percent of those contracts sold above the suggested retail price. The average was $265 over that price.

Chrysler Corp., 1,161 contracts, showing 46 percent sold above suggested retail price. The average was $273 over that price.

Toyota Motor Sales U.S.A. Inc., 300 contracts, showing 83 percent were more than twice the dealers' wholesale cost by an average of $252. Toyota does not provide a suggested price.

New trial for dealer, Toyota

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Former Missouri Toyota dealer Fred Angle, who won a $5 million award against Toyota Motor Sales U.S.A. in January, may have to prove a second time that the automaker used the controversial turn-to-earn allocation system to force him out of business.

Clay County Circuit Judge Kenneth Elliott has granted Toyota's motion for a new trial on the grounds the jury was given wrong instructions for setting damages.

Angle has appealed the decision.

Toyota, in a routine legal procedure, had asked Elliott to enter an order limiting damages. Instead, he decided to redo the trial.

Angle, who was a Toyota dealer in Kansas City from 1983 to 1986, charged Toyota with shorting his allocation of cars to force him out of business.

He accused the company of engaging in conduct that caused damage to his franchise; refusing to deliver vehicles in reasonable quantities and in a reasonable time; and imposing unreasonable standards of performance in violation of the Missouri Motor Vehicle Franchise Practices Act.

Mitsubishi gets sales, exposure in Value stake

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

CYPRESS, Calif. — A Japanese firm joined the Big 3 in the daily fleet rental business last week when Mitsubishi Motor Sales of America Inc. bought controlling interest in Value Rent-A-Car, based in Deerfield Beach, Fla.

Although Value is relatively small, the association is an important one for Mitsubishi, which expects three benefits:

- A steady stream of fleet sales.
- Increased product exposure.
- Low-mileage used cars for dealers.

"One of the reasons you like to own your own daily rental company is that you know that you'll have captive fleet business that you can count on, and then we can plan our production cycles and their fleet cycles in sequence," says Dick Recchia, Mitsubishi's executive vice president and chief operating officer.

Mitsubishi plans to supply 85 percent of Value's 20,000-unit requirements by year's end. Before, the fleet was dominated by Fords. Four-door Mirages, which Mitsubishi will begin building at the Diamond-Star Motors Corp. plant this fall, will be the biggest part of the fleet, supplemented by Galants and Monteros.

Mitsubishi has been riding a wave of increased sales. For the first quarter this year, sales were 68 percent ahead of last year, the best of any nameplate. Recchia says buying Value will help ensure continued success.

"We bought a rental company that specializes in tourist and leisure, rather than business, travel. That means people — families — are in our cars for an average of five to seven days, not two or three days," Recchia says. "Getting prospects into our cars is a key part of the equation."

Value currently has 25 locations in Florida, Louisiana, Georgia, Arizona, Colorado and Nevada, including new facilities in Las Vegas and Ft. Lauderdale and Orlando, Fla. Recchia said Mitsubishi is studying the California market for possible expansion in the mid-1990s.

Recchia says the acquisition will allow dealers to compete more aggressively in used cars.

"We're going to generate a Mitsubishi-branded entry-level price car into the market," said Recchia, "reaching owners who can't necessarily afford the new cars." Mitsubishi's least expensive car, the Precis, sells

see MITSUBISHI, page 52

With its majority control of Value Rent-A-Car, Mitsubishi has a captive fleet business.

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Curry questions data supporting boost in CAFE

By Jack Keebler
and Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTERS

WASHINGTON — The head of the National Highway Traffic Safety Administration last week raised doubts about the research supporting a bill that would force dramatic increases in corporate average fuel economy.

NHTSA Administrator Jerry R. Curry made the remarks during the annual SAE Government/Industry meeting in Washington. In a technical session earlier that day, the contractor who did the research for the Department of Energy faced stiff questions from a Chrysler Corp. economist. And he conceded his analysis did not justify the fuel economy increases in the legislation.

Curry

That measure, sponsored by Sen. Richard Bryan, D-Nev., looms as one of automakers' biggest fears as Congress considers ways to confront the global warming theory.

The theme of this year's session was the need for a government-industry dialogue in addressing mutual problems. Among the findings presented:

- The use of safety belts does not increase in cars with automatic, non-motorized belts.
- The fuel efficiency of the nation's car fleet can improve with current technology.
- Overall fuel economy has slipped because consumers have higher priorities than saving gas.

And in a conference-wide address, the president of Ford Motor Co. said half the world's global automakers will be lucky to survive the competition over the next 10 to 15 years.

The bill referred to by Curry would require that makers improve their CAFE by 20 percent from 1988 levels by 1995 and 40 percent by 2001. The current standard is 27.5 mpg.

"My discussions with engineers indicate that CAFE conclusions of a 40 percent increase by the year 2000 seem to rest on the analytical findings of one man," said Curry. "His work may be excellent, but then again it may not be."

Earlier, the DOE contractor, K.G. Duleep, director of engineering for Energy Analysis Inc., had defended his tough estimates. But he did make some small "revisions" in the automakers' favor.

Duleep said the DOE analysis did not support rules that would require a 20 percent increase in fuel economy by 1995 and a 40 percent increase by 2001.

He said, for example, that his analysis did not address the weight added by tougher emission controls and safety features. In conclusion, he said that the "maximum technology" called for to achieve the highest improvements in economy were "risky and not cost-effective to the consumer."

W.V. Bussman, an associate corporate economist with Chrysler Corp., attacked the original work done by Duleep with a zest rarely seen in SAE technical sessions. But Bussman added that the Duleep revisions had brought the estimates "more in line with what the industry believes are true."

Bussman's model only predicts a 5.4 to 7.5 percent improvement by 1995 from a 1987 baseline.

TECHNOLOGY'S EFFECT ON FUEL ECONOMY

Through the use of available technology, automakers will help keep carbon dioxide emissions constant through the end of the century, according to David Greene, a researcher at the Center for Transportation Analysis.

If automakers made no significant changes to their cars, the average fuel economy of this country's car fleet would increase 24 percent to 33.5 mpg between 1987 and 2001 just because older, less fuel efficient cars will be scrapped. If maximum use of current technologies is made, fuel efficiency could increase 46 percent to 39.4 mpg in 2001. Similar gains would be made with light trucks.

	1995		2001	
	Existing Technology Level	Maximum Technology	Existing Technology Level	Maximum Technology
Autos	29.30 mpg	31.53 mpg	33.50 mpg	39.40 mpg
Light Trucks	22.45 mpg	23.07 mpg	24.95 mpg	27.00 mpg

Inactive passive belts

The use of safety belts has not increased in cars equipped with non-motorized automatic lap and shoulder belts, a system used widely by General Motors, federal researchers said.

Although they are designed as passive restraints, the devices can be easily unfastened near the hip. They then can function similar to a conventional, active three-point system.

In contrast, preliminary studies show that fatalities have dropped 5 to 10 percent and injuries 16 to 23 percent in cars equipped with two-point motorized passive belts, said researchers from the National Highway Traffic Safety Administration.

Holding the line on CO2

By using available, cost-effective technology, automakers can help keep carbon dioxide emissions — believed to be a major cause of global warming — constant through the year 2000, said David Greene, a researcher at the Center for Transportation Analysis at the Oak Ridge National Laboratory in Oak Ridge, Tenn.

If automakers made no significant changes to their cars, the average fuel economy of the nation's car fleet would increase from 27 mpg in 1987 to 29.3 mpg in 1995 because older, gas-guzzling cars will be off the road. In 2001, the figure will be 33.5 mpg.

If automakers were to use all the available technologies — such as front-wheel drive, multivalve engines and aerodynamic design — fuel efficiency could be boosted to 31.53 mpg in 1995 and 39.4 mpg in 2001.

But the maximum achievable fuel economy is not the most economic, Green said. He said the maximum costs of those investments outweigh the benefits in fuel savings.

Big car trend continues

Representatives from Ford Motor Co., General Motors and the EPA said that technological advances have provided large fuel-economy benefits — but powerful forces in the marketplace are depressing fuel-economy numbers.

And there is nothing to indicate that this trend will be reversed soon.

Carmakers pointed out that although individuals say that fuel economy is one priority in buying decisions, they are also strongly influenced by low-cost fuel, safety features, rear-drive preferences, passenger capacity and towing and

see SAE, page 49

UAW blasts plan to sweeten GM's exec pension

GM Chairman Roger Smith's yearly pension would rise nearly $500,000 annually.

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors' proposal to dramatically boost the pensions of its top executives drew fire from the UAW.

The modified pension plan, if approved by shareholders at the May 25 annual meeting, would bump GM Chairman Roger B. Smith's yearly retirement payout to about $1.2 million, up from $700,000 under the existing plan. Smith retires at the end of July.

UAW President Owen Bieber called the sweetened pensions, which will cost the automaker about $42 million extra this year, "outrageous." UAW members are demanding improved pensions for members and retirees in this year's contract talks. GM's contract with the UAW expires Sept. 14.

Bieber said GM, in light of the proposed hike in pensions, has no excuse "to be less than fully responsive to the needs of our older members and retirees."

GM's new plan for its top 3,350 executives would apply the pension formula to salary as well as bonus. Under the present plan, GM bases pensions only on salary.

GM said surveys showed GM's pension plan was less competitive than 80 percent of the U.S. companies surveyed.

Mazda: Ford-Marine deal promising

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Mazda Motors of America hopes its credit arm can provide better service to Mazda dealers and win more business from them when Ford Motor Co. acquires Marine Midland Automotive Financial Corp.

The Ford-Marine Midland deal is expected to be completed in a few weeks.

Kazutomo (Ted) Tsuchiya, executive vice president of Mazda Credit, said Mazda Credit's penetration in dealer and customer financing has been "less than satisfactory" with Marine Midland, which has serviced Mazda dealers and buyers since 1987.

Mazda Credit finances less than 10 percent of new Mazda cars and trucks. That compares with 25 percent in early 1988. Mazda Credit provides floor-plan financing to only 30 of Mazda's 850 U.S. dealers.

Mazda dealers have complained that Marine Midland hasn't provided them with competitive interest rates and quick turnaround times in processing loan applications. Mazda was so unhappy with tightened credit policies and poor service at Marine Midland that it seriously considered bringing its credit arm in-house.

Tsuchiya said Mazda Credit "is still investigating and studying" various options to improve service to dealers. But the credit arm has another two years until its Marine Midland contract expires.

Tsuchiya said Mazda Credit may choose to evaluate the Marine Midland operation under Ford's control for the next two years.

Ford has assured Mazda that under its proposed acquisition of Marine Midland's business, announced April 14, Marine Midland's operations would be kept separate from Ford's North American Automotive Financing Operations.

GM's COUP

3-year NBC deal provides top programs, ad discount

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

General Motors' three-year $500 million-plus deal with the National Broadcasting Co. will lock up bigger ad discounts. It will also lock out GM's competition from top-rated programming — just in time for the Saturn launch.

Philip Guarascio, GM executive director of advertising and strategic marketing, said some of that blocked-out ad time will be devoted to GM's forthcoming Saturn cars.

With the launch of GM's Saturn in the wings, the deal establishes a "base and a vote of confidence from what has been our largest client," said Larry Hoffner, NBC executive vice president network sales.

Chrysler Corp. said there is still plenty of room for the automaker's ads on NBC prime-time. In fact, Chrysler had a chance to purchase advertising time during NBC's NFL programs but turned it down, said Arthur Kesterloot, Chrysler advertising and media relations manager.

"We just purchased a four-year contract with CBS and ABC (television networks) for football. We chose not to buy NBC (football programs)," said Arthur Kesterloot, advertising and media relations manager at Chrysler Corp.

"We compared the buys and found CBS and ABC (television networks) better for us. Additionally, we have a four-year commitment to (advertise during) National Basketball Association games on NBC."

Ford Motor Co. declined comment on the GM/NBC deal.

Advertising Age, a sister trade publication to *Automotive News*, reported that GM, Ford and Chrysler have signed contracts to sponsor ABC's "Monday Night Football" for four years, starting this fall.

Each automaker gets revolving quarter-by-quarter exclusivity in the Monday night games for an estimated $46 million each. They will likely be joined by three other car companies.

Toyota Motor Sales USA has agreed to be a sponsor of the halftime show while incumbent Monday Night Football advertisers Nissan Motor Corp. in U.S.A. and Mercedes-Benz North America are continuing negotiations. *Advertising Age* said Mazda and Honda would consider buying in if either Nissan or Mercedes-Benz pulls out.

Last week GM and NBC announced an advertising pact that makes GM the only domestic car advertiser during National Football League games on that network. Also, the deal gives GM first shot at NBC's prime-time programming and its cable networks, CNBC and Sports Channel America.

The agreement begins with the 1990-91 television season, is for a minimum of three years and worth in excess of $500 million.

GM's Guarascio, said the pact is consistent with GM's on-going effort to get the maximum value for GM's advertising expenditures to further the sales efforts of GM divisions, including Saturn Corp.

"It assures us access to NBC's best programs at very favorable rates," said Guarascio. "It helps our dealers to a degree that we can showcase our advertising on desirable programs while minimizing our competitors' access to those programs."

He added that the deal puts GM in a "better position to negotiate other advertising buys."

NBC's Hoffner called the agreement "the largest commitment made by any advertiser in the history of television advertising sales.

"We were not forced to make this deal," Hoffner said. "We embraced it with GM."

In the mid-1980s GM instituted a strategy whereby it demanded corporate-wide advertising discounts, rather than division by division, in exchange for multi-year contracts.

Many marketing experts applauded GM's latest move.

"They're squeezing all of their suppliers — that's just good business," said Thomas C. Kinnear, a professor of marketing and associate dean at the University of Michigan Business School.

Vehicle trade deficit declines in January

WASHINGTON — Falling demand for imported vehicles led to a 14.5 percent decrease in the U.S. automotive trade deficit in January.

The U.S. trade deficit in passenger cars and light trucks stood at $2.85 billion in January compared with $3.33 billion in January 1989, statistics from the U.S. Commerce Department show.

U.S. vehicle imports dropped "largely because the Big 3 experienced an overall decrease in sales in the U.S. market, which led to a decline in U.S. imports of their Canadian-made autos," according to Dennis Rapkins, Chief of the U.S. International Trade Commission's Transportation Branch.

The January improvement also reflected a 2.6 percent decline in the value of Japanese-made imports. "There was a slight contraction in U.S. demand for certain Japanese-made autos, and U.S. production by Japanese-owned automakers increased and continued to substitute for imports from Japan," Rapkins said.

The value of U.S. exports also declined for the month. U.S. automotive exports stood at $685 million in January compared with $853 million one year ago. The 19.7 percent drop was mainly due to a 26.5 percent reduction in exports to Canada.

The value of U.S. passenger car exports to Japan increased 82.6 percent for the month.

Several countries showed increases in the value of cars shipped to the United States. The value of January shipments increased 4.3 percent from West Germany, 49.1 percent from Mexico, 9.1 percent from the United Kingdom and 49.5 percent from Italy.

Countries that saw a decline included Japan, 2.6 percent; Canada, 22.5 percent; South Korea, 69.5 percent; Sweden, 58.4 percent; France, 92.8 percent and Brazil, 39.1 percent.

Among light truck-producing nations, Mexico was the only country to make headway in January. U.S.-bound shipments increased from 719 vehicles in January 1989 to 20,018 in January 1990.

The value of light truck imports fell 12.7 percent from Canada, 46.8 percent from Japan and 63.8 percent from "other" nations, the Commerce Department reported.

The value of U.S. exports of light trucks fell 62.0 percent for the month. The value of shipments to Canada was down 61.6 percent.

There were 320,866 light trucks and passenger cars imported to the United States in January 1990 compared with 405,962 a year earlier. The total quantity of light truck and passenger car exports fell from 74,678 in January 1989 to 54,308 last January.

For the 12 months ended Jan. 31, the automotive trade deficit was $41.8 billion compared with $43.2 billion the previous 12 months.

Ford to build 3 types of V-6

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

ROMEO, Mich. — Ford Motor Co. will offer 2.0-, 2.5-, and 3.0-liter displacement versions of its modular V-6 engines by the mid 1990s. They will likely power such vehicles as its Taurus-Sable and Tempo-Topaz cars.

David Hagen, general manager of Ford's Engine Division, said the automaker is planning a second phase of its new modular engine program that will produce V-6 engines; the first phase involves V-8 engines. The V-6 engines will be produced at Ford's Cleveland Engine Plant beginning around 1993.

Sources close to the project say Ford is considering building the modular V-6 engine for the future Tempo-Topaz's European counterpart, the Ford Sierra, at the Cleveland plant as well.

Ford currently is overhauling Cleveland Engine No. 2, one of two portions of the complex, to mirror its Romeo, Mich., engine plant. The Romeo plant, considered a model for future Ford engine plants, will build the 4.0-liter and 4.6-liter modular V-8 engines in as many as 12 variations on one assembly line.

Ford's new modular engine program allows the automaker to build several variations of an engine from one basic design. That allows Ford flexibility as it faces more stringent fuel economy and emission standards in the future.

Hagen said Porsche System Engineering in Weissach, West Germany, did up front work on the first designs for the modular V-6 engine. Ford accepted 90 percent of the Porsche design, Hagen said, although the Porsche design did not meet Ford's requirements.

Hagen said the combustion chamber on the Porsche-designed engine did not have the burn rate Ford wanted.

"It was a good experience (with Porsche), but, again, it taught us that Porsche is more premier in the areas of getting a lot of power out of good structure," said Hagen.

Cleveland nixes team concept

ROMEO, Mich. — Gutting its engine plant in Cleveland and installing new machinery will be the easy part.

The tough part will be persuading workers to adopt a team concept.

Ford Motor Co. wants its Cleveland Engine Plant No. 2 to mirror its Romeo, Mich., engine plant. In addition to new manufacturing methods, testing procedures and supplier requirements, Ford and the UAW in Romeo have implemented a team concept to boost quality.

But Cleveland workers, who operate under a traditional labor contract, are resisting the team concept.

"You won't see the team concept in Cleveland (Engine Plant). There are a lot of guidelines that we've had for 30 years, and we're not about to change things," said UAW Local 1250 President Jerry Melillo, who represents workers at Ford's Cleveland engine complex.

"Ford would like us to buy into the Romeo agreement. We won't. We believe we build the finest engines in the Ford system. Our emphasis will be on quality and training," Melillo said.

U.S. AUTOMOTIVE TRADE BY VALUE

(x $1,000)

Passenger cars

Country	Trade	Jan. 1989	Jan. 1990	Feb. 1988-Jan. 1989	Feb. 1989-Jan. 1990
Japan	Export	$ 26,124	$ 47,705	$ 287,731	$ 356,398
	Import	1,411,709	1,375,006	19,733,145	20,115,585
Canada	Export	428,739	314,971	6,335,644	6,033,202
	Import	960,373	743,831	13,226,271	12,656,109
West Germany	Import	471,006	491,407	6,290,122	5,040,956
South Korea	Import	244,565	74,526	2,459,144	1,422,397
Sweden	Import	212,153	88,278	1,767,827	1,525,507
Mexico	Import	47,934	71,486	1,209,789	1,198,336
Yugoslavia	Import	0	58	64,363	7,033
United Kingdom	Import	56,053	61,161	943,443	942,122
Italy	Import	12,845	19,198	150,054	269,062
France	Import	12,636	906	175,704	47,035
Brazil	Import	22,864	13,928	332,674	273,463
Others	Export	220,159	254,376	1,864,603	2,446,964
	Import	10,117	32,747	286,787	429,287
Car total	Export	675,022	617,052	8,487,978	8,836,564
	Import	3,462,255	2,972,532	46,639,313	43,926,892
TRADE BALANCE		(2,787,233)	(2,355,480)	(38,151,335)	(35,090,328)
Light trucks (up to 10,000 lbs. gvw)					
Canada	Export	$ 149,520	$ 57,355	$ 1,576,406	$ 1,607,266
	Import	460,759	402,260	3,625,783	5,640,613
Japan	Import	251,027	133,501	3,211,964	2,467,172
Mexico	Import	719	20,018	10,546	140,887
Others	Export	28,683	10,266	384,137	169,822
	Import	7,131	2,582	131,970	202,215
Truck total	Export	178,203	67,621	1,960,542	1,777,088
	Import	719,636	557,774	6,986,854	8,451,887
TRADE BALANCE		(541,433)	(490,153)	(5,026,312)	(6,674,799)
Car and truck total	Export	853,225	684,673	10,448,520	10,613,652
	Import	4,181,891	3,530,306	53,626,167	52,378,779
VEHICLE TRADE BALANCE		(3,328,666)	(2,845,633)	(43,177,647)	(41,765,127)
TOTAL U.S. Merchandise trade (customs value)	Export	28,364,700	32,072,100	326,808,800	367,690,200
	Import	36,886,100	41,324,700	443,899,900	477,415,200
TRADE BALANCE		(8,521,400)	(9,252,600)	(117,091,100)	(109,725,000)

U.S. AUTOMOTIVE TRADE BY QUANTITY

Passenger cars

Country	Trade	Jan. 1989	Jan. 1990	Feb. 1988-Jan. 1989	Feb. 1989-Jan. 1990
Japan	Export	1,845	2,659	22,880	22,780
	Import	150,374	139,134	2,101,502	2,040,276
Canada	Export	39,957	26,661	622,918	55,7439
	Import	85,957	71,614	1,186,316	1,136,773
West Germany	Import	20,173	20,997	258,788	217,087
South Korea	Import	42,057	12,879	443,491	241,431
Sweden	Import	13,058	5,463	140,640	93,910
Mexico	Import	5,128	7,332	140,261	135,253
Yugoslavia	Import	0	15	23,942	2,356
United Kingdom	Import	1,792	2,257	31,583	29,843
Italy	Import	501	637	5,829	9,455
France	Import	1,041	77	16,465	3,921
Brazil	Import	3,942	2,278	57,410	44,483
Others	Export	17,197	19,715	147,604	189,886
	Import	681	2,066	17,847	27,347
Car total	Export	58,999	49,035	793,402	768,409
	Import	324,641	264,749	4,395,075	3,982,135
TRADE BALANCE		(265,642)	(215,714)	(3,601,673)	(3,213,726)
Light trucks (up to 10,000 lbs. gvw)					
Canada	Export	13,541	4,500	154,683	134,602
	Import	43,400	31,336	320,817	438,826
Japan	Import	37,849	23,143	536,520	407,885
Mexico	Import	0	1,629	29	9,791
Others	Export	2,138	773	31,428	22,169
	Import	72	9	2,261	2,391
Truck total	Export	15,679	5,273	186,111	156,771
	Import	81,321	56,117	860,827	860,627
Trade balance		(65,642)	(50,844)	(674,716)	(703,856)
Car and truck total	Export	74,678	54,308	979,513	925,180
	Import	405,962	320,866	5,255,902	4,842,762
TRADE BALANCE		(331,284)	(266,558)	(4,276,389)	(3,917,582)

Compiled by Automotive News from official statistics of the U.S. Commerce Department, as reported by the U.S. International Trade Commission. Because of rounding, figures may not add to the totals shown.

Service Index rises in March, 1st quarter

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business at auto dealerships in March continued on the positive side for the third consecutive month.

With all five indicators in the Automotive News Service Index registering increases for the second month in a row, March service and parts volume amounted to 106.2 percent of the shop business performed in March 1989.

Although March volume was ahead of the year-ago total, the increase was less than the gains reported by dealers in February, which was up 13.6 percent over the corresponding year-ago month, and January, up 12.3 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

March's leading indicator was total labor sales (customer-paid and warranty), which topped last year's volume by 12.9 percent. Next was sales of parts and accessories, up 4.6 percent.

Shop parts sales, used on both customer-paid and warranty repairs, were up 3.0 percent. Gross profit on all labor, parts and accessories — the most important indicator from the dealers' viewpoint — was 2.6 percent above last year's figure. Repair orders written were 0.1 percent over the number in the same month last year.

Dealer service and parts business for the first three months of 1990 was 110.7 percent of the volume for the comparable period a year ago. All five indicators used in the compilation also were up from the corresponding 1989 period.

Sales of all parts and accessories led the year-to-date indicators with an increase of 10.5 percent, followed by gross profit, up 8.9 percent. Total labor sales increased 8.8 percent; shop parts sales climbed 7.3 percent; and repair orders written were up 0.1 percent.

SERVICE INDEX 106.2*

	March, '90 vs. March, '89	Jan.-March, '90 vs. Jan.-March, '89
Gross Profit on All Labor and P&A Sales	+ 2.6%	+ 8.9%
Repair Orders Written	+ 0.1%	+ 0.1%
Total Labor Sales (Customer & Warranty)	+12.9%	+ 8.8%
Shop Parts Sales (Customer & Warranty)	+ 3.0%	+ 7.3%
Sales of All P&A	+ 4.6%	+10.5%

* Survey by Automotive News shows that dealers' service and parts business in March 1990 was 106.2 percent of business in March 1989. Service business in the first 3 months of 1990 was 110.7 percent of business in the corresponding period in 1989

523,800 outlets sell auto goods

LANHAM, Md. — In 1989, more than a half million outlets were selling automotive products to consumers, according to an Automotive Parts and Accessories Association study tracing the aftermarket distribution system.

The association's fourth edition of *The Retail Distribution of Automotive Products* found 523,800 such U.S. outlets in 1989 despite the year's high rate of merger and acquisition activity.

The total includes 52,600 traditional (auto supply and tire stores), 24,500 jobber, 298,200 service outlets and 148,500 mass merchandisers. Service locations include car dealerships, service stations, specialty and general repair shops, recreational vehicle and motorcycle dealers, car washes, parking lots and quick lubes. Mass merchandisers include discount, department, hardware, food, drug and variety stores.

The association estimates one-third of all U.S. retail establishments now sell auto products.

ESTABLISHMENTS HANDLING AUTOMOTIVE PRODUCTS IN 1989
(in thousands)

Type of outlet	1980	1983	1986	1989
Traditional	43.4	50.2	53.3	52.6
Service outlets	317.3	313.1	290.7	298.2
Mass market	130.3	133.1	140.6	148.5
Jobbers	29.5	22.2	22.7	24.5
Total	520.5	518.6	507.3	523.8

SOURCE: Auto Parts & Accessories Association

OUTLOOK:

Makers' impact on aftermarket to lessen despite niche vehicles, longer warranties

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

LAS VEGAS — The automakers' role in designing, producing and marketing a variety of vehicles will have less impact on the future of the U.S. automotive aftermarket than it might appear.

Richard J. Sherman, general director of sales and marketing for GM's Service Parts Operation, delivered that message to a marketing conference sponsored by the Motor and Equipment Manufacturers Association and the Automotive Warehouse Distributors Association.

Sherman

Sherman said that niche-market vehicles, shorter product cycles, vehicle quality improvements, extended warranties and technological advancements have a limited impact on parts proliferation, but could open new avenues of business for the automotive parts aftermarket and independent service outlets.

To a large extent, Sherman said, niche vehicles are designed and manufactured for special needs of select groups of customers. They are unique, functionally and cosmetically, he said.

"To cite a current example, the two-passenger Buick Reatta and the five-passenger Buick Riviera appear very unique and different from each other," he said. "Their bodies and interiors are certainly unique, but much of the drivetrain and componentry, which is not perceptible to the consumer, is common to both vehicles."

Future vehicles, Sherman said, also will tend to share more componentry while still having unique niche-market appearances.

According to Sherman, the keys to meeting rapidly changing consumer tastes — economies and timing of shorter vehicle design, development and product cycles — also dictate that similar components be used when possible.

He said the impact of more niche-market vehicles and shorter product cycles on parts proliferation and serviceability will not be as great as suggested by the variety of vehicles offered now and in the future.

Sherman said many manufacturers are targeting a 100,000-mile trouble-free vehicle to meet consumers' minimum perceived demands. He said this dictates development of more reliable and durable component parts and shorter required maintenance intervals.

As quality improves, vehicles will remain on the road longer. Vehicles 10 years old or older represented 12 percent of the vehicle population in 1970, 20 percent in 1978 and 32 percent in 1988. This is expected to continue, he said.

The focus of independent service outlets on three- to 10-year-old vehicles could shift to six- to 15-year-old models, he said. This affects both extended and original-equipment-manufacturer warranties, but Sherman does not expect it to greatly impact service market size. "In light of the component quality improvement goals of most OEMs and increasing vehicle life expectancy, improved warranties in and of themselves may have little impact on the size of the independent aftermarket," he said.

There is little doubt that future vehicles will be more technologically advanced and more complex, Sherman said. Even so, he added, customer preference and competition still will have a large impact on where consumers go for service of their more complex vehicles.

"Customers will go where it is most convenient and where they get satisfaction," he said. "Obviously, in many cases, distribution channel participants will need to acquire new service skills if they hope to capitalize on the technologically driven aspects of vehicle repair."

"In order to adapt, investment in people, through training, and diagnostic equipment, as well as management of technological information, must be made."

REWARD

Ford dealer service employees get perks for better customer satisfaction ratings

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Ford Motor Co. has introduced a program that awards dealership service employees cash and prizes for improvements in the dealership's customer satisfaction rating.

Kenneth W. Myers, parts and service marketing manager for Ford Parts and Service Division, says the incentive program, called "Values in People," is designed to involve dealership personnel in a team effort.

"It gives dealership employees a strong motivation to work for improved customer satisfaction — motivation in the form of quarterly cash, merchandise or travel," Myers says.

Under the program, if the service rating of the dealership improves a minimum of two-tenths of a point in a quarter, compared with the same year-ago period, workers will receive cash or points that can be used for merchandise and/or travel.

Ford grades a dealership's customer satisfaction on a 1-10 scale, with 10 the best score. The Quality Commitment Performance rating is based on surveys by Ford Parts and Service Division of a dealership's service customers and new buyers.

In the rating system, Ford and Lincoln-Mercury dealers averaged a score of 7.58 for 1989 and 8.07 for the first quarter of 1990, Myers says. "We want to continue to improve that average," he adds. "With this program, there are so many more employees involved in this part of the activity, and they are the ones always left out. The program will get all of them thinking."

Myers says Ford already has evidence that the program is working. "Never before have we had dealership technicians coming up asking how they did on their Quality Commitment Performance," he says. "Now we have them asking."

Ford started the program after recognizing the one ingredient it had neglected in its many initiatives to improve customer satisfaction and dealer handling of customers — a reward for employees when the dealership improves its rating.

He said the division has targeted its largest 2,000 metropolitan dealers.

"Any dealer can sign up for the program, and we have a lot of other dealers as well," he says. "But we find the smaller, more rural dealers have very good customer relations, generally. Their scores are somewhat higher than those of larger metropolitan dealers."

Myers

Initially, 2,500 of Ford's 5,500 dealers enrolled approximately 34,500 service employees. The division was successful in signing 87 percent of the target group.

Enrollment is open to two groups of employees. Group A includes parts and service directors, service and parts managers, service advisors, body shop managers and foremen, dispatchers, cashiers, switchboard operators, and rating program coordinators.

Group B employees include technicians, vehicle prep personnel, and retail and shop parts personnel (excluding wholesale personnel).

Awards for Group A employees range from $300 in top-volume dealerships, $200 in mid-volume dealerships and $100 in low-volume firms, while Group B dealership employees receive $200, $100 and $50, depending on the size of the dealership.

Ford parts and service funds 50, 75 or 100 percent of the award's cost based on improvement over the overall service rating in the comparable year-earlier quarter.

Ford will fund 50 percent of the awards' cost for a 0.2 point improvement, 75 percent for a 0.4 improvement, and 100 percent for an 0.8 improvement.

As an example, if a dealer had a 7.60 overall service satisfaction score in the prior-year quarter, and the score improved to 8.00 this year (0.4 improvement), the dealer's employees would receive awards, and Ford would fund 75 percent of the award costs.

If the dealership does not attain its improvement target, no awards are issued, and there is no cost to the dealer.

Any charges for the program are billed quarterly to the dealer's parts statement.

Association aids exporters

LAS VEGAS, Nev. — The Automotive Service Industry Association has devised a program to help qualified members begin exporting or expand their export operations in overseas markets.

The association has received export certification status from the United States Commerce Department under terms of the 1982 Export Trading Company Act.

Certification permits the association to operate as an export trading company. Qualifying member companies will be able to operate as trading companies under the umbrella of the association.

The program was kicked off here with a meeting attended by representatives of about 50 member firms during the association's international automotive aftermarket convention.

Lorne Nedvidek, director of international affairs for the association, said members can obtain a certificate of preclearance allowing the firms to engage in export activities on a joint basis with competitors if they wish, and to prepare joint bids, establish export prices, allocate markets and exchange information.

"The association's role," he said, "is to serve as a catalyst for the participating members to develop creative ways to use the antitrust protection afforded by the act for the purpose of launching or expanding their markets overseas."

Florida consumers win majority of new lemon law cases

By Helen Kahn
SENIOR CORRESPONDENT

More than 70 percent of consumers who had cases approved for arbitration under Florida's toughened lemon law were successful last year.

As a result, Florida Attorney General Robert A. Butterworth is calling the first year of the state's second generation lemon law a success. Consumer awards were worth $2,934,936.

Consumers won 89 of the 136 cases decided by the state board, with a total value of $1,917,943, or an average of $21,550. All but four of the winning consumers chose refunds over replacement vehicles.

An additional 64 consumers entered into settlements before a hearing. Of those, 56 received full refunds or replacement vehicles.

Only 206 lemon cases were handled last year, partly because of normal start-up delays and partly because no pending lemon cases were covered retroactively by the new law. Of the 206, four were withdrawn by consumers. Two others were already in negotiation.

The state expects far more activity in 1990. There will be carryover cases from 1989, and consumers better understand their rights. In the first two months of 1990, 116 lemon cases were underway.

The Florida law covers purchased and leased new vehicles and demonstration models. It covers cars, vans, utility vehicles, light trucks and mechanical and structural parts of recreational vehicles.

FLA. LEMON LAW

Table compares each company's share of Florida car market with its share of the Florida complaint market. A total of 89 complaints were decided for consumers by Lemon Law arbiters.

Company	Share of complaints	Share of car sales
Chrysler	20.2	14.7
Ford	42.7	23.9
GM	18.0	35.0
All Others	19.1	26.4

Source: Florida Lemon Law Arbitration Program

After the vehicle undergoes three failed repair attempts or spends 30 days out of service, the consumer must give the maker one final chance to fix the problem. If not satisfied, the consumer then uses a state-certified manufacturer arbitration program if there is one or goes directly to the state-run board. If still dissatisfied with that decision, the consumer may take the case to court.

On resale, the vehicle's lemon status must be disclosed.

Buyers of new cars in the state get a Lemon Law Rights Booklet and defect-notification forms.

By April 1989, cases had started to trickle in and by May, the attorney general had appointed 48 arbitrators still to be trained.

During the last half of 1989, Ford, Toyota, General Motors, Saab, Rolls Royce, Volkswagen and Honda received state certification for programs.

Philip Nowicki, who runs the Florida program and was the chief author of the law, says most cases involved new cars and the automaker's failure to fix the problem in three tries. When filing for arbitration, the average consumer had used the vehicle for 5.8 months or 7,707 miles and incurred expenses of $311.67.

Of the 136 decisions, three have been appealed: one by Chrysler, one by Mercedes-Benz and one by a consumer against Isuzu. All are still in court.

By far, the greatest problems were engine-related — starting, stalling and rough running.

Nowicki has worked out a Lemon Index, based on the number of units sold in Florida and where at least two cases were decided in favor of consumers.

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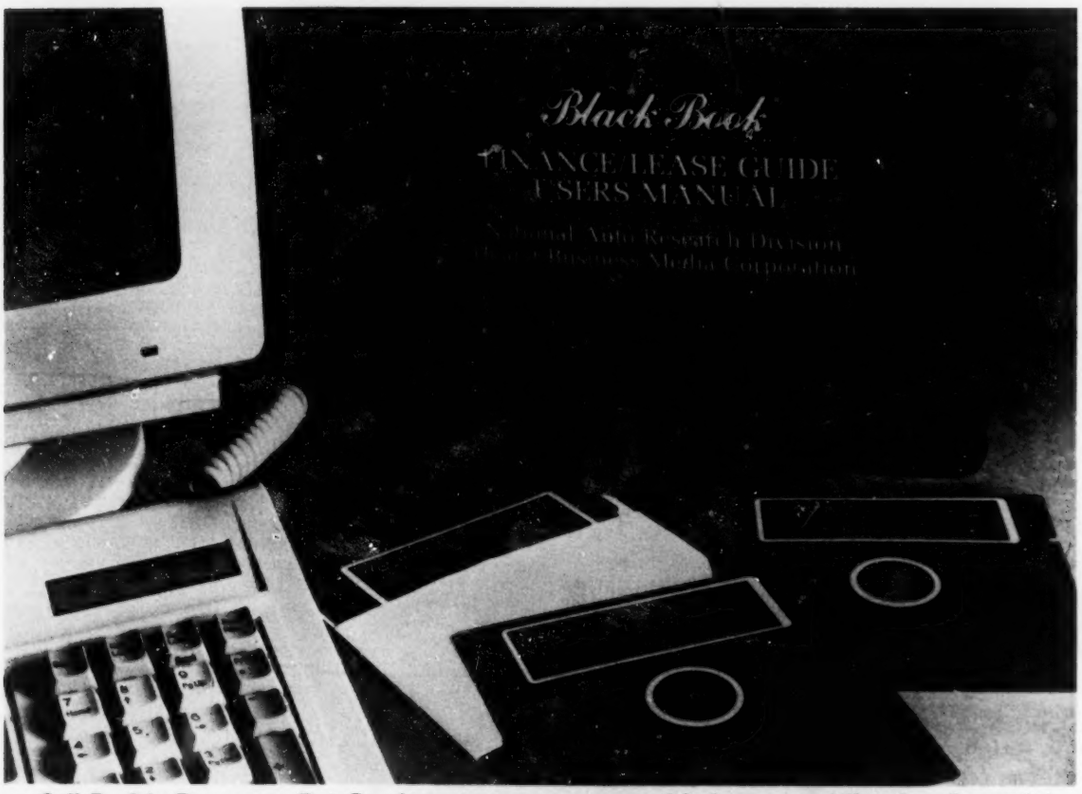

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Court calls lemon ruling too generous

By Helen Kahn
SENIOR CORRESPONDENT

It looks like John D. DePaola won't be getting lemonade from his "lemon" 1985 Volvo after all.

An arbitrator had awarded DePaola a new 1987 Volvo 745 GLE after ruling his 1985 version with 47,000 miles on it was a lemon. A lower New York court upheld that award.

But now a divided New York state appellate court has ruled that the arbitrator was too generous. The case has been sent back to arbitration.

DePaola, complaining of engine stalling and vibration at high speeds, had gone to arbitration under Volvo's dispute settlement program with the American Arbitration Association.

He was awarded the 1987 Volvo under the "comparable vehicle" provision of New York's lemon law.

Volvo of North America unsuccessfully challenged that award in a lower court.

The company appealed again, and the court, in a 3-2 decision, rescinded the award.

The court, referring to the legislative history of the New York law, says a "comparable vehicle" means a "vehicle of the same year and model and which has approximately the same mileage as the vehicle being replaced."

But this is not necessarily a "new" vehicle.

The court pointed out that the state lemon law provides for either a replacement vehicle or a refund of the purchase price.

It also allows adjustments for mileage over 12,000 as well as damage beyond normal wear and improvements.

The court reasoned that these same factors will be considered for the "comparable vehicle" option.

"Thus, the statute provides for alternative remedies that are of equivalent value.

"To uphold the award in this case would frustrate the statutory scheme and allow the consumer to choose between remedies that are grossly disproportionate in value," the court said.

EARNINGS

FROM PAGE 1

climbed to $15.25 on May 1 following the earnings report.

Chrysler Corp. Chairman Lee Iacocca said that despite first quarter production cuts, weak sales and costly incentives, the company's automotive operations were profitable. Chrysler said it was able to achieve about $200 million in fixed-cost savings during the quarter as part of its $1.5 billion cost-cutting program.

"Our $1.5 billion cost-cutting program is certain to become a major competitive advantage for Chrysler," Iacocca said. "We are on the road toward our goal of becoming the lowest-cost, highest-quality automotive producer in North America."

Incentive costs averaged $1,400 per vehicle during the quarter, nearly double those of one year ago, the company said.

Chrysler Financial Corp. came to the rescue of Chrysler Corp.'s bottom line in the first quarter by earning $89 million. Only $66 million was passed along to the corporate parent because of preferred stock action and because of tax rate changes when the subsidiary's earnings are consolidated with those of its parent.

John P. Tierney, chairman of Chrysler Financial, said the subsidiary's net earnings were 37 percent higher than the previous first quarter record of $65 million set in 1988 and 1989. He credited lower borrowing costs.

Chrysler said its worldwide factory unit sales fell 26 percent in the quarter to 493,612 vehicles from the comparable period of 1989. Revenues fell 22 percent to $7.5 billion from the first quarter last year.

But Iacocca noted that the "financial community demonstrated its confidence in the company" through its purchase of $1.1 billion in 30-year bonds to finance the Chrysler Technology Center in Auburn Hills, Mich.

Chrysler in the first quarter did not recognize any gain realized from the $825 million sale of Gulfstream Aerospace Corp. in March, 1990. The company said any gain would be accounted for when the remaining units of its Chrysler Technologies operations are sold. Those units are Electrospace Systems, Inc., a supplier of electronic products and systems, and Chrysler Technologies Airborne Systems, Inc., a military aircraft products and systems company. (See story, Page 1.)

Ford Motor Co.

Ford Motor Co. earned $506 million in the first quarter, down 69 percent from a record $1.6 billion in the first quarter of 1989.

Chrysler's incentive costs averaged $1,400 per vehicle during the quarter. That was nearly double those of one year ago.

David McCammon, Ford treasurer and vice president of finance, attributed the sharp decline to soft U.S. sales and lower production rates at its U.S. plants, record costs for incentives and weaker overseas earnings due to economic and labor problems at foreign subsidiaries.

Ford's revenues totaled $23.6 billion, down 9 percent from the first quarter of 1989. Ford's worldwide sales and revenues were $23.6 billion, down nine percent. Factory unit sales slid 17 percent to 1,443,000 in the first quarter. Ford sales outside of the United States were up only slightly.

Profits margins tumbled to 1.7 percent in the first quarter from 6.6 percent in the year-ago first quarter.

Ford earned $315 million on its worldwide automotive business in the first quarter of 1990, down 79 percent from year-ago levels. Ford's U.S. automotive profits amounted to $160 million, down 80 percent; overseas profits totaled $155 million, down 72 percent.

In the United States, Ford spent an average of $1,000 per vehicle on incentives. That compares to an average $400 per vehicle in the year-ago period and $800 in 1989's fourth quarter.

McCammon said work stoppages in Ford plants in Dagenham and Halewood, England, and Mexico cost the company $220 million.

Worldwide capital expenditures hit a first-quarter record of $1.6 billion. Capital expenditures coupled with some costs associated with the $2.5 billion purchase of Jaguar reduced Ford's cash reserves. Ford's cash at the end of the first quarter was nearly $2.9 billion, compared with $4.1 billion at the end of the fourth quarter.

Jaguar had a operating profit, but Ford's costs acquiring Jaguar had a negative impact on profits.

Ford's Financial Services Group reported $191 million in earnings, up 35 percent million from a year ago.

General Motors Corp.

General Motors' profits dipped sharply in the first quarter due to sagging auto sales and higher incentive costs.

Production also was cut in the first quarter to bring dealer inventories down, further affecting earnings.

GM profits plunged 54 percent to $710 million on total revenues of $30.1 billion from $1.6 billion on revenues of $33.2 billion for the first quarter in 1989.

The company's cost reduction program in the first quarter of $800 million affected profits favorably, and overseas operations continued at record levels, according to the automaker.

Electronic Data Systems Corp. had first-quarter earnings of $110 million on sales of $1.4 billion. That compares with $100 million in profits on sales of $1.3 billion for the same period a year ago.

Revenue from EDS's non-GM business was up 16 percent in the first quarter and accounted for 46 percent of total EDS revenues compared with 44 percent for first quarter 1989.

EDS corralled several new customers in the first quarter of 1990 including two state agencies — the Kansas Department of Social and Rehabilitation Services and the Texas Comptroller's Office.

The company also signed an agreement with Texas Air Corp. in which EDS and Texas Air each will own 50 percent of a partnership operating the computer reservation systems of Texas Air's System One Corp.

GM Hughes Electronics Corp. reported first-quarter profits of $183 million on revenues of $2.9 billion. That compares to profits of $210 million on revenues of $3.0 billion during the first quarter of 1989. Lower earnings and revenues of the electronics and defense subsidiary were due to reduced defense spending and lower production of GM vehicles, which use the subsidiary's electronics.

And GMAC reported first-quarter earnings of $336 million, down six percent from 1989. Earnings were down at GM's financial arm due to lower wholsale financing volume.

The company financed or leased 526,000 new cars and trucks in the United States in the first quarter of 1990, down slightly form the prior-year level.

Despite a drop in total U.S. automotive sales in the first quarter of 1990, GM total retail vehicle sales were up, bringing GM's market share for total vehicles to 35.2 percent, a slight improvement over first quarter of 1989.

Worldwide factory sales of vehicles to GM dealers totaled 1.8 million units, down 14 percent from the same period in 1989.

GM dealers in the United States sold 1.2 million cars and trucks in the first quarter, up 1.4 percent from 1.2 million for the first quarter a year ago.

GM overseas unit sales totaled 618,000 cars and trucks, 3 percent above levels sold in the first quarter of 1989.

Convertible introductions

AUTOMOTIVE NEWS / CHRISTINE BEEVER

Unspecified supplier delays Lotus Elan arrival

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Group Lotus's new Elan two-seater will miss the summer convertible selling season in the United States because of supplier-related production delays.

When the company's first all-new car since 1975 debuted at the London Motorfair last fall, the Elan was expected to reach dealerships in Britain in January and in the United States in spring.

But shipments have been held up by problems with three component suppliers, said Lotus Managing Director Michael Kimberley. He said most problems have been overcome and production will increase steadily until the end of August.

Lotus, owned by General Motors, has 4,700 orders for the Elan.

Until two weeks ago, dealers in Britain had received just 25 demonstrators. Kimberley said about 60 cars now have been delivered, and he predicted a U.S. launch in September or October.

"We would have liked to have been ready for the spring selling season in the U.S., but we're a small company and can't do everything at once," he said.

Lotus is not specifying the supplier problems. Peter Riddle, product planning manager, said, "We've been living a little bit hand-to-mouth with one supplier whom I'd rather not name."

Ronald Foster, president of Lotus Cars USA Inc., said he hopes Elans can begin arriving in the United States as early as August. He expects about 400 cars during the calendar year.

"But we haven't sat down with dealers and said here is a firm launch date," said Foster.

Foster said he is not concerned: "A dealer would probably be more upset than me about missing the peak season. The demand is so strong it is not going to impact the sales of the car."

Foster said the U.S. import arm stopped counting orders at about 1,500. "If we had 2,000 cars now the dealers could probably find homes for them," he said.

Lotus Cars USA first showed the front-wheel-drive Elan in December. At that time it announced a price of $33,900 for the 137 mph turbocharged version of the 1.6-liter, 16-valve Isuzu-Lotus, and it said Lotus said dealer shipments would begin in June.

But Foster said a final price has not been set. "It is probably going to be more than $33,900."

Lotus plans to export up to 1,000 Elans annually to the United States out of full production of 3,000 units. Kimberley said production is running at the rate of four a day and is due to reach 12 a day by the end of August.

DELAYED

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dealers expressed dismay at missing the prime convertible selling season.

"Every day we delay jeopardizes our opportunity to make inroads into the market," said Mark Stolkin, owner of Century Chevrolet in Bloomington, Ill. "I think we should have hung onto the Cavalier convertible until the Beretta was ready. We certainly are missing some market by not having either one at this point."

The Cavalier convertible converted by ASC was dropped at the end of the 1989 model year.

"I have no problem with them delaying until they make sure the quality is right," said Bill Nimnicht Jr., president of Nimnicht Chevrolet in Jacksonville, Fla. "But I think the car would have been a good summer seller. It's a beautiful vehicle."

Ken Meade, owner of Pointe Dodge in Detroit and chairman of the Dodge National Dealer Council, said, "We could have used the Shadow convertible, especially considering the market conditions. We would have loved to have seen it in May. It's not what we like, but we will have to grin and bear it."

Chrysler's internal sales target is 25,000 Shadow convertible units annually, and the company plans to sell the vehicle for $13,000 to $15,000, according to a company source. Chrysler sold 82,953 Shadows in 1989, and sales are down 18.30 percent through the first four months of 1990.

The Shadow ragtop has been on-again/off-again. It was originally planned as a 1988 model.

Chrysler sparked the revival of domestic ragtops in the early 1980s.

In the 1982 model year, Chrysler, looking for a way to expand consumer interest in its K-car, hired C&C to make a LeBaron convertible.

C&C predicts the market will continue to boom, with 127,000 domestic and 87,000 import convertibles to be sold in the United States in the 1990 model year and 146,000 domestic convertibles and 89,000 import units in the 1991 model year.

Also introduced or scheduled to be introduced this year are convertible versions of the Oldsmobile Cutlass Supreme, Lotus Elan, Geo Metro, Toyota Celica, Mercury Capri, Yugo Cabriolet, Buick Reatta.

SAE

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load-hauling capabilities.

According to J.D. Murrell, project manager with the EPA in Ann Arbor, Mich., fuel economy has been declining since 1988. The passenger-car fleet fuel economy was 28.6 in 1988 and is 27.8 for 1990.

Benton: Shakeout due

The president of Ford Motor Co. predicts that only five to six of the world's full-line automakers will survive the next 10 to 15 years.

Philip E. Benton Jr. portrayed an economic and technological battle of automotive titans. Under his scenario, 10 to 12 of the largest automaker adversaries will be pitted against each other in a global struggle over the North American, Asian and European markets. Half of them will survive.

The weapons will be "massive" capital investments, large cost and time efficiency improvements, ever-shorter model-cycle times, global-product strategies and high technology, said Benton.

Benton complimented government representatives and industry engineers at the conference for their efforts to provide a forum for "a meeting of minds" in order to find a balance among society's competing demands.

SALES

DOMESTIC CAR SALES, APRIL

	Apr. 1 to Apr. 30, 1990	Same Period, 1989	Apr. 1990	Same Month, 1989	Jan. 1 to Apr. 30, 1990	Same Period, 1989
Talon	780	0	1,844	0	8,559	0
Premier	393	1,298	993	3,596	4,935	14,750
Total Eagle	**1,173**	**1,298**	**2,837**	**3,596**	**13,494**	**14,750**
Horizon	477	1,059	1,271	2,862	7,897	10,630
Laser	1,350	694	3,529	1,638	16,595	4,424
Sundance	1,701	2,745	4,683	7,109	18,705	27,275
Reliant	265	1,212	364	3,497	1,924	13,335
Acclaim	2,263	3,289	7,934	9,139	33,863	22,771
Caravelle	0	20	0	58	0	377
Gran Fury	0	44	0	230	0	1,237
Total Plymouth	**6,056**	**9,063**	**17,781**	**24,533**	**78,984**	**80,049**
LeBaron A/LeBaron K	1,213	19	3,088	79	6,328	477
LeBaron J	2,224	3,806	5,606	9,579	19,332	29,665
LeBaron GTS	287	165	362	490	983	2,001
Fifth Avenue (rwd)	93	432	133	1,410	571	5,609
Fifth Avenue (fwd)	898	0	2,156	0	11,399	0
Imperial	353	0	837	0	4,221	0
New Yorker C	802	3,430	2,237	9,465	11,857	35,427
New Yorker E	0	4	0	17	0	78
Total Chrysler	**5,870**	**7,856**	**14,419**	**21,040**	**54,691**	**73,257**
Omni	461	999	1,261	2,753	7,816	10,442
Shadow	1,993	2,495	5,298	6,485	21,878	26,778
Monaco	139	0	327	0	928	0
Daytona	1,372	3,271	3,082	8,431	11,975	25,127
Aries	225	1,113	298	3,215	1,518	12,776
Lancer	185	90	225	293	734	1,217
Spirit	2,312	2,585	6,823	7,145	29,248	19,622
Diplomat	0	75	0	211	0	1,787
Dynasty	2,080	4,146	6,214	11,041	32,178	41,935
Dodge 600	0	23	0	78	0	382
Total Dodge	**8,767**	**14,797**	**23,528**	**39,652**	**106,275**	**140,066**
CHRYSLER MOTORS	**21,866**	**33,014**	**58,565**	**88,821**	**253,444**	**308,122**
Escort	10,672	8,691	24,330	27,078	91,213	114,996
Mustang	4,099	6,081	10,449	19,192	40,927	65,606
Tempo	6,442	6,152	21,600	21,172	83,606	80,955
Taurus	10,269	11,496	30,972	35,070	115,344	118,345
Thunderbird	3,865	4,057	10,744	12,897	38,667	43,289
Probe	3,368	4,371	8,945	11,325	36,838	41,255
Crown Victoria	4,523	3,192	11,011	9,745	37,805	35,225
Total Ford Div.	**43,238**	**44,040**	**118,051**	**136,479**	**444,400**	**499,671**
Topaz	2,894	2,542	7,675	8,148	27,722	31,958
Sable	3,605	3,680	8,856	12,685	34,404	38,592
Cougar	3,739	3,260	8,687	10,799	28,764	35,681
Grand Marquis	3,769	3,163	8,782	9,376	25,760	36,245
Total Mercury	**14,007**	**12,645**	**34,000**	**41,008**	**125,953**	**142,476**
Continental	2,118	1,499	4,755	5,052	23,162	19,559
Town Car	4,322	3,235	13,256	11,982	50,793	37,732
Mark VII	865	733	2,227	2,351	8,961	8,628
Total Lincoln	**7,305**	**5,467**	**20,238**	**19,385**	**82,916**	**65,919**
Total L-M Div.	**21,312**	**18,112**	**54,238**	**60,393**	**208,869**	**208,395**
FORD MOTOR CO.	**64,550**	**62,152**	**172,289**	**196,872**	**653,269**	**708,066**
Skyhawk	56	767	127	2,051	585	6,967
Somerset/Skylark	3,789	2,094	8,654	5,830	34,798	19,455
Century	3,976	5,390	9,320	12,441	40,270	47,419
Regal	2,940	3,083	6,902	7,636	20,244	26,942
LeSabre	5,970	5,028	15,475	12,155	53,678	38,464
Reatta	289	420	702	847	2,322	2,516
Electra	1,154	2,502	3,363	6,786	18,699	26,029
Riviera	761	1,191	2,189	2,486	7,046	6,877
Total Buick	**18,935**	**20,475**	**46,732**	**50,232**	**177,642**	**174,669**
Cimarron	0	0	0	15	0	227
Allante	86	81	205	278	1,040	1,101
Seville	1,198	658	2,317	1,992	10,013	8,022
DeVille	5,265	5,041	11,869	15,512	57,947	56,567
Brougham	910	961	2,452	3,072	11,692	12,227
Eldorado	997	958	2,324	2,895	7,982	10,925
Total Cadillac	**8,456**	**7,699**	**19,167**	**23,764**	**88,674**	**89,069**
Geo Metro	628	0	1,605	0	4,241	0
Geo Prizm/Nova	3,373	2,821	9,207	7,119	38,111	17,980
Cavalier	10,758	8,453	28,274	25,596	105,283	98,458
Camaro	2,413	4,016	6,523	12,205	23,778	36,910
Celebrity	883	5,098	2,219	18,022	10,046	74,978
Corsica/Beretta	9,471	11,245	23,620	33,197	103,638	119,964
Lumina/Monte Carlo	7,551	586	19,770	586	77,159	1,444
Caprice	5,816	4,898	17,734	15,292	52,864	49,850
Corvette	622	663	1,741	1,930	6,836	6,267
Total Chevrolet	**41,515**	**37,780**	**110,693**	**113,947**	**419,320**	**405,851**
Firenza	0	1	0	1	0	9
Calais	4,720	3,171	9,963	8,718	34,373	30,459
Cutlass Ciera	4,046	6,505	9,852	18,380	42,308	67,137
Cutlass Supreme	5,646	2,640	11,516	6,852	43,549	34,298
88	3,557	4,698	7,978	13,753	35,586	48,707
98	2,074	2,322	4,798	6,787	17,009	24,189
Toronado	636	218	1,378	588	4,813	2,797
Total Oldsmobile	**20,679**	**19,555**	**45,485**	**55,079**	**177,638**	**207,596**
Fiero	0	129	0	327	0	1,264
Sunbird	3,806	3,838	8,400	10,133	34,835	30,470
Firebird	1,229	2,693	3,318	7,492	12,596	21,516
Grand Am	9,601	7,124	22,240	17,910	68,535	66,472
Pontiac 6000	1,607	2,854	3,715	7,460	17,574	25,006
Grand Prix	5,718	3,778	12,781	10,285	39,538	46,735
Bonneville H	2,255	3,231	5,391	8,994	22,813	31,045
Safari/Parisienne	0	175	0	480	0	1,466
Total Pontiac	**24,216**	**23,822**	**55,845**	**63,081**	**195,891**	**223,974**
GENERAL MOTORS	**113,801**	**109,331**	**277,922**	**306,103**	**1,059,165**	**1,101,159**
Civic	7,427	9,236	16,501	17,600	59,566	55,587
Accord	10,395	12,203	22,860	23,244	84,663	69,091
HONDA	**17,822**	**21,439**	**39,361**	**40,844**	**144,229**	**124,678**
MX-6	835	1,820	2,703	4,085	12,757	14,762
626	1,021	0	2,863	0	12,733	0
MAZDA	**1,856**	**1,820**	**5,566**	**4,085**	**25,490**	**14,762**
MITSUBISHI	**1,772**	**730**	**4,400**	**1,939**	**17,592**	**5,817**
NISSAN	**4,576**	**3,663**	**8,425**	**7,226**	**30,648**	**34,315**
TOYOTA	**14778**	**7,615**	**29,437**	**16,292**	**118,850**	**54,535**
SUBARU	**277**	**0**	**463**	**0**	**843**	**0**
DOMESTIC TOTAL	**241,298**	**237,964**	**596,428**	**662,182**	**2,295,528**	**2,351,454**
IMPORT TOTAL			**206,375**	**242,661**	**816,457**	**891,038**
INDUSTRY TOTAL			**802,803**	**904,843**	**3,111,985**	**3,242,492**

SALES

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the company retreated from what Chairman Lee Iacocca characterized as unprofitable fleet sales. Sales of the full-sized Dodge Dynasty, a big fleet car, dropped by half in April, to just 2,080.

Toyota Motor Sales U.S.A. continued to lead the Japanese advance in car market share. In domestically produced car sales, Toyota was up 94.06 percent to 14,778 for the 10-day period.

Japanese nameplates accounted for 27.08 percent of the U.S. car market in April, up more than four percentage points from April 1989.

General Motors and Ford Motor Co. were up in both cars and trucks for the 10 days, but remained down for the month.

Ford, which had dropped 1.41 percentage points of market share in the first quarter, got a boost from its new Explorer four-door sport-utility and expects to regain market share with the new Escort.

GM's total car and light-truck sales were down 7.42 percent for April, still good enough to post slight gains in market share.

Other April winners and losers:

- Honda's sales of domestically produced cars dropped 16.87 percent for the 10 days, and both sales and market share dropped compared to April 1989, when dealer incentives inflated sales.
- Mitsubishi Motor Sales continued to soar, with April sales of 16,745 cars and trucks, up 67.12 percent from April 1989.
- Subaru of America's April sales dropped 21.20 percent, not as steep as the 35.03 drop it experienced in the first three months of 1990.

IMPORTED CAR SALES, APRIL

	Apr 1990	Apr 1989	4 Mos. 1990	4 Mos. 1989
Acura	12,380	12,716	44,317	43,499
Alfa Romeo	179	206	756	1,242
Aston Martin*	5	5	20	20
Audi	1,517	1,064	6,466	5,691
BMW	5,848	6,129	20,336	23,605
Chevrolet	13,098	12,496	53,970	36,009
Chrysler	434	769	2,241	2,559
Daihatsu	811	1,055	4,459	4,395
Dodge	1,411	3,904	6,593	13,824
Eagle	1,344	2,362	5,515	10,296
Ferrari*	80	80	320	320
Ford	5,042	6,426	21,428	25,780
Honda	21,106	25,661	74,636	74,556
Hyundai	10,411	16,808	44,822	66,499
Infiniti	1,661	0	5,356	0
Isuzu	294	1,520	1,130	6,069
Jaguar	1,599	1,344	6,343	5,827
Lamborghini*	13	13	52	52
Lexus	5,117	0	18,284	0
Lotus*	27	27	108	108
Maserati	20	21	80	88
Mazda	12,919	14,619	52,732	58,062
Mercedes-Benz	6,674	5,934	24,030	23,082
Mercury/Merkur	1,302	5,991	6,987	21,510
Mitsubishi	9,325	5,207	42,549	22,406
Nissan	26,138	34,298	110,244	132,481
Peugeot	449	558	1,578	1,984
Plymouth	1,394	3,712	6,638	12,720
Pontiac	3,359	4,124	9,743	15,541
Porsche	1,012	788	3,374	2,597
Rolls/Bentley*	100	100	400	400
Saab	2,182	2,693	8,518	10,611
Sterling	302	351	1,705	2,135
Subaru	9,409	12,529	33,984	50,307
Suzuki	448	414	2,053	2,000
Toyota	30,099	38,484	122,275	136,941
Volkswagen	10,240	10,690	39,395	40,401
Volvo	8,036	8,690	30,436	34,090
Yugo	590	873	2,584	3,331
TOTAL	**206,375**	**242,661**	**816,457**	**891,038**

*—Estimate

MARKET SHARES
Domestic cars

	April Sales	Pct. of Total
Subcompact	99,966	16.76
Compact	163,751	27.46
Intermediate	224,828	37.70
Standard	105,235	17.64
Speciality	2,648	0.44
TOTAL	596,428	100.00

U.S. CAR SALES BY MARKETING UNITS, APRIL

	Apr. 1990	Percent Share	Apr. 1989	Percent Share	4 Mos., 1990	Percent Share	4 Mos., 1989	Percent Share
Alfa Romeo	179	0.02	206	0.02	756	0.02	1,242	0.04
Aston Martin	5	0.00	5	0.00	20	0.00	20	0.00
American Honda	72,847	9.07	79,221	8.76	263,182	8.46	242,733	7.49
BMW	5,848	0.73	6,129	0.68	20,336	0.65	23,605	0.73
Buick	46,732	5.82	50,232	5.55	177,642	5.71	174,669	5.39
Cadillac	19,167	2.39	23,764	2.63	88,674	2.85	89,069	2.75
Chevrolet	123,791	15.42	126,443	13.97	473,290	15.21	441,860	13.63
Chrysler	14,853	1.85	21,809	2.41	56,932	1.83	75,816	2.34
Daihatsu	811	0.10	1,055	0.12	4,459	0.14	4,395	0.14
Dodge	24,939	3.11	43,556	4.81	112,868	3.63	153,890	4.75
Eagle	4,181	0.52	5,958	0.66	19,009	0.61	25,046	0.77
Ferrari*	80	0.01	80	0.01	320	0.01	320	0.01
Ford	123,093	15.33	142,905	15.79	465,828	14.97	525,451	16.21
Hyundai	10,411	1.30	16,808	1.86	44,822	1.44	66,499	2.05
Isuzu	294	0.04	1,520	0.17	1,130	0.04	6,069	0.19
Jaguar	1,599	0.20	1,344	0.15	6,343	0.20	5,827	0.18
Lamborghini*	13	0.00	13	0.00	52	0.00	52	0.00
Lincoln	20,238	2.52	19,385	2.14	82,916	2.66	65,919	2.03
Lotus*	27	0.00	27	0.00	108	0.00	108	0.00
Maserati	20	0.00	21	0.00	80	0.00	88	0.00
Mazda	18,485	2.30	18,704	2.07	78,222	2.51	72,824	2.25
Mercedes	6,674	0.83	5,934	0.66	24,030	0.77	23,082	0.71
Mercury/Merkur	35,302	4.40	46,999	5.19	132,940	4.27	163,986	5.06
Mitsubishi	13,725	1.71	7,146	0.79	60,141	1.93	28,223	0.87
Nissan	36,224	4.51	41,524	4.59	146,246	4.70	166,796	5.14
Oldsmobile	45,485	5.67	55,079	6.09	177,638	5.71	207,596	6.40
Peugeot	449	0.06	558	0.06	1,578	0.05	1,984	0.06
Plymouth	19,175	2.39	28,245	3.12	85,622	2.75	92,769	2.86
Pontiac	59,204	7.37	67,205	7.43	205,634	6.61	239,515	7.39
Porsche	1,012	0.13	788	0.09	3,374	0.11	2,597	0.08
Rolls/Bentley*	100	0.01	100	0.01	400	0.01	400	0.01
Saab	2,182	0.27	2,693	0.30	8,518	0.27	10,611	0.33
Sterling	302	0.04	351	0.04	1,705	0.05	2,135	0.07
Subaru	9,872	1.23	12,529	1.38	34,827	1.12	50,307	1.55
Suzuki	448	0.06	414	0.05	2,053	0.07	2,000	0.06
Toyota	64,653	8.05	54,776	6.05	251,409	8.08	191,476	5.91
Volvo	8,036	1.00	8,690	0.96	30,436	0.98	34,090	1.05
VWoA	11,757	1.46	11,754	1.30	45,861	1.47	46,092	1.42
Yugo	590	0.07	873	0.10	2,584	0.08	3,331	0.10
TOTAL	**802,803**	**100.00**	**904,843**	**100.00**	**3,111,985**	**100.00**	**3,242,492**	**100.00**
TOTAL GM	**294,379**	**36.67**	**322,723**	**35.67**	**1,122,878**	**36.08**	**1,152,709**	**35.55**
TOTAL FORD	**178,633**	**22.25**	**209,289**	**23.13**	**681,684**	**21.91**	**755,356**	**23.30**
TOTAL CHRYSLER	**83,148**	**7.87**	**99,568**	**11.00**	**274,431**	**8.82**	**347,521**	**10.72**
TOTAL JAPANESE	**217,359**	**27.08**	**216,889**	**23.97**	**841,689**	**27.05**	**764,823**	**23.59**
TOTAL EUROPEAN	**38,873**	**4.84**	**39,566**	**4.37**	**146,501**	**4.71**	**155,584**	**4.80**
TOTAL KOREAN	**10,411**	**1.30**	**16,808**	**1.86**	**44,822**	**1.44**	**66,499**	**2.05**

*—Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.
Sales charts compiled by Karen Dethkowski

EPA chief predicts stiffer standards, enforcement

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Domestic automakers have done a good job of cleaning up vehicle emissions, but there is more work to do, EPA Administrator William K. Reilly told the Economic Club of Detroit last Monday.

Reilly warned that tougher standards are inevitable and promised vigorous enforcement of environmental laws. He said that a healthy economy supports a healthy environment and a healthy environment ensures a healthy economy.

Reilly contrasted the pollution problems and stunted economic growth of the newly independent nations of Eastern Europe with the environmental and financial health of the United States.

"Poland, Hungary, Romania, East Germany and Czechoslovakia — not to mention the Soviet Union itself — have suffered an environmental catastrophe that will take years and billions of dollars to correct," he said.

"Parts of Poland, East Germany and Romania are virtually uninhabitable. And the same policies that ravaged these nations' environments — the reckless pursuit of unbalanced and unsustainable growth, without regard for the value of natural resources and environmental quality — also ruined their economies."

Reilly said the U.S. auto industry has made environmental progress: "In most major categories of air pollution, emissions on a national basis have either leveled off or declined since 1970.

"Emissions of particulates are down 64 percent; sulfur dioxides, down 25 percent; volatile organics, down 29 percent; carbon monoxide, down 38 percent; and lead, down 96 percent. Automobiles produce 96 percent less hydrocarbons than they did 20 years ago."

Despite the kudos, he said the EPA would continue to stand firm on protecting the environment.

LIGHT-DUTY TRUCK SALES, APRIL

	Apr 1990	Apr 1989	4 Mos 1990	4 Mos 1989
Vans	14,067	15,655	50,563	56,793
Aerostar	16,596	17,179	60,701	64,530
Club Wagon	1,951	2,446	7,628	8,599
Ranger	24,547	24,112	94,453	90,981
Bronco/Explorer	4,517	4,839	20,412	20,910
Bronco II	11,991	8,379	34,113	35,769
Pickups	51,029	54,519	198,194	196,211
Ford	**124,698**	**127,129**	**466,054**	**473,793**
Vans	9,613	9,581	35,296	34,182
Sportsvan	863	770	2,945	3,364
Geo Tracker*	2,754	743	10,326	2,924
Astro	10,812	12,010	43,845	43,070
Lumina APV	6,642	0	18,546	0
S-10	13,255	22,034	57,232	75,533
S-10 Blazer	12,012	14,306	45,854	56,596
Blazer	1,842	1,899	7,061	7,586
Suburban	6,110	5,291	21,270	20,148
Pickups	48,847	51,661	182,848	177,828
Chevrolet	**112,750**	**118,295**	**425,223**	**421,231**
Pontiac Trans Sport	**3,366**	**0**	**9,681**	**0**
Olds Silhouette	**2,389**	**0**	**7,197**	**0**
Vans	5,440	8,163	19,083	23,685
Ram Wagon	2,023	2,643	7,971	8,545
Voyager	12,384	17,224	63,139	61,746
Caravan	13,960	17,803	71,834	67,585
Caravan C/V	1,562	1,103	4,420	5,202
Town & Country	200	0	1,094	0
Ram 50	1,110	2,808	4,985	10,414
Raider	110	360	786	1,817
Ramcharger	979	1,805	3,891	7,858
Dakota	6,[illegible]	8,523	28,042	32,621
Pickups	7,3[illegible]	8,007	33,350	31,060
Chrysler	**51,650**	**68,439**	**238,595**	**250,533**
Vans	3,633	3,490	12,102	12,721
Safari	2,746	2,977	10,513	10,358
S-15	3,251	4,977	13,161	16,816
S-15 Jimmy	3,049	3,740	11,192	13,974
Jimmy	601	497	2,149	2,237
Suburban	2,507	1,953	8,705	7,357
Pickups	14,373	13,584	50,475	49,210
P Model	224	352	849	1,364
W-4	130	130	402	433
GMC	**30,514**	**31,700**	**109,548**	**114,470**
Wrangler	4,521	4,796	15,763	15,813
Wagoneer	220	483	1,205	2,288
Cherokee	7,676	12,029	41,549	46,529
Grand Wagoneer	435	764	2,200	3,542
Comanche	1,199	2,738	5,605	9,196
Jeep	**14,051**	**20,810**	**66,322**	**77,368**
Daihatsu	**357**	**0**	**1,382**	**0**
Isuzu*	**8,548**	**7,817**	**34,802**	**29,629**
Mazda	**9,644**	**10,061**	**36,128**	**38,882**
Mitsubishi	**3,020**	**2,874**	**14,340**	**12,689**
Nissan*	**16,720**	**11,724**	**40,740**	**57,990**
Range Rover	**262**	**408**	**1,352**	**1,599**
Suzuki*	**1,340**	**1,562**	**5,584**	**9,062**
Toyota	**22,171**	**23,148**	**82,076**	**79,185**
Volkswagen	**617**	**0**	**2,092**	**0**
Imports	**62,679**	**57,594**	**218,496**	**229,042**
Industry Total	**482,097**	**423,967**	**1,541,126**	**1,586,437**

*—Includes domestic vehicles

Compiled by Karen Dabkowski

AUCTION DATES

Chrysler Corp.

May 8 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction Inc., Bolingbrook, Ill.; Utah Auto Auction Inc., West Bountiful, Utah; South Seattle Auto Auction Inc., Kent, Wash.; Greensboro Auto Auction Inc., Greensboro, N.C.; San Antonio Auto Auction Inc., San Antonio, Texas.

May 9 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Butler Auto Auction, Gibsonia, Pa.; and Denver Auto Auction, Aurora, Colo.

May 10 — Northway Auto Exchange Inc., Clifton Pa.; Aptco Auto Auction Inc., Taylor, Mich.; Big Sky Auto Auction Inc., Billings, Mont.; Omaha Auto Auction, Omaha, Neb.; Golden Gate Auto Auction, Fremont, Calif.; Ark-La-Tex Auto Auction Inc., Shreveport, La.; Florida Auto Auction of Orlando, Ocoee, Fla.

May 11 — Manheim Auto Auction, Manheim, Pa.

May 15 — Clanton's Auto Auction Inc., Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Portland Auto Auction Inc., Portland, Ore.; Nashville Auto Auction Inc., Nashville, Tenn.; Southwest Auto Auction Inc., Chandler, Ariz.; and Dallas Auto Auction Inc., Grand Prairie, Texas.

May 16 — Columbus Fair Auto Auction Inc., Columbus, Ohio; and Minneapolis Auto Auction Inc., Plymouth, Minn.

May 17 — Indianapolis Auto Auction Inc., Indianapolis; Fredericksburg Auto Auction Inc., Fredericksburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Riverside Auto Auction, Riverside, Calif.; Southern States Vehicle Auction of Atlanta Inc., Newman, Ga.

May 18 — St. Louis Auto Auction Inc., Bridgeton, Mo.; Tri-State Auto Auction Inc., Cicero, N.Y.; Hatfield Auto Auction, Hatfield, Pa.

May 22 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction Inc., Bolingbrook, Ill.; Utah Auto Action Inc., West Bountiful, Utah; South Seattle Auto Auction Inc., Kent, Wash.; Greensboro Auto Auction Inc., Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas.

May 23 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Butler Auto Auction, Gibsonia, Pa.; Denver Auto Auction, Aurora, Colo.

May 24 — Northway Auto Exchange Inc.; Clifton Park, N.Y.; Aptco Auto Auction Inc., Taylor, Mich.; Omaha Auto Auction, Omaha, Neb.; Golden Gate Auto Auction, Fremont, Calif.; Ark-La-Tex Auto Auction Inc., Shreveport, La.; Florida Auto Auction of Orlando, Ocoee, Fla.; and Amarillo Auto Auction Inc., Amarillo, Texas.

Ford Motor Co.

May 8 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Ohio Auto Auction Inc., Grove City, Ohio; and Bay Cities Auto Auction Inc., Hayward, Calif.

May 9 — Concord Auto Auction, Acton, Mass.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; and Greater Tampa Bay Auto Auction, Tampa, Fla.

May 10 — Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Maple Grove, Minn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Miss.

May 15 — Greater Chicago Auto Auction, Chicago, Ill.; Newburgh Auto Auction Inc., Newburgh, N.Y.; and South Seattle Auto Auction, Kent, Wash.

May 16 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore, Md.; Fort Worth Auto Auction, Fort Worth, Texas; Southern California Auto Auction, Fontana, Calif.; and Salt Lake Auto Auction, Salt Lake City, Utah.

May 17 — Greensboro Auto Auction, Greensboro, N.C.; Interstate Auto Auction, Mercer, Pa.; Brasher's Sacramento Auto Auction, Rio Linda, Calif.; and St. Louis Auto Auction, Bridgeton, Miss.

General Motors

May 8 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction Inc., Grand Prairie, Texas; Fresno Auto Dealers Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; and Florida Auto Auction of Orlando, Ocoee, Fla.

May 9 — Albuquerque Auto Auction Inc., Albuquerque, N.M.; Atlanta Auto Auction, Red Oak, Ga.; Puget Sound Auto Auction, Auburn, Wash.; Baltimore-Washington Auto Exchange Inc.; Baltimore, Md.; Clanton's Auto Auction, Darlington, S.C.; South California Auto Auction, Fontana, Calif.; Mississippi Auto Auction Inc., Hattiesburg, Miss.; and Omaha Auto Auction Inc., Omaha, Neb.

May 10 — Mid-Ark Auto Auction, North Little Rock, Ark.; Arena Auto Auction Inc., Bolingbrook, Ill.; Columbus Fair Auto Auction, Columbus, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; Utah Auto Auction, West Bountiful, Utah; and the Auto Dealers Exchange of Tucson, Tucson, Ariz.

May 15 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; Florida Auto Auction of Orlando, Ocoee, Fla.; Metro Milwaukee Auto Auction, Milwaukee, Wis.; National Auto Dealers Exchange, Bordentown, N.J.; and Auto Auction of Billings, Billings, Mont.

May 16 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City Inc., Lee's Summit, Mo.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Golden Gate Auto Auction, Fremont, Calif.; and Statesville Auto Auction, Statesville, N.C.

Toyota

May 10 — Clanton's Auto Auction, Darlington, S.C.; and St. Louis Auto Auction, Bridgeton, Mo.

May 15 — South Seattle Auto Auction, Kent, Wash.

May 16 — Greater Tampa Bay Auto Auction, Tampa, Fla.

BMW '89 profits up 23% on record output

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

MUNICH, West Germany — BMW AG reported a 23 percent increase in group net profits during 1989 to 558.1 million marks ($332 million).

The consolidated group result was the first posted by the West German carmaker, which had previously issued only BMW AG parent company results. Those results reflected only manufacturing costs and factory sales to subsidiaries around the world.

Chairman Eberhard von Kuenheim did not forecast 1990 results, but said economic conditions are favorable for another good year.

Car production in 1989 surpassed the half-million mark for the first time, rising 6 percent to 511,476.

BMW's output has risen steadily for the past five years.

Worldwide sales revenue increased 4.2 percent in the first third of the year to 9.2 billion marks ($5.5 billion). But unit sales through April declined 1 percent to 185,858.

Besides the 14 percent drop to 20,168 in the United States, BMW sales slipped 15 percent to 16,031 in Britain and 2 percent to 70,129 in West Germany.

Robert Buechelhoffer, BMW's management board member in charge of sales and marketing, said that despite the company's decline in the United States during the first four months, he expects 1990 volume to reach last year's level of about 64,000 units.

Meanwhile, Volker Doppelfeld, BMW's board member for finance, said the company's U.S. business is in the black and he expects it to remain so.

"Our U.S. business is profitable. It is just not as profitable as it once was when we had the (high dollar) windfall," he said.

Despite the rosy worldwide profits picture, some in Europe see chinks in BMW's armor.

Euromotor Reports Ltd, a British research group, noted in its just-released Euromotor Financial Yearbook that BMW could be losing money as early as 1991 because of a combination of higher wages in Germany and shrinking profits.

As a result, Euromotor suggested that BMW "could become an appetizing snack for predators."

The German business publication *Industriemagazin* recently published details of an internal BMW report. The magazine said it contained a worrisome outlook for the next few years.

The internal report cited four areas of concern:

- The debut of Mercedes-Benz's new S-class early next year that will include offensives against the 7-series from above and below.
- Mercedes' adoption of a more sporty and dynamic image, beginning with last year's SL roadster that was closer to a pure sportscar than BMW insiders had expected, and continuing this fall with the V-8-powered 300 E that will compete with the BMW M5.
- Mercedes' successor to the mid-range W124 model in 1993, when the 5-series is five years old, and the appearance of a a replacement for the 190 compact only a little more than a year after BMW's new 3-series appears early next year.
- Mercedes' far greater financial resources.

There have also been repeated rumblings out of Munich that while all of BMW's models have been strong sellers, they have never been sufficiently profitable owing to high production complexity.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	None
Dodge trucks	$750-$2,500	2.9	6.9	7.9	9.9	None
Eagle	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Jeep	$500-$1,500	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,250	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models)						
Dodge cars	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Eagle Summit	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge cars	**$750-$1,500**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge trucks	**$1,000 - $2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Eagle	**$750-$2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Jeep	**$500-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**

*Buyer will receive any increase in rebate through Sept. 30, 1990.
Finance rates are 0/1.9/2.9/4.9 on 1989-1990 Chrysler LeBaron coupe; Plymouth Acclaim and Sundance; Dodge Daytona, Spirit and Shadow; and Eagle Premier; and 1990 LeBaron sedan and Dodge Monaco. The 24-month rate on 1989-1990 Jeep Cherokee and Wagoneer is 6 percent. Expiration date is May 31.

Ford Motor Co. (1989-90 models)						
Ford cars	**$750-$1,500**	**7.9***	**7.9***	**7.9***	**10.9**	**May 31**
Ford trucks	**$500-$1,500**	**7.9**	**7.9**	**7.9**	**10.9**	**May 31**
Continental, Mark VII	**$1,500-$2,000**					**May 31**
Mercury	**$750-$1,500**	**7.9***	**7.9***	**7.9***	**10.9**	**May 31**

*Escort and Tracer rate is 6.9%.

Ford Motor Co. (1988-89 models)						
Merkur	$4,000					May 31
General Motors (1989 models)						
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	July 9
Chevrolet trucks	$500-$1,500	7.9	7.9	7.9	10.9	July 9
Oldsmobile Cutlass Supreme	$750-$1,000	7.9	7.9	7.9	10.9	Aug. 2
Pontiac	$750-$2,000*	7.9	7.9	7.9	10.9	Aug. 2

*Dealers contribute $1,000 on Grand Prix in some markets.

General Motors (1990 models)						
Buick	**$500-$1,250***	**7.9**	**7.9**	**7.9**	**10.9**	**Aug. 2**
Riviera	**$2,000**	**7.9**	**7.9**	**7.9**	**10.9**	**Aug. 2**
Chevrolet cars	**$700-$1,400**	**7.9**	**7.9**	**7.9**	**10.9**	**July 9**
Chevrolet trucks	**$500-$1,500**	**7.9**	**7.9**	**7.9**	**10.9**	**July 9**
Cadillac	**$1,500-$2,000**					**May 31**
Olds Toronado	**$2,500**	**7.9**	**7.9**	**7.9**	**10.9**	**Aug. 2**
Cutlass Ciera	**$1,000**	**7.9**	**7.9**	**7.9**	**10.9**	**Aug. 2**
Pontiac	**$750-$2,000****	**6.9**	**6.9**	**6.9**	**10.9**	**Aug. 2**

*Based on option package selected. **Dealers contribute $1,000 on Grand Prix in some areas.

General Motors (1991 models)						
Buick	**$500-$1,250***		**7.9**	**7.9**	**7.9**	**Aug. 2**
Chevrolet cars	**$750**	**7.9**	**7.9**	**7.9**	**10.9**	**June 11**
Chevrolet trucks	**$1,000**	**7.9**	**7.9**	**7.9**	**10.9**	**July 9**

*Based on option package selected.

Audi (1990 models)*		**4.9**	**4.9**	**6.9**	**9.9**	**June 30**

*—Finance incentive takes effect only if dealer foregoes dealer cash incentive.

Hyundai (1989-90)	**$500-$1,700, based on sticker**	**June 5**
Isuzu (1989-90)	**$1,000-$1,200***	**June 30**

*If dealer foregoes dealer incentive.

Mazda 323 (1990)	**$750**	**June 4**
Trucks (1990)	**$750-$1,000**	**None**
Mitsubishi (1989-1990 models) Cars, trucks*	**$500-$2,000**	**June 30**

*Payments vary by regions.

Peugeot (1989-90)	**$1,000-$3,000**	**None**
Sterling (1989 models)	$5,000	June 30

Ford, GM revise spiffs, up interest rate

Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Ford Motor Co. and General Motors revamped their retail and dealer incentive programs, which included raising the finance rate to 7.9 from 6.9 percent on most contracts of up to 48 months.

Meanwhile, several import manufacturers adjusted their programs or let them expire.

Ford is offering a $1,000 rebate on the 1990 Escort. Customer rebates on other 1989 and 1990 vehicles are as follows: Festiva, $900; Probe, $1,500; Mustang 2.3L, $1,000; Tempo, $700; Taurus, $900; Thunderbird, $1,300; Crown Victoria, $750; Aerostar, $700; Bronco II, $1,500; Bronco, $1,000; Ranger, $1,000; F-Series, automatic transmission, $700; F-Series, manual transmission, $500; and Econoline/Club, $700.

Customer rebates are $1,500 on 1989½ Mercury Tracer and $4,000 on the 1988 and 1989 Merkur XR4Ti. Other rebates on 1989 and 1990 Lincoln-Mercury models are as follows: Topaz, $700; Sable, $900; Cougar, $1,300; Continental, $1,500; Mark VII, $2,000.

Ford is paying its dealers $1,000 on 1990 Taurus SHO and $2,000 on 1989 Taurus SHO. The program expires May 31.

In lieu of the cash rebate, customers may choose special finance rates. Financing for Escort and Tracer is 6.9 percent for contracts up to 48 months and 10.9 percent for 49- to 60-month contracts. Finance rates on all other Ford and Mercury vehicles are 7.9 percent for contracts up to 48 months and 10.9 percent for 49- to 60-month contracts. There are no special finance rates for Lincoln or Merkur. Ford's program expires May 31.

Pontiac announced retail incentives of $750 on 1989 and 1990 LeMans, Sunbird, 6000 and $1,000 on 1989 and 1990 Grand Am, Bonneville, Grand Prix and Trans Sport. Customer rebate on 1989, 1990 and 1991 Firebird is $750. Also, many dealers are offering an additional $1,000 on Grand Prix.

Pontiac is offering dealers $500 on 1989 and 1990 Firebird.

Oldsmobile ushered in its "New Generation Sell-A-Bration III" program by increasing the retail incentive on 1990 Toronados to $2,500 and adding a new consumer rebate of $1,000 on 1990 Cutlass Ciera.

Oldsmobile dealers earn $750 to $1,250 on 1989 and 1990 Cutlass Supreme, Silhouette, Custom Cruiser, 88 and 98, based on dealer quota. The program expires Aug. 2.

Buick's new consumer program includes 1991 Regal sedan and 1990 Skylark, Century, and LeSabre, all of which carry a rebate of $500 to $1,250, depending on option package selected. Rebates on 1990 Electra/Park Avenue Ultra range from $500 to $1,000, depending on option package selected, while the rebate on 1990 Riviera/Reatta is $2,000.

Buick dealers earn $1,000 on 1990 Estate Wagon through June 4 and $2,000 on 1989 Riviera and Reatta through Aug. 2.

Chevrolet customer rebates include: 1989 and 1990 Geo Metro, $500; 1990 Geo Storm, $800; 1990 Geo Prizm, $900; 1989 and 1990 Geo Tracker, $1,000; 1989 and 1990 Cavalier, $750; 1989 and 1990 Camaro, $1,250; 1991 Camaro $750; 1989 and 1990 Celebrity, $900; 1989 and 1990 Corsica, $700; 1998 and 1990 Beretta, $1,400; 1990 Lumina coupe/sedan, $1,000 plus free V-6 engine; and 1991 Caprice, $750.

Retail incentives on Chevy trucks include: 1989 and 1990 Astro Van (excluding AWD), $700; 1989 and 1990 Chevy Van, $700; 1989 and 1990 full-size Blazer, $1,000; 1989 and 1990 Suburban, $1,000; 1989 and 1990 R/V full-size pickup and chassis-cab, $750; 1989 and 1990 C/K 1500-3500 full-size pickup and chassis-cab automatic transmission (excluding 454SS) $700; and C/K 1500-3500 full-size pickup and chassis-cab manual transmission, $500.

Also included are: 1989 and 1990 S-10 pickup, $1,500; 1991 S-10 pickup, $1,000; 1989 and 1990 S-10 Blazer, $1,500; 1991 S-10 Blazer (2-door), $1,000; and Lumina APV, $900.

Chevrolet extended its current dealer program and added the 1990 Corvette, which pays dealers $2,000 to $4,000 based on sales.

Chevrolet's program expires July 9, except on Caprice which expires June 11.

As an alternative to rebates, GM customers may choose special financing through GMAC of 7.9 percent for up to 48 months or 10.9 percent on 49- to 60-month contracts.

Subaru of America announced a new dealer incentive program which pays dealers $400 on 1990 Loyale, $400 to $1,200 on 1990 Legacy depending on sales and $500 on 1989 and 1990 Justy ECVT. Subaru's program expires July 3.

Sterling Motors Cars' extended its $5,000 retail incentive program until June 30.

BMW of North America's customer incentive program and Saab-Scania of America's dealer program expired April 30. Nissan Motor Corp in U.S.A. dealer programs expired May 2.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Ford Motor Co. (1989 models)		
Ford Cars, Taurus SHO	$2,000	May 31
Ford Motor Co. (1990 models)		
Ford Cars, Taurus SHO	**$1,000**	**May 31**
General Motors (1989 models)		
Buick Reatta, Riviera	$2,000	June 4
Chevrolet Nova, Spectrum (1988)	$500	July 9
Geo, Celebrity	$500	July 9
Geo Tracker	$1,000	July 9
Corvette	$2,000-$4,000 based on sales	July 9
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98	$750-$1,250	Aug. 2
Pontiac Firebird	$500	Aug. 2
General Motors (1990 models)		
Buick Estate Wagon	**$1,000**	**Aug. 2**
Corvette	**$2,000-$4,000 based on sales**	**July 9**
Chevrolet Geo, Celebrity	**$500-$1,000**	**July 9**
Geo Tracker	**$1,000**	**July 9**
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98, Silhouette	**$750-$1,250, based on sales**	**Aug. 2**
Pontiac Firebird	**$500**	**Aug. 2**
Audi (1990 models)*	**$2,000-$3,000**	**June 30**

*-Dealer has option of foregoing cash incentive and offering cut-rate financing to customer.

Hyundai Excel (1989-90)	**$200, quota**	**June 5**
Isuzu (1990 models)		
Pickups*	**$800-$1,300 based on number sold**	**June 30**
Trooper	**$900-$1,400 based on number sold**	**June 30**

*$250 extra on 4wd models

Mitsubishi (1989-1990 models) Cars, trucks*	**$500-$2,000 based on number sold**	**June 30**

*Payments vary by regions.

Subaru (1989 models)		
Justy ECVT	$500	July 3
Subaru (1990 models)		
Justy ECVT	**$500**	**July 3**
Loyale	**$400**	**July 3**
Legacy	**$400-$1,200, based on sales**	**July 3**
Suzuki		
Samurai (1988-89)	$1,000	June 4
Swift (1989)	$1,000-$2,000	June 4
Sidekick (1989)	$500-$2,500	June 4
Swift (1990)	**$400**	**June 4**
Sidekick (1990)	**$700-$1,500**	**June 4**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

PRODUCTION

Trucks built faster now; cars mired

By Greg Bowens
SPECIAL CORRESPONDENT

U.S. automakers scheduled 136,600 cars last week, 0.7 percent below the previous week and 10.76 percent below the year-ago week.

Total U.S. car production this year reached 2,072,729 units, a 23.19 decline from 1989.

Truck assembly last week was scheduled at 93,358 units, or 1.43 percent more than the previous week and 2.78 percent more than the year-ago week. Year-to-date truck production was 1,365,682 units, a drop of 15.44 percent from the 1989 total at this time.

Companies split last week's scheduled production as follows: General Motors, 47.58 percent; Ford Motor Co., 22.78 percent; Chrysler Corp., 11.57 percent; Honda of America Manufacturing Inc., 6.55 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.24 percent; New United Motor Manufacturing Inc., 3.07 percent; Mazda Motor Manufacturing (USA) Corp., 1.56 percent; Diamond-Star Motors Corp., 2.16 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.16 percent; and Subaru-Isuzu Automotive Inc., 0.33 percent.

General Motor's car and truck plants were all running last week with the exception of the Arlington, Texas, plant. That plant is down for conversion to 1991 Caprice output. The Arlington facility produces the Fleetwood Brougham, Caprice and Olds (rwd) wagon.

GM's Janesville, Wis., plant scheduled Friday overtime. The company's Lordstown, Ohio, Detroit-Hamtramck and Lake Orion, Mich., plants all scheduled Saturday overtime.

GMC scheduled Saturday overtime at its Moraine, Ohio, plant where S-15 trucks are assembled.

Ford scheduled Saturday overtime at plants in Wixom, Mich., Kansas City, Mo., Twin Cities, Minn., and St. Louis. Ford also reported daily overtime at Wixom and Wayne, Mich., plants.

Ford's Lorraine, Ohio, Thunderbird/Cougar facility was down last week for inventory adjustment.

Chrysler's St. Louis No. 1 assembly plant, which assembles Chrysler LeBaron J and Dodge Daytona models, will operate a single eight-hour shift during the month of May. All Chrysler Motors U.S. assembly plants are scheduled to work throughout the month.

Canada output increases 10%

Canadian automakers scheduled 26,139 cars for production last week. That was 10.86 percent above the previous week and 18.95 percent above the year-ago week.

This year's total production has reached 352,598 cars, which is 1.55 percent below last year's count.

Truck production was scheduled at 20,961 units, 14 percent higher than the previous week and 1.65 percent below the year-ago week.

To date, the total Canadian manufacturers truck output is 321,860 units, 11.28 percent below the year-ago total.

U.S. CAR	Week Ended May 5, 1990	Week Ended May 6, 1989	Week Ended Apr. 28, 1990	Apr Est	Jan. 1 to May 5, 1990	Jan. 1 to May 6, 1989
Horizon	0	326	0	0	4,327	4,805
Sundance	1,700	2,537	2,036	5,095	25,210	42,205
Acclaim	2,400	2,400	2,279	5,920	27,697	42,909
Total Plymouth	4,100	5,763	4,315	11,015	57,234	89,919
LeBaron A	300	0	303	2,344	7,945	0
LeBaron J	1,400	2,786	1,447	3,680	13,132	42,030
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	1,400	2,018	1,510	3,186	9,432	41,976
Fifth Avenue	700	0	739	1,907	9,667	0
Imperial	300	0	305	999	5,910	0
Total Chrysler	4,100	4,804	4,304	12,116	46,086	86,952
Omni	0	964	0	0	4,078	5,550
Daytona	900	1,843	953	3,383	9,799	37,744
Shadow	2,300	2,282	2,049	5,457	28,582	42,225
Dynasty	2,300	3,467	2,366	6,703	37,530	57,404
Lancer	0	0	0	0	0	1,528
Spirit	2,100	2,189	2,359	6,009	29,234	40,206
Total Dodge	7,600	10,745	7,727	21,552	109,223	184,657
CHRYSLER MOTORS	15,800	21,312	16,346	44,683	212,543	361,528
Escort	6,650	8,612	6,397	22,417	66,141	123,569
Mustang	3,705	3,717	3,705	6,410	48,280	84,451
Tempo	3,163	2,714	3,368	12,762	46,544	58,280
Taurus	7,695	8,045	7,600	28,577	133,637	143,273
Thunderbird	0	3,195	3,372	8,665	37,694	63,721
Total Ford Div.	21,213	26,283	24,442	78,831	332,296	473,294
Topaz	1,237	1,796	1,151	4,453	18,016	25,608
Cougar	0	3,206	2,253	5,960	25,219	54,859
Sable	2,793	2,705	2,910	11,605	40,409	46,983
Total Mercury	4,030	7,707	6,314	22,018	83,644	127,450
Continental	1,280	1,435	1,135	4,652	19,582	26,349
Mark VII	668	312	560	2,335	9,809	9,765
Town Car	3,928	2,521	3,405	14,007	59,034	48,145
Total Lincoln	5,876	4,268	5,100	20,993	88,425	84,259
Total L-M Div.	9,906	11,975	11,414	43,011	172,069	211,709
FORD MOTOR CO.	31,119	38,258	35,856	121,842	504,365	685,003
Skyhawk	0	296	0	0	0	6,029
Skylark/Somerset	1,813	1,438	1,888	7,944	30,031	20,181
Century	1,533	2,518	1,865	4,317	22,500	43,740
Riviera	1,680	352	485	2,220	9,181	9,769
Electra	96	0	40	105	12,513	29,084
LeSabre (fwd)	3,499	4,960	4,648	14,999	56,699	51,459
LeSabre (rwd)	288	76	138	509	2,510	3,323
Reatta	211	0	211	781	3,043	2,392
Total Buick	9,120	9,640	9,275	30,874	136,477	165,977
Eldorado	1,136	1,019	334	2,188	8,331	14,399
Seville	4,049	752	1,154	3,789	13,873	10,578
Brougham (rwd)	0	620	931	3,395	13,065	15,132
DeVille (fwd)	4,923	4,193	4,146	15,637	57,580	81,586
Allante	89	75	86	332	1,285	1,228
Total Cadillac	10,197	6,659	6,651	25,340	94,134	122,923
Cavalier	8,331	7,756	7,134	27,307	107,452	143,374
Camaro	1,930	2,683	1,951	7,299	19,369	44,564
Celebrity	0	1,998	0	0	0	52,070
Corsica/Beretta	6,160	7,972	6,119	23,270	97,372	153,005
Caprice	1,370	4,056	3,194	11,544	71,445	74,060
Corvette	588	560	560	2,134	8,204	9,449
Total Chevrolet	18,379	25,025	18,958	71,554	303,842	476,522
Calais	2,507	2,219	2,058	8,640	32,111	34,714
Cutlass Ciera	710	1,817	1,653	3,066	26,794	30,412
Cutlass Supreme	1,688	3,521	1,962	7,195	28,961	37,593
Toronado	768	211	231	1,366	7,508	3,863
88 (fwd)	2,923	3,160	2,721	9,086	32,036	57,161
88 (rwd)	0	194	1,112	1,325	2,295	2,847
98	1,333	830	1,112	4,281	19,590	33,540
Total Oldsmobile	9,929	11,952	10,849	34,958	149,295	200,130
Sunbird	4,434	3,053	3,760	14,988	48,990	55,013
Grand Am	4,800	6,059	4,574	17,996	64,781	92,283
Firebird	1,028	1,260	1,249	4,607	11,624	25,797
Grand Prix	2,785	4,000	0	8,574	35,276	54,427
Pontiac 6000	1,348	1,412	526	2,579	19,492	34,290
Bonneville	2,980	2,260	2,696	8,648	26,760	37,127
Safari/Parisienne	0	138	0	0	0	1,995
Total Pontiac	17,375	18,182	12,805	57,391	206,923	300,932
GENERAL MOTORS	65,000	71,458	58,538	220,117	890,671	1,266,484
DIAMOND-STAR	2,945	1,186	2,853	11,120	49,294	15,333
HONDA	8,950	7,684	8,810	35,287	154,686	138,299
Civic	2,758	2,588	2,734	10,814	42,303	46,736
Accord	6,192	5,096	6,076	24,473	112,383	91,563
MAZDA†	2,129	4,425	3,644	14,632	63,808	86,095
NISSAN	1,580	2,283	1,571	6,385	37,725	40,342
NUMMI	4,200	4,262	5,110	17,500	72,296	70,322
Corolla	2,000	1,596	2,470	8,500	37,388	28,811
Geo Prizm/Nova	2,200	2,666	2,640	9,000	34,908	41,511
SUBARU-ISUZU	449	0	422	1,790	9,509	0
TOYOTA	4,428	2,194	4,412	18,380	77,832	35,085
Total Cars, U.S.	136,600	153,062	137,562	491,735	2,072,729	2,698,491
Total Cars, Canada	26,139	21,974	23,579	82,308	352,598	358,159
U.S., Canada Cars	162,739	175,036	161,141	574,043	2,425,327	3,056,650
U.S., Canada Cars and Trucks	277,058	287,185	271,571	986,286	4,112,869	5,034,500

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended May 5, 1990	Week Ended May 6, 1989	Week Ended Apr. 28, 1990	Apr Est	Jan. 1 to May 5, 1990	Jan. 1 to May 6, 1989
Monaco	0	0	0	0	3,593	0
Premier	0	0	0	0	1,252	14,885
CHRYSLER MOTORS	0	0	0	0	4,845	14,885
Tempo	3,360	3,373	3,232	6,367	43,249	60,063
Topaz	1,440	1,444	1,375	3,045	15,318	25,388
Crown Victoria	2,563	2,925	3,003	11,507	43,341	48,050
Grand Marquis	3,197	2,873	2,673	9,794	39,812	54,079
FORD MOTOR CO.	10,560	10,615	10,283	30,713	141,720	187,580
Celebrity	1,179	575	1,230	2,448	8,683	4,456
Cutlass Ciera	2,381	3,005	2,335	5,054	29,264	65,101
Lumina	5,185	4,218	3,586	18,338	77,244	25,745
Regal	2,775	1,308	2,080	9,362	56,674	25,090
GENERAL MOTORS	11,520	9,106	9,231	35,202	110,448	120,392
HONDA	2,150	1,686	2,089	8,443	37,732	29,389
HYUNDAI*	579	0	534	1,580	6,155	0
TOYOTA	1,150	387	1,262	5,650	21,105	2,814
VOLVO	180	180	180	720	3,167	3,099
Total Cars, Canada	26,139	21,974	23,579	82,308	352,598	358,159

U.S. TRUCK	Week Ended May 5, 1990	Week Ended May 6, 1989	Week Ended Apr. 28, 1990	Apr Est	Jan. 1 to May 5, 1990	Jan. 1 to May 6, 1989
Caravan	2,400	2,189	2,504	8,354	40,101	40,114
Dakota	2,000	2,418	2,013	6,662	25,747	41,144
Caravan C/V	100	121	132	522	2,579	3,544
Ram pickups	3,000	2,448	3,032	9,808	37,615	41,142
Total Dodge	7,500	7,176	7,681	25,346	106,042	125,944
Cherokee	4,000	4,699	4,107	9,828	56,768	83,011
Comanche	200	569	163	481	2,620	12,014
Grand Wagoneer	0	350	0	195	1,455	5,373
Wagoneer	100	117	106	268	1,289	3,529
Total Jeep	4,300	5,735	4,376	10,772	62,132	103,927
Voyager	2,200	1,984	2,444	8,215	38,465	38,350
Town & Country	50	0	108	279	1,302	0
Total C-P Div.	2,250	1,984	2,552	8,494	39,767	38,350
CHRYSLER MOTORS	14,050	14,895	14,609	44,612	207,941	268,221
Aerostar	5,634	5,679	4,827	18,451	67,929	90,670
Bronco	1,193	1,654	1,180	4,448	19,101	31,657
Bronco II	4,679	2,613	5,028	16,494	42,105	48,650
Econoline	4,994	5,164	4,895	18,192	66,963	89,709
Mediums/Heavies	1,288	1,334	1,209	4,540	18,155	25,234
Light trucks	10,656	12,569	9,891	36,530	158,288	201,263
Ranger	6,338	6,943	6,408	25,302	105,605	130,493
Total Ford Div.	34,782	35,956	33,438	123,955	478,146	615,676
FORD MOTOR CO.	34,782	35,956	33,438	123,955	478,146	615,676
Astro	2,875	3,531	2,930	10,797	39,515	62,561
Blazer	407	651	431	1,631	5,886	10,235
Lumina APV	2,418	0	2,189	8,567	34,750	0
Mediums/Heavies	323	0	235	839	2,968	1,312
P-Model	619	844	613	2,326	8,368	12,037
Pickups	7,055	7,769	6,689	26,472	123,542	146,023
S-10	4,997	4,968	4,980	17,676	81,459	100,941
S-10 Blazer	3,570	3,852	3,312	14,391	41,335	69,474
Sportsvan/Van	1,975	2,000	2,026	7,537	22,578	35,414
Suburban	1,474	1,803	1,540	5,962	23,192	28,390
Total Chevrolet	25,713	25,418	24,945	96,198	383,593	466,387
Jimmy	121	196	125	473	1,935	3,045
Mediums/Heavies	497	0	538	2,249	4,597	1,496
P-Model	81	114	90	277	1,069	1,563
Pickups	2,762	2,288	2,989	10,393	43,014	4,490
S-15	1,168	1,150	1,187	4,194	20,103	23,904
S-15 Jimmy	1,196	1,132	1,133	4,557	12,942	19,781
Safari	885	904	954	3,495	12,210	15,598
Suburban	806	730	676	2,478	10,147	11,368
Vandura/Rally Vans	485	522	477	1,811	8,213	9,610
Total GMC	8,001	7,036	8,169	29,928	114,230	130,855
Olds Silhouette	665	0	700	2,766	10,826	0
Pontiac Trans Sport	1,435	0	1,282	4,152	19,788	0
GENERAL MOTORS	35,814	32,454	35,096	133,044	528,437	597,242
NAVISTAR	1,643	1,862	1,655	3,998	24,902	31,373
NISSAN	3,220	2,219	3,255	12,551	53,925	46,548
SUBARU-ISUZU	399	0	540	1,838	9,541	0
AM GENERAL*	450	450	450	1,890	8,190	7,920
MISCELLANEOUS*	3,000	3,000	3,000	12,600	54,600	48,100
Total Trucks, U.S.	93,358	90,836	92,043	334,488	1,365,682	1,615,080

CANADIAN TRUCK	Week Ended May 5, 1990	Week Ended May 6, 1989	Week Ended Apr. 28, 1990	Apr Est	Jan. 1 to May 5, 1990	Jan. 1 to May 6, 1989
Caravan	3,529	3,083	3,181	12,707	57,791	55,619
Caravan C/V	295	341	310	1,209	4,591	4,149
Ram Wagon	738	675	539	2,211	8,326	10,499
Ram Van	1,566	1,747	1,385	5,550	20,768	27,308
Total Dodge	6,128	5,846	5,415	21,677	91,476	97,575
Voyager	2,734	2,722	2,715	10,402	47,589	48,439
Total Plymouth	2,734	2,722	2,715	10,402	47,589	48,439
Wrangler	1,700	1,885	1,518	6,340	18,604	29,598
Total Jeep	1,700	1,885	1,518	6,340	18,604	29,598
CHRYSLER MOTORS	10,562	10,453	9,648	38,418	157,939	175,612
FORD MTR. (lt. trks.)	3,344	3,650	3,068	12,596	50,519	62,126
Light trucks	3,462	3,366	2,670	13,545	62,819	56,379
Vans	1,390	1,417	1,153	5,023	16,386	24,745
Total Chevrolet	4,852	4,783	3,823	18,568	79,205	81,124
Light trucks	1,418	1,473	938	4,911	23,624	27,378
Vans	560	683	683	2,354	7,094	12,032
Total GMC	1,978	2,156	1,621	7,265	30,718	39,410
GENERAL MOTORS	6,830	6,939	5,444	25,833	109,923	120,534
NAVISTAR	225	271	227	908	3,749	4,498
Total Trks., Canada	20,961	21,313	18,387	77,755	321,860	362,770
U.S., Canada Trks.	114,319	112,149	110,430	412,243	1,687,542	1,977,850

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Dealer orders hold key to changeover downtime

By Michelle Krebs, Wes Brown and Greg Bowens
AUTOMOTIVE NEWS STAFF

DETROIT — Unless dealer orders for 1990 models pick up in the next month, domestic automakers will be forced to schedule more downtime for model changeover at assembly plants than they currently have slated.

The manufacturers have tentatively scheduled less downtime for this summer's model changeover than they did last year. The only plants with particularly long shutdowns are those being renovated or those with products that will be be changed drastically.

Plants with long shutdowns scheduled include:

- General Motors' Arlington, Texas, plant, which will produce the redesigned Chevrolet Caprice and GM's redesigned large wagons
- Ford Motor Co.'s Edison, N.J., plant, which is switching from Escort production to Ranger trucks.

Dealers say they will continue to be conservative about ordering 1990 vehicles for the model-year close-out. Final orders on some models are due by the end of May; orders for other models are due by the end of June or July.

"I would rather be short than overstocked," said Craig A. Kapson of Jordan Motors Inc. in Mishawaka, Ind. Jordan Motors is the nation's largest-volume dealership.

Kapson said a dealer can survive on profits from used-car sales, but being overstocked in new vehicles could jeopardize the business.

Dealers are mixed — and cautious — about how strong sales will be for the rest of the year.

Dick LaGruth, who has Chrysler, Plymouth, Ford, Jeep and Eagle franchises in Forest Lake, Minn., said he is apprehensive, but optimistic, that sales will pick up. "We've seen some good signs recently," he said.

"It's a wish and a prayer to have anything pick up," said auto analyst Thomas O'Grady of Integrated Automotive Resources of Wayne, Pa. "If sales don't pick up soon, the shutdowns will have to be extended."

Dealers indicate their conservatism in ordering will spill over into the 1991 model year. They say they don't intend to stockpile vehicles

see DOWNTIME, page 45

Jordan Ford leads nation in '89 sales

By Edward Lapham
MANAGING EDITOR

Fleet sales are the surest way to put big numbers on the board, but most U.S. car dealers still rely on one-at-a-time retail sales, according to the *Automotive News* list of America's largest auto dealers.

The list, which ranks top-producing dealerships for domestic and imported franchises, was compiled for the *Automotive News Market Data Book*, which will be published May 30.

TOP 25 DEALERS

The ranking is based on total new-unit deliveries — car and truck, fleet and retail — for calendar 1989. It features the 10 highest-volume franchises for 31 makes. The entire list of 310 top-selling franchises will be in the *Market Data Book*.

Fleet sales accounted for more than half of total new-unit deliveries in only 81 of those 310 franchises last year. Those top 310 franchises sold 1,032,833 cars and trucks in 1989, and 616,015, or 59.64 percent, were fleet sales.

The highest-volume individual franchise in the United States last year was Jordan Ford in Mishawaka, Ind. Jordan Ford, which has been in business 41 years, also was the largest franchise in fleet volume and the biggest dealership in total dollar sales with $560.5 million last year.

The dealership sold 42,013 fleet units and retailed another 5,639 for a total of 47,652 sales.

Jordan's rise to the top spot was gradual. In 1987, the three top-selling franchises were all Chevrolet. In 1988, Jordan moved into the No. 2 spot.

Craig A. Kapson, president of Jordan Ford, attributed his dealership's success to basic sensible business practices that include making every department a profit

see BIG DEALERS, page 11

HIDDEN IMAGE/HANS G. LEHMANN

Das Legend

The second-generation Honda Legend Coupe is undergoing testing at the Nurburgring race track in West Germany. The new range of sedans and coupes is expected to reach American Acura dealers this fall.

HONDA BEATER? *Chrysler ads trumpet tests in effort to boost car sales*

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Last November, John Damoose was handed a great job title at Chrysler Corp.: vice president of brand marketing.

But along with the title came a task that in the intervening six months has grown increasingly tough: selling Chrysler cars and trucks.

Last week, the 43-year-old, intensely driven marketing executive announced a bold ad campaign in which Chrysler trumpets the news that some potential car buyers prefer Chrysler's bread-and-butter cars to Honda's best-sellers.

While the current campaign heralds the advantages of American-built vehicles over those of Japanese descent, an upcoming campaign may turn the tables and focus on the company's performance cars, including those built by or with Chrysler's Japanese partner, Mitsubishi Motor Corp.

That campaign aims to change the image of Chrysler's cars as stodgy. It may spotlight the upcoming Dodge Stealth, to be imported from Mitsubishi, the Eagle Talon and Plymouth Laser, built with Mitsubishi, and Lamborghini's Diablo. The lone purely domestic, purely Chrysler-produced car in the campaign is the Dodge Daytona, which has an optional Mitsubishi engine.

The campaigns are a gamble. But Damoose is facing some dreary numbers:

- Chrysler U.S. car market share for four months of 1990 is 8.82 percent, down from 10.72 percent a year earlier.
- Chrysler's U.S. car sales are off 21 percent for the four months, while car sales industrywide dropped 4 percent.

Chrysler now sells more light trucks than cars, and the campaign unveiled last week is aimed at turning the tide. By December, Chrysler expects to resuscitate its car sales and projects that its North American car market share will grow back to 9.7 percent.

In the new advertising campaign, Chrysler claims that tested consumers prefer its models to the Honda Civic and the best-selling vehicle in the United States, the Honda Accord.

"It's not unusual for others to compare their cars to the Accord, which has always been considered a benchmark car," said a spokesman for American Honda Motor Co.

see CHRYSLER, page 44

Chrysler's top salesman, Lee Iacocca, details the superiority of the automaker's products over Honda in a new series of commercials.

Honda picks leaders with U.S. savvy

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Tadashi Kume's retirement as president of Honda Motor Co. will leave the company in the hands of its top engineer and two men who served successfully in the United States.

The new president is Nobuhiko Kawamoto, 54, the former head of Honda R&D Co.

Manufacturing, product and sales will be headed by executives who led Honda's growth in the United States in the 1980s. They are expected to continue to make Honda a truly global company.

Kawamoto

Kawamoto will head what Honda calls a top management troika that includes two new executive vice presidents:

- Shoichiro Irimajiri, 50, who earned his wings running Honda's growing manufacturing operations in Ohio.
- Yoshihide Munekuni, 51, who led the U.S. sales company during its years of growth.

The troika takes over as many observers believe Honda is at a crossroads. Japanese news reports of the change noted criticism directed at the company recently for losing the "Honda touch" and producing models that are conservative — and even "boring."

Kume

But analyst Neal Doying of Baring Securities said he does not think the criticism is warranted. He said Honda is doing well with its U.S. strategy. He said Honda is moving upmarket with its consumers — "aging yup-

see HONDA, page 43

NEWSPAPER

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Horse inspires import plan:
Oilman Armand Hammer plans to join forces with an Ohio car dealer and import from Korea Ssangyong's 4x4 Korando as the "El Paso II," named after his favorite stud Arabian horse. Page 2.

Allan Gilmour was named president of Ford Automotive Group in March, 30 years after joining Ford Motor Co.

Ford's Gilmour cultivates 'car guy' image

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Don't call Allan Gilmoura bean counter. The new president of Ford Motor Co.'s Automotive Group is trying to shed his image as a finance man and take on a "car guy" persona.

Two weeks ago, Gilmour was spotted driving a host of competitors' minivan products including the new Toyota Previa, Chevrolet Astro, Mazda MPV and Dodge Grand Caravan around Ford's World Headquarters in Dearborn, Mich.

He then jumped into a Ford Aerostar for comparison. The results of his impressions were shared with several Ford minivan engineers at the test track.

Every week, Gilmour concentrates on one segment of the auto industry by driving a group of Ford vehicles and competitive makes. He then meets with Ford product planners and engineers who work on present and future vehicles in that segment.

"It's not done in a terribly analytical or objective way. It's Gilmour's emotions," he said.

"We talk about where we are, what our cycle plan is, what we understand of the competition and where we're going."

Where Ford is going is a question that most concerns Gilmour. Improving Ford's quality, lowering soaring product development costs, turning out new products faster and finding the right opportunities for Ford's core automotive and financial services business top his agenda.

Many believe Gilmour is destined to succeed Harold "Red" Poling as Ford chairman when Poling retires in 1993.

For now, the automotive business is Gilmour's chief concern. He became head of all of Ford's worldwide vehicle operations in March during a management shuffle resulting from former Chairman Donald Petersen's retirement. Many believe Gilmour is destined to succeed Harold "Red" Poling as Ford chairman when Poling retires in 1993.

The Vermont-born, Harvard-educated Gilmour has few competitors for Ford's top spot.

The other two members of the Office of the Chief Executive, Ford President Philip Benton, 61, and Chief Financial Officer Stanley Seneker, 59, will be close to retirement age by the time a new chairman is named. Other contenders do not have the wide experience at the company that Gilmour has achieved.

see GILMOUR, page 41

Saab shutters Canada dealer network; GM to assume car sales

By Alex Law
STAFF CORRESPONDENT

TORONTO — Squeezed by market pressures in Europe and North America, Saab Automobile AB will close Saab-Scania Canada Inc. and its 32 dealerships in late summer and will give distribution rights to General Motors.

GM's Passport International Automobiles Division will sell Saabs in Canada beginning Sept. 1.

Passport: Imports for Canada Page 41

The move will allow Saab to devote its limited resources to where they are needed most, including the U.S. market, said David J. Herman, president and chief executive of Saab Automobile.

The agreement comes five months after the creation of Saab Automobile, a 50-50 joint venture in which GM basically took control of Saab-Scania AB's car operations.

At the time, GM said the hookup would have no affect on Saab's U.S. operations. And a spokesman for Saab-Scania of America Inc. maintains that a joint marketing operation is out of the question in the United States. But Herman said last week that the Canadian move is good news for Saab's U.S. dealers.

"You can't fight the battle equally on all fronts," Herman said. He suggested that money that might have been used to build a dealership in Canada can now be used for such things as keeping

see SAAB, page 41

AUTOMOTIVE NEWS/JOE WILSSENS

Glenn Matte washes Isuzus at Passport Windsor in Windsor, Ontario. Passport International Automobiles, a division of General Motors of Canada dedicated to import cars, will take over sales of Saab cars in Canada Sept. 1.

Detroit dealers launch auto ad paper

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Metropolitan Detroit auto dealers wanted print advertising at what they consider a reasonable price, so they decided to do it themselves.

The result is *Auto Dealer Direct Car and Truck Marketplace*, a weekly advertising publication that was scheduled to hit 1.4 million Metro Detroit mailboxes Saturday and today.

Auto Dealer Direct is the advertising brainchild of the Detroit Auto Dealers Association. Gordon Stewart, president of the group, said many of their 260 member-dealerships have been priced out of the advertising market, especially since the area's two newspapers, *The Detroit News* and *Detroit Free Press*, entered a joint operating agreement and raised the prices of their ads.

While dealers are expected to continue advertising with the two daily newspapers, said Stewart, *Auto Dealer Direct* will be an advertising alternative for dealers and a supplement for others.

More than 72 dealerships placed full- or half-page ads in one or more of its seven zone editions.

Stewart, who owns Chevrolet dealerships in two Detroit suburbs, said the publication is especially useful to dealers because it offers target marketing at lower costs. Dealers can buy ads targeted to one or more of the circulation area's seven zones.

Joseph Ungaro, president and chief executive officer of the Detroit Newspaper Agency, said he will treat the publication as any competitor. He said the marketplace is only so big, and with all of the competition it stands to reason someone will lose.

"It is our goal to be the one who doesn't lose," Ungaro said.

Auto Dealer Direct will have a minimum of 12 pages. Three of its first week's zones carried at least 32 pages, while the others had at least 16 pages. Stewart said it may expand circulation to newsstands and grocery stores.

Stewart said Detroit area dealers spend from $75 million to $100 million advertising their products annually. *Auto Dealer Direct* is expected to generate at least $12 million in revenue the first year.

The tabloid will have a full-color front and back. The front page will be dedicated to editorial, while the rest of the publication will be filled with advertising. Media, Marketing and Promotion, a direct-mail company in Troy, Mich., will edit and publish *Auto Dealer Direct*.

The first issue's editorial content was devoted to explaining the advertising standards created by DADA, the Better Business Bureau and the Michigan Attorney General's Office.

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Imports top U.S. makes in anti-lock brake sales

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The installation rate of anti-lock brake systems on 1989 imported cars sold in the United States was three times as high as on U.S.-built autos.

Some 12.97 percent of 1989 imported cars sold in this country were fitted with ABS, compared to 3.96 percent of U.S.-built cars. Import numbers reflect sales of 1989-model-year cars, and U.S. numbers are based on 1989-model production.

But as technological advances in ABS reduce the size and price, the trend is for ABS application to spread top-to-bottom through all manufacturers' model lineups.

ABS was installed on 339,116 of the 2,615,369 1989-model import cars sold in the United States. On the U.S. side, 279,801 of the 7,067,627 1989 cars produced had the feature. The data were compiled for the *Automotive News Market Data Book*, which will be published May 30.

Leading the way for 1989-model imports were European makers Mercedes-Benz, BMW, Jaguar and Sterling, all with 100 percent ABS application.

Acura was the top Japanese nameplate; nearly 40 percent of the 1989 Acuras sold in the United States were equipped with ABS.

By comparison, General Motors installed ABS on 5.71 percent of its 1989 cars, and Ford put it on 4.92 percent.

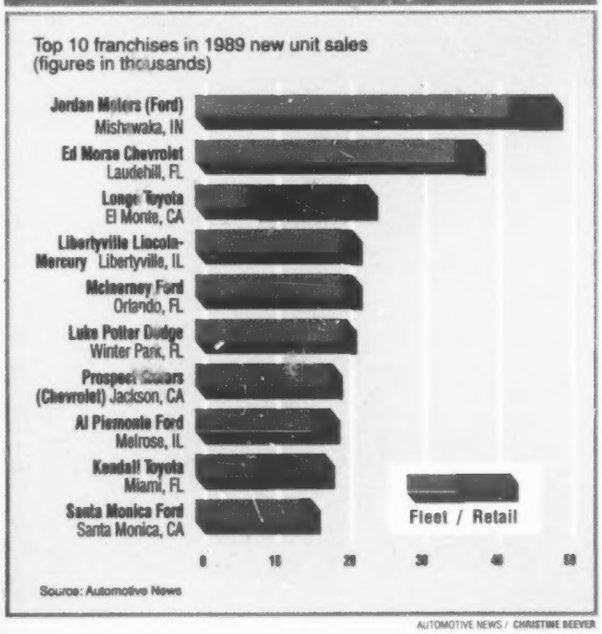
Nissan put ABS on 10.90 percent of its imported 1989 cars; Mitsubishi had it on 4.98 percent; and Toyota installed it on 3.90 percent.

Honda did not put ABS on any of the 1989 imported cars it sold in the United States.

The new Nissan Infiniti and Toyota Lexus were not included in the survey because they were introduced as 1990 models. Mazda did not provide figures.

see IMPORT ABS, page 41

1989 top 10 in new unit sales



AUTOMOTIVE NEWS / CHRISTINE BEEVER

1989 TOPS IN DOLLAR SALES

Rank	Franchise	Location	1989 Sales (Millions)$
1	Jordan Motors, Inc. (Ford)	Mishawaka, IN	$560.5
2	Prospect Motors, Inc. (GM)	Jackson, CA	$470.6
3	Luke Potter Dodge, Inc.	Winter Park, FL	$411.8
4	Ed Morse Chevrolet	Lauderhill, FL	$403.5
5	Longo Toyota	El Monte, CA	$338.0
6	Libertyville Lincoln-Mercury	Libertyville, IL	$330.2
7	Bayview Cadillac	Fort Lauderdale, FL	$271.4
8	Polkowitz Motors (Cadillac, Buick)	Perth Amboy, NJ	$245.3
9	McInerney Ford	Orlando, FL	$244.8
10	Stephen Pontiac, Inc.	Bristol, CT	$233.7
11	Rice & Holman Ford	Mt. Laurel, NJ	$226.6
12	Al Piemonte Ford	Melrose Park, IL	$223.5
13	Ricart Ford, Inc.	Columbus, OH	$216.4
14	J.M. Pontiac	Hollywood, FL	$173.6
15	Pacifico Ford, Inc.	Philadelphia, PA	$164.9
16	Friendly Chevrolet	Dallas, TX	$133.9
17	Penske Cadillac	Downey, CA	$128.7
18	Bast Chevrolet	Seaford, NY	$128.2
19	Delorme Chevrolet, Inc.	Inglewood, CA	$127.9
20	Frontier Ford	Santa Clara, CA	$119.9
21	Toyota of Hollywood	Hollywood, FL	$117.9
22	Lawrence Marshall Chev-Olds	Hempstead, TX	$117.3
23	Cochran Pontiac, Inc.	Monroeville, PA	$110.5
24	Celozzi-Ettleson Chevrolet	Elmhurst, IL	$109.7
25	Browning Oldsmobile-Mitsubishi	Cerritos, CA	$107.4

BIG DEALERS

FROM PAGE 1

center, as well as listening to customers and servicing their needs.

"We went back to the basics," Kapson said. "The key really is taking care of your customers. In retail sales, we have 55 percent repeaters, and we haven't lost a single major fleet customer in five years."

In addition to the Ford dealership that put together the big numbers, Kapson also has Toyota, Volvo and Mitsubishi franchises on his 45-acre site.

While Kapson and Jordan Ford rang up big numbers selling one make, the dealership that moved into second place in total dollar sales was Prospect Motors in Jackson, Calif.

Dealer W. E. "Bill" Halvorson placed among the top 10 franchises for all five of the General Motors passenger-car makes: Buick, Cadillac, Chevrolet, Oldsmobile and Pontiac.

In addition, Halvorson reported that he has an interest in a Chrysler-Plymouth-Dodge-Jeep-Eagle dealership — Amador Motors in Sutter Creek, Calif. — that is on the Dodge list.

At Prospect Motors, Halvorson reported that he sold a five-make total of 45,256 GM vehicles, most of them fleet sales. In addition to the GM makes, Prospect Motors also sells Toyotas.

Halvorson's feat was unique, although 22 dealers had two or more top-selling franchises. Some had two same-make franchises on the same top-10 list: Dealer Al Courter had two Acura franchises on that list; Stewart Evans had two on the Lincoln-Mercury list; and Michael Schudroff had two on the Rolls-Royce list, as did Norman Braman.

Penske Corp.'s Longo Toyota dealership in El Monte, Calif., had 15,893 retail deliveries last year, the most by any franchise in 1989. It was the fourth consecutive year that Longo Toyota was the franchise with the highest retail sales in the United States.

Last year, Longo also developed its fleet business into another 7,165 units, for 23,058 total new-unit sales.

The No. 1 dealer in used-vehicle sales was Ricart Ford in Columbus, Ind. Ricart was also the No. 2 franchise in new retail sales, with 11,344 deliveries in 1989.

Lustine Chevrolet in Hyattsville, Md., reported the most parts and service business last year — $39.4 million. No. 2 was Friendly Chevrolet in Dallas, and the third spot went to Longo Toyota with $21.3 million in parts and service sales.

Again in 1989, there were strong regional trends, with East and West coasts having a disproportionate number of the top-selling franchises. The regional strengths reflected strong vacation and travel markets for dealerships that emphasize fleet sales to daily rental companies.

There were also pockets of strength in the Midwest, notably for the traditional Big 3 makes, as well as in the Northeast and Southwest, where import dealerships fared well.

California remained the state leader with 84 of the top 310 franchises.

Florida had 39 of the top 310 franchises, and Illinois accounted for 24 of the top performers.

The New York area had 54 of the largest franchises, including 25 in New Jersey, 20 in New York state, eight in Connecticut and one in Vermont. In the middle of the Eastern Seaboard, the Washington area had 20 top franchises — nine in Maryland and 11 in Virginia.

The 1989 listing — the fourth annual — is very similar to the earlier compilations. The leaders for 17 of the 31 makes were repeaters from 1988.

New car stockpile shrinks to 65-day supply in April

U.S. makers pare vehicles, imports up

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

A continued decline in domestic new car inventories helped keep overall car inventories in check during April.

Combined May 1 inventories of domestic and imported new cars totaled 2,102,016, a 65-day supply. That compares with a 68-day supply on April 1 and a 70-day supply on May 1, 1989.

Domestic-car inventories dropped from a 64-day supply on April 1 to a 60-day supply on May 1, but import inventories increased to an 82-day supply from a 79-day supply for the same period.

On May 1, 1989, domestic automakers had a 69-day supply on hand, while importers were storing a 72-day supply.

Industry sales for March were 850,925; April's totalled 802,557.

The Big 3 automakers either saw their inventories drop or hold steady from the April to May period.

Ford Motor Co. fared the best. Its inventories, including captive imports, as of May 1 stood at a 59-day supply, compared with a 67-day supply in April. General Motors' inventories dropped from 68 to 62, while Chrysler's stood pat at 77.

The luxury car divisions of the Big 3 appeared to suffer the most. Cadillac's days' supply rose 48 percent from April 1 to May 1 — from 50 days to 74 days. Days-supply figures for all other GM car divisions declined.

The supply of Cadillac Allantes stood at 154 days, the highest of any GM car.

There was a 107-day supply of Allantes on April 1.

Other GM cars with a more than 100-day supply were the Cadillac Brougham and the Buick Reatta and Electra.

There was a 91-day supply of Chevrolet Corvettes.

Ford saw its inventories of Lincolns rise from a 41-day to a 46-day supply from April to May. Most other makes of Ford cars dwindled.

The Probe, with a 113-day supply, headed Ford's list of unsold models.

A drop in production helped to decrease the inventory rate of the Dodge Monaco by 31 percent, but there still was a 294-day supply of the car on May 1.

Other Chrysler models sitting heavy were: Eagle Premier, 172-day supply; Chrysler Fifth Avenue (fwd), 106-day supply; Chrysler Imperial, 143-day supply; and New Yorker C, 100-day supply.

The May 1 supply of imports rose to 679,880 from 668,662 in April.

Honda was the only importer to see its combined stockpiles dwindle.

Honda had a 41-day supply, the lowest of any automaker, down from a 46-day supply April 1.

Mazda suffered the most. Its inventories of imported and U.S.-built cars climbed 25 percent, and its inventories of U.S.-built cars rose 36 percent.

The stockpile of the U.S.-built Subaru Legacy models dropped from a 440-day supply on April 1 to a 352-day supply May 1.

IMPORT DAYS' SUPPLIES

	May 1, 1990	Apr. 1, 1990	May 1, 1989
Chevrolet	94	87	114
Chrysler Motors	140	96	138
Acura	68	76	58
Daihatsu	67	67	85
Honda	51	55	27
Infiniti	47	53	—
Isuzu	143	138	169
Lexus	19	21	—
Mazda	73	61	60
Mitsubishi	82	74	101
Nissan	101	95	106
Subaru	99	107	63
Suzuki	265	306	240
Toyota	72	70	18
JAPAN	79	77	65
Audi	200	143	234
BMW	73	74	79
Mercedes-Benz	40	36	58
Mercury	73	31	110
Porsche	64	78	132
VW	145	116	103
GERMANY	100	86	94
Alfa Romeo	103	114	131
Ford	82	95	97
Hyundai	72	58	59
Jaguar	68	61	62
Peugeot	84	86	96
Pontiac	114	140	148
Eagle/Chrysler	157	170	162
Saab	74	88	85
Sterling	67	67	139
Volvo	95	95	74
Yugo	95	115	197
Other Countries	85	82	87
Total Import Cars	82	79	72
Daihatsu	53	53	—
Geo Tracker*	121	134	166
Isuzu*	93	83	116
Mazda	55	66	64
Mitsubishi	82	74	93
Nissan*	43	39	57
Range Rover	72	62	34
Suzuki*	133	141	184
Toyota	23	23	46
Dodge	118	113	181
Total Imp. Trucks	53	54	76
Total Imp. Vehicles	75	73	73

*Includes domestic vehicles

DOMESTIC DAYS' SUPPLIES

	May 1, 1990	Apr. 1, 1990	May 1, 1989
Talon	63	47	—
Premier	172	176	132
Total Eagle	101	97	132
Horizon	89	74	81
Laser	92	89	59
Sundance	76	75	83
Reliant	31	52	65
Acclaim	39	49	47
Caravelle	—	—	153
Gran Fury	—	—	22
Total Plymouth	63	66	65
LeBaron A/K	62	97	98
LeBaron J	75	105	74
LeBaron GTS	39	140	209
Fifth Avenue (rwd)	32	91	103
Fifth Avenue (fwd)	106	91	—
Imperial	143	104	—
New Yorker C	100	66	51
New Yorker E	—	—	234
Total Chrysler	83	93	69
Omni	90	70	92
Shadow	58	65	81
Monaco	294	427	—
Daytona	104	117	70
Aries	33	53	68
Lancer	39	131	254
Spirit	47	56	64
Diplomat	—	—	91
Dynasty	67	54	44
Dodge 600	—	—	137
Total Dodge	68	69	66
CHRYSLER MTRS.	72	75	69
Escort	65	76	100
Mustang	82	89	45
Tempo	45	58	79
Taurus	51	63	55
Thunderbird	59	71	69
Probe	113	108	95
Crown Victoria	55	67	78
Total Ford Div.	61	72	73
Topaz	53	73	80
Sable	64	63	57
Cougar	51	68	65
Grand Marquis	67	67	74
Total Mercury	59	67	71
Continental	37	31	56
Town Car	47	42	51
Mark VII	62	66	103
Total Lincoln	46	41	59
Total L-M Div.	54	56	68
FORD MOTOR CO.	59	67	71
Skyhawk	48	92	112
Somerset/Skylark	36	44	68
Century	65	67	52
Regal	69	119	91
LeSabre	52	58	72
Reatta	101	116	110
Electra	115	126	97
Riviera	66	79	68
Total Buick	60	72	75
Cimarron	—	—	22
Allante	154	107	112
Seville	54	34	79
DeVille	72	47	68
Brougham	104	64	81
Eldorado	62	75	90
Total Cadillac	74	50	74
Geo Prizm/Nova	73	70	128
Cavalier	34	41	69
Camaro	81	84	65
Celebrity	78	70	44
Corsica/Beretta	69	69	79
Lumina/Monte Carlo	68	74	0
Caprice	61	61	77
Corvette	91	84	106
Total Chevrolet	59	63	72
Firenza	—	—	75
Calais	42	53	98
Cutlass Ciera	77	81	74
Cutlass Supreme	56	76	128
88	79	71	71
98	82	97	79
Toronado	28	99	184
Total Oldsmobile	63	74	85
Fiero	—	—	53
Sunbird	59	57	58
Firebird	94	93	65
Grand Am	39	66	66
Pontiac 6000	66	60	70
Grand Prix	56	67	90
Bonneville H	88	86	79
Safari/Parisienne	—	—	93
Total Pontiac	56	72	72
GENERAL MTRS.	60	66	75
HONDA	36	41	20
MAZDA	55	35	58
MITSUBISHI	58	41	29
NISSAN	125	128	76
TOYOTA*	41	29	44
SUBARU	352	440	—
DOM. TOTAL	80	84	88
Subcompact	54	49	53
Compact	53	51	65
Intermediate	63	71	66
Standard	67	84	73
Specialty	99	93	104

*Estimate

Washington finds Big 3 draw higher rate of lemon beefs

By Helen Kahn
SENIOR CORRESPONDENT

Motorists in Washington state are more likely to have serious problems with Big 3 products than with vehicles built by leading Japanese makers, according to the state's new lemon law report.

Owners of Big 3-built vehicles filed 76.93 percent of the 494 claims accepted under the state's lemon law arbitration program in 1988 and 1989, the state said. Big 3 makes accounted for 57.58 percent of the market.

In contrast, owners of Toyota, Honda, Nissan and Mazda products were were involved in just 8.91 percent of the claims. The Japanese "Big 4" held 28.55 percent of the market in the state.

Other imports did not fare as well. Peugeot, for example, accounted for 11 claims — as many as Toyota. But Peugeot held only 0.21 percent of the market. There were five claims against Yugo, which accounted for 15 of every 1,000 vehicles sold.

The state based its market share calculations on car and truck registrations for 1985 to 1989.

The report was the first covering the state's second-generation lemon law. Benefits to consumers during the first two years totaled over $5 million.

The tougher lemon law created a state-run arbitration program using a pool of attorneys as arbitrators and a pool of mechanics. It also included a broad consumer education program and garnered manufacturer and dealer support.

A "lemon" is triggered when there are four or more failures to repair (two or more for a serious safety defect), or when a vehicle is out of service for 30 days.

The law also requires that the vehicle's former status as a lemon be disclosed upon resale.

In 1988, 351 consumers requested state-run arbitration. More than 48 percent of the cases were settled when consumers were awarded replacement vehicles or their cars were repurchased. The rest were ineligible or the cases were incomplete. Cumulative settlements and awards exceeded $2.75 million.

During 1989, 262 consumers sought state-run arbitration, and 55 percent won replacements or refunds. Some of the remaining claims were denied; others were in process at the end of the year.

Awards and settlements for 1989 exceeded $2.5 million.

The state surveyed consumers who asked for information but did not request state-run arbitration and found 18 percent intended to file a claim. It also found 35 percent had reached satisfactory settlements with the manufacturer — a "clear indication" the law is helping new-car buyers, the state said.

WASHINGTON LEMON LAW CLAIM COMPARISON

Table compares percentage of lemon law claims accepted for arbitration to vehicle market share for Washington state. Companies with less than 4 percent market share are not included.

Make	Pct. of claims	Pct. of sales
Chrysler	19.84	12.80
Ford	26.52	19.29
GM	30.57	25.49
Honda	1.42	7.79
Mazda	2.63	4.81
Nissan	2.63	5.60
Toyota	2.23	10.35

Infiniti ad pair tackles Pontiac

CRAIN NEWS SERVICE

Bill Heater and Don Easdon, the creative team behind Nissan Motor Corp. in U.S.A.'s initial Infiniti campaign, loaned their creative spark to Pontiac.

Agency sources say they were hired on a free-lance basis by ad agency D'Arcy Masius Benton & Bowles of Bloomfield Hills, Mich., to provide ideas for Pontiac.

Easdon confirmed the nature of the assignment but declined to disclose the client or the agency.

Heater, who also wouldn't discuss specifics, said the agency asked several outsiders for creative input. He described their role as "sort of like cannon fodder."

It is unclear if the work, completed in April, will be produced.

— Gary Levin

Racing-wise Pontiac reshapes Grand Prix

PONTIAC, Mich. — Pontiac will use a design born for racing when it restyles the Grand Prix for 1993.

Byron Warner, Pontiac chief engineer, said the car will have a larger, more square rear deck area to enhance aerodynamic downforces achieved at racing speeds.

"We try to influence the shape of (future) production cars for our racing. It's an easy deal," Warner said. "We explain to the design staff what works well, and that influence will be seen quite a bit on the new Grand Prix. We picked a new look that's aerodynamically effective relative to downforce."

Look for the Grand Prix also to have a lower roofline and a more rounded nose, seen most graphically on the 1991 Firebird.

— Dutch Mandel

Mitsubishi engines recalled by EPA

WASHINGTON — The EPA said 102,000 1986-model cars with 1.5-liter Mitsubishi engines have been recalled for exceeding emissions standards.

The recall affects about 20,000 Mitsubishi Mirage models and about 80,000 Dodge Colts and Plymouth Colts, the agency said. Dodge, Plymouth and Mitsubishi dealers will perform repairs on their nameplates.

Carburetors will be modified, automatic chokes will be recalibrated, and secondary air filters will be checked.

— Diane Kurylko

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TEXAS INSTRUMENTS

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DOWNTIME

FROM PAGE 1

despite the fact that one of the Big 3 could be hit with a strike. The UAW's contracts with GM, Ford and Chrysler Corp. expire Sept. 14.

Domestic automakers have kept production more in line with sales during the 1990 model year than they have in recent years. And dealers, whose profits have been squeezed, have kept their ordering and inventories in check as well.

Domestic new-car inventories declined even further last month. Stocks of U.S.-built cars represented a 60-day supply on May 1, down from 64 days on April 1.

Because of leaner stocks and already-rich incentives, dealers don't expect automakers to offer massive incentives to clean up leftover inventory this summer.

But they are optimistic that the automakers, who already are paying record amounts in incentives, will offer some type of cleanup program.

The manufacturers have given no indication of what they will do for the cleanup.

GM has said it will pay dealers a carryover allowance, money paid to dealers for vehicles left in their inventory when the new model year begins.

GM will pay 5 percent of the sticker price of 1990 vehicles sold after the 1991 model year starts.

But GM has stipulated that a dealer can surrender all or part of the carryover allowance to participate in an end-of-model-year promotion, if one is offered.

Ford and Chrysler dealers are waiting to hear what the companies will do about a carryover allowance this year.

Dealers say their ordering will depend on what the companies do in that regard.

KEARNS

FROM PAGE 2

Kearns said he will seek an injunction against Ford enjoining the automaker from manufacturing any of the devices or using any facilities or data it has acquired in relation to the wipers.

He said he will accept no out-of-court settlement.

Kearns said he will allege "they took away the business opportunity from me" in his next complaint.

Kearns, 62, said he never had any intention of selling his idea to Ford, the first automaker he approached with his idea back in 1963.

He said he wanted to secure Ford as a customer so that he could start his own factory to produce the windshield wipers.

He said Ford has earned $558 million on the wipers.

"They used my income to build their plants.

"If I only receive reasonable royalties, then I am only an employee of Ford as opposed to being a businessman."

Kearns says he has spent at least $1 million "easy" on legal fees but intends to carry his legal battle through in hopes of protecting all inventors.

He said the new trial should start in six to eight weeks.

Ford argued that Kearns patents were invalid because his ideas were disclosed in patents previously issued to other inventors.

SHUTDOWN DATES FOR U.S. CAR ASSEMBLY PLANTS

Plant	Model changeover/vacation dates (Tentative)	1991 Product	Days Shut 1990	Days Shut 1989
GENERAL MOTORS				
Arlington, Texas	April 27 to June 27	Cadillac Brougham, Chevrolet Caprice	42	4
Bowling Green, KY	July 27 to July 30 (weekend changeover)	Chevrolet Corvette	0	5
Detroit (Detroit-Hamtramck)	July 13 to August 6 Allante - July 18 to July 19 (RMC)	Olds Toronado, Buick Riviera, Cadillac Eldorado & Seville Allante	15 0	15 17
Doraville, Ga.	August 8 to August 13	Oldsmobile Cutlass Supreme	2	25
Flint, Mich. (Buick City)	July 20 to August 6	Buick LeSabre, Oldsmobile 88 Royale	10	18
Janesville, Wis.	July 19 to July 23	Chevrolet Cavalier	1	3
Kansas City, Mo.	July 27 to August 13	Pontiac Grand Prix	10	30
Lakewood, Ga.	Not available	Buick Estate Wagon	—	0
Lansing, Mich. (Plant A)	July 20 to July 31	Oldsmobile Cutlass Calais, Buick Skylark	6	5
Lansing, Mich. (Plant B)	July 13 to July 23	Pontiac Grand Am	5	18
Lansing, Mich. (Reatta Craft Centre)	July 20 to August 13	Buick Reatta	15	50
Linden, N.J.	July 23 to July 24 (RMC)	Chevrolet Beretta and Corisca	0	15
Lordstown, Ohio	July 6 to July 17	Chevrolet Cavalier, Pontiac Sunbird	6	5
Oklahoma City, Okla.	July 27 to August 13	Oldsmobile Ciera, Pontiac 6000, Buick Century	10	5
Orion Township, Mich.	July 13 to August 6	Oldsmobile 98 Regency, Cadillac Deville	15	14
Van Nuys, Calif.	Changeover completed February 1990	Chevrolet Camaro, Pontiac Firebird	37	30
Wentzville, MO.	July 20 to August 6	Oldsmobile 88 Royale, Buick Park Ave., Pontiac Bonneville	10	20
Ypsilanti, Mich. (Willow Run)	Changeover completed December 1989	Chevrolet Caprice	—	140
Wilmington, Del.	July 30 to July 31 (RMC)	Chevrolet Beretta and Corsica	0	0
FORD MOTOR CO.				
Atlanta	July 2 to July 13 (vacation) July 27 (weekend changeover)	Ford Taurus, Mercury Sable	10	10
Chicago	July 2 to July 13 (vacation) August 10 (weekend changeover)	Ford Taurus, Mercury Sable	10	10
Dearborn, Mich.	July 2 to July 13 (vacation) August 10 (weekend changeover)	Ford Mustang	10	10
Edison, N.J.	Changeover begins May through September	Changing from Escort to Ranger	70	10
Kansas City, Mo.	July 2 to July 13 (vacation) August 3 (weekend changeover)	Ford Tempo, Mercury Topaz	10	10
Lorain, Ohio	July 2 to July 13 (vacation) July 27 (weekend changeover)	Ford Thunderbird, Mercury Cougar	10	13
Wayne, Mich.	July 2 to July 13 (vacation) Changeover completed February 1990	Ford Escort	10	59
Wixom, Mich.	July 2 to July 13 (vacation) July 27 (weekend changeover)	Lincoln Town Car, Mark VII, Continental	10	10
CHRYSLER MOTORS				
Belvidere, Ill.	July 9 to July 23	Dodge Dynasty, Chrysler New Yorker, New York Salon, New Yorker Landau, Imperial, Fifth Avenue	10	10
Detroit, Mich. (Jefferson, Ave.)	Plant closed February 1990	Dodge Omni, Plymouth Horizon	—	5
Newark, Del.	July 9 to July 23	Dodge Spirit, Plymouth Acclaim, Chrysler LeBaron Sedan	10	10
St. Louis, Mo.	July 9 to July 23 (Closing in September)	Dodge Daytona, Chrysler LeBaron J	10	3
Sterling Heights, Mich.	July 9 to July 23	Plymouth Sundance, Dodge Shadow	10	10
DIAMOND-STAR MOTORS				
Normal, Ill.	July 2 to July 7 (vacation)	Plymouth Laser, Mitsubishi Eclipse, Eagle Talon, Eagle Summit, Mitsubishi Mirage	4	5
HONDA OF AMERICA MANUFACTURING				
Marysville, Ohio	July 2 to July 6 (vacation)	Civic and Accord	3	0
MAZDA MOTOR MANUFACTURING (U.S.A.) CORP.				
Flat Rock, Mich.	Not available	Ford Probe, Mazda MX-6, Mazda 626	—	5
NEW UNITED MOTOR MANUFACTURING INC.				
Fremont, Calif.	(RMC)	Chevrolet Geo Prizm, Toyota Corolla FX	0	0
NISSAN MOTOR MANUFACTURING CO. U.S.A.				
Smyrna, Tenn.	July 8 to July 22 (Retooling during night shift)	Sentra	11	10
TOYOTA MOTOR MANUFACTURING U.S.A.				
Georgetown, Ky.	(RMC)	Camry	0	0
SUBARU-ISUZU AUTOMOTIVE INC.				
Lafayette, Ind.	(RMC)	Subaru Legacy	0	—

(RMC) = Rolling Model Change

PRODUCTION

Output dives for trucks, cars in April

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. automakers in April produced 509,264 cars, 17.92 percent below the prior month and 20.08 percent below the year-ago month. April's production was the lowest since 1982, when 474,222 cars were assembled.

Last week's car production estimate was 138,863, 4.20 percent above the previous week but 13.06 percent below the year-ago week.

Truckmakers assembled 338,971 units in April, 14.04 percent below the March total and 7.97 percent below the year-ago figure.

Truck production was scheduled at 92,172 units last week, 0.16 percent above the prior week and 2.52 percent above the same week in 1989.

Companies shared last week's scheduled production as follows: General Motors, 43.48 percent; Ford Motor Co., 25.79 percent; Chrysler Corp., 12.10 percent; Honda of America Manufacturing Inc., 6.47 percent; New United Motor Manufacturing Inc., 3.56 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.19 percent; Diamond Star Motors Corp., 2.14 percent; Mazda Motor Manufacturing (USA) Corp., 1.82 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.13 percent; and Subaru-Isuzu Automotive Inc., 0.32 percent.

GM last week scheduled overtime at the Janesville, Wis., plant on Friday and the Detroit-Hamtramck, Mich., plant and the Lansing, Mich., A-line on Saturday.

Ford scheduled daily overtime last week at the Wayne, Mich., and Wixom, Mich., car plants and the following truck plants: Kansas City, Mo.; St. Paul, Minn.; Norfolk, Va.; Lorain, Ohio; St. Louis; and Louisville, Ky. Louisville also was slated for Saturday overtime.

Chrysler's St. Louis No. 1 plant (Daytona and LeBaron J) continues to operate on a single eight-hour daily shift during May.

The St. Louis No. 2 minivan plant and the Dodge City Warren, Mich., truck plant were scheduled to work overtime last Saturday.

Totals plunge in Canada, too

Canadian automakers produced 83,209 cars in April, 20.63 percent below the previous month and 2.44 percent below the year-ago month.

April truck production was 77,300 units, 13.90 percent below the prior month and 6.31 percent below the year-ago month.

Last week's scheduled car production of 27,575 units rose 7.30 percent above the prior week and 41.77 percent above the 1989 week.

Estimated truck production of 20,485 units last week was 1.52 percent more than the previous week but 4.74 percent below the year-ago week.

Chrysler reopened the Bramalea, Ontario, facility last week after a five-week shutdown because of high inventories of the Dodge Monaco and Eagle Premier.

U.S. CAR	Week Ended May 12, 1990	Week Ended May 13, 1989	Week Ended May 5, 1990	Apr. Total	Jan. 1 to May 12, 1990	Jan. 1 to May 13, 1989
Horizon	0	793	0	0	4,327	5,531
Sundance	1,700	2,558	1,725	5,558	26,935	44,642
Acclaim	2,700	2,851	2,419	6,340	30,416	45,109
Total Plymouth	4,400	6,202	4,144	11,898	61,678	95,282
LeBaron A	300	0	299	1,000	8,244	0
LeBaron J	1,400	2,939	1,429	5,358	14,561	44,816
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	1,500	2,083	1,497	3,507	11,029	43,994
Fifth Avenue	800	0	742	2,054	10,509	0
Imperial	300	0	298	1,055	6,208	0
Total Chrysler	4,300	5,022	4,265	12,974	50,551	91,756
Omni	0	979	0	0	4,078	6,514
Daytona	900	1,942	971	3,553	10,770	39,587
Shadow	2,300	2,250	2,108	5,894	30,690	44,507
Dynasty	2,600	3,402	2,403	7,195	40,233	60,871
Lancer	0	0	0	0	0	1,528
Spirit	2,300	2,466	2,177	6,499	31,611	42,095
Total Dodge	8,100	11,039	7,659	23,141	117,382	195,102
CHRYSLER MOTORS	16,800	22,263	16,068	48,013	229,611	382,140
Escort	6,797	8,690	6,711	22,246	72,999	132,234
Mustang	3,715	3,746	3,715	7,410	52,005	88,209
Tempo	3,136	2,905	3,238	12,782	49,755	61,081
Taurus	7,810	7,942	7,713	28,587	141,465	151,265
Thunderbird	3,784	2,895	0	8,665	41,478	66,944
Total Ford Div.	25,242	26,178	21,377	79,690	357,702	499,733
Topaz	1,165	1,605	1,162	4,433	19,106	27,317
Cougar	1,781	2,935	0	5,960	27,000	58,116
Sable	2,679	2,558	2,793	11,601	43,088	49,485
Total Mercury	5,625	7,098	3,955	21,994	89,194	134,918
Continental	1,111	1,434	1,291	4,620	20,704	27,777
Mark VII	551	317	659	2,316	10,351	10,081
Town Car	3,281	2,461	3,926	13,902	62.313	50,613
Total Lincoln	4,943	4,212	5,876	20,838	93,368	88,471
Total L-M Div.	10,568	11,310	9,831	42,832	182,562	223,389
FORD MOTOR CO.	35,810	37,488	31,208	122,522	540,264	723,122
Skyhawk	0	241	0	0	0	6,325
Skylark/Somerset	2,134	1,373	1,880	7,970	32,232	21,619
Century	1,578	2,501	1,704	4,255	24,249	46,083
Riviera	630	297	569	1,987	8,700	10,121
Electra	168	2,546	81	100	12,666	31,631
LeSabre (fwd)	3,839	4,711	3,463	14,954	60,502	56,419
LeSabre (rwd)	290	66	272	509	2,784	3,394
Reatta	211	197	211	782	3,254	2,591
Total Buick	8,850	11,932	8,180	30,557	144,387	178,183
Eldorado	426	887	397	2,034	8,016	15,418
Seville	1,522	644	1,381	3,232	12,727	11,330
Brougham (rwd)	0	624	0	3,395	13,065	15,757
DeVille (fwd)	4,092	4,071	4,978	15,500	61,727	85,543
Allante	89	75	89	332	1,374	1,303
Total Cadillac	6,129	6,301	6,845	24,493	96,911	129,351
Cavalier	7,984	8,428	8,395	27,203	115,500	151,648
Camaro	1,988	2,789	1,936	7,265	21,363	47,452
Celebrity	0	1,994	0	0	0	54,028
Corsica/Beretta	6,160	8,961	6,088	23,168	103,460	160,972
Caprice	1,403	4,060	1,330	27,813	72,808	78,091
Corvette	558	560	570	2,139	8,744	10,009
Total Chevrolet	18,093	26,792	18,319	87,588	321,875	502,200
Calais	3,036	2,142	2,351	8,602	34,991	36,933
Cutlass Ciera	1,625	1,891	833	3,040	28,542	32,404
Cutlass Supreme	1,765	3,566	1,790	7,137	30,828	41,286
Toronado	284	181	257	1,260	7,281	4,074
88 (fwd)	3,030	5,444	2,974	9,109	35,117	62,610
88 (rwd)	0	195	0	213	2,295	3,036
98	1,108	1,101	1,301	4,244	20,666	34,606
Total Oldsmobile	10,848	14,520	9,506	33,605	159,720	214,949
Sunbird	3,752	3,786	4,561	14,857	52,869	58,678
Grand Am	4,800	4,975	4,828	18,062	69,609	96,842
Firebird	1,263	1,276	1,147	4,582	13,006	26,837
Grand Prix	2,728	4,000	2,934	8,502	38,153	58,442
Pontiac 6000	1,370	1,403	1,500	2,514	21,014	35,752
Bonneville	2,529	2,294	2,851	8,662	29,160	39,423
Safari/Parisienne	0	139	0	0	0	2,138
Total Pontiac	16,442	17,873	17,821	57,179	223,811	318,112
GENERAL MOTORS	60,362	77,418	60,671	233,422	946,704	1,342,795
DIAMOND-STAR	2,978	1,315	3,415	13,497	52,742	16,519
HONDA	8,990	7,773	8,930	35,210	163,656	145,983
Civic	2,912	2,622	2,642	10,630	45,099	49,332
Accord	6,078	5,151	6,288	24,580	118,557	96,651
MAZDA†	2,528	4,473	2,571	14,206	66,778	90,491
NISSAN	1,570	2,504	1,576	6,380	39,291	42,789
NUMMI	4,960	4,250	4,195	16,660	77,241	74,584
Corolla	2,250	1,678	1,952	8,100	39,590	30,407
Geo Prizm/Nova	2,700	2,572	2,243	8,560	37,651	44,177
SUBARU-ISUZU	441	0	317	1,784	9,818	0
TOYOTA	4,434	2,246	4,311	17,570	82,149	37,336
Total Cars, U.S.	136,863	159,730	133,282	509,264	2,206,254	2,855,761
Total Cars, Canada	27,575	19,451	25,698	83,209	379,732	383,273
U.S., Canada Cars	166,438	179,181	158,980	592,473	2,587,986	3,239,034
U.S., Canada Cars and Trucks	279,065	290,591	271,163	909,773	4,500,388	5,324,683

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended May 12, 1990	Week Ended May 13, 1989	Week Ended May 5, 1990	Apr. Total	Jan. 1 to May 12, 1990	Jan. 1 to May 13, 1989
Monaco	808	0	0	0	4,401	0
Premier	467	1,299	0	0	1,719	16,160
CHRYSLER MOTORS	1,275	1,299	0	0	6,120	16,160
Tempo	3,360	0	3,301	7,345	46,550	63,436
Topaz	1,440	0	1,418	3,040	16,736	26,832
Crown Victoria	2,563	2,903	2,575	11,449	45,916	50,975
Grand Marquis	3,197	2,876	3,231	9,833	43,043	56,952
FORD MOTOR CO.	10,560	5,779	10,525	31,667	152,245	198,195
Celebrity	1,169	734	1,120	2,411	9,793	5,171
Cutlass Ciera	2,391	2,894	2,263	4,976	31,537	67,966
Lumina	5,070	4,012	5,103	18,346	82,239	29,554
Regal	2,930	2,447	2,538	9,297	25,369	28,632
GENERAL MOTORS	11,560	10,087	11,024	35,030	148,938	131,323
HONDA	2,150	1,704	2,134	8,422	39,866	31,075
HYUNDAI	550	0	527	1,950	6,653	0
TOYOTA	1,300	402	1,308	5,420	22,563	3,241
VOLVO	180	180	180	720	3,347	3,279
Total Cars, Canada	27,575	19,451	25,698	83,209	379,732	383,273

U.S. TRUCK	Week Ended May 12, 1990	Week Ended May 13, 1989	Week Ended May 5, 1990	Apr. Total	Jan. 1 to May 12, 1990	Jan. 1 to May 13, 1989
Caravan	2,000	2,478	2,129	8,686	41,830	42,403
Dakota	1,600	2,594	1,748	6,945	27,095	43,562
Caravan C/V	100	118	124	556	2,703	3,665
Ram pickups	2,500	2,594	2,616	10,425	39,731	43,590
Total Dodge	6,200	7,784	6,617	26,612	111,359	133,220
Cherokee	4,000	5,546	4,076	10,571	60,844	87,710
Comanche	200	625	197	521	2,817	12,583
Grand Wagoneer	300	0	0	260	1,755	5,423
Wagoneer	100	119	113	296	1,402	3,646
Total Jeep	4,600	6,290	4,386	11,648	66,818	109,362
Voyager	1,800	2,361	1,999	8,613	40,064	40,334
Town & Country	50	155	68	293	1,370	100
Total C-P Div.	1,850	2,516	2,067	8,906	41,434	40,434
CHRYSLER MOTORS	12,650	16,590	13,070	47,166	219,611	283,016
Aerostar	4,952	5,025	5,593	18,168	72,840	95,559
Bronco	1,192	1,432	1,206	4,450	20,306	33,064
Bronco II	5,903	2,473	4,508	16,386	47,837	51,141
Econoline	5,161	5,165	4,932	18,193	72,062	94,926
Mediums/Heavies	1,262	1,309	1,256	4,543	19,385	26,532
Light trucks	10,253	12,029	10,731	36,355	168,616	212,047
Ranger	6,098	6,239	6,412	25,209	111,777	136,376
Total Ford Div.	34,821	33,672	34,638	123,304	512,823	647,645
FORD MOTOR CO.	34,821	33,672	34,638	123,304	512,823	647,645
Astro	2,962	3,249	3,049	10,840	42,651	65,881
Blazer	407	504	436	1,633	6,324	10,775
Lumina APV	2,513	0	2,406	8,578	37,251	0
Mediums/Heavies	368	0	236	387	3,249	1,312
P-Model	619	824	654	2,331	9,022	12,777
Pickups	7,170	7,886	7,418	34,659	131,075	153,961
S-10	4,847	5,100	4,975	17,624	86,284	106,058
S-10 Blazer	3,772	3,831	3,532	6,658	45,069	73,267
Sportsvan/Van	2,090	2,395	2,192	7,585	24,885	37,832
Suburban	1,474	1,425	1,480	5,980	24,672	29,936
Total Chevrolet	26,222	25,214	26,380	96,275	410,482	491,799
Jimmy	122	161	129	482	2,065	3,214
Mediums/Heavies	569	0	554	765	5,223	1,496
P-Model	81	79	53	277	1,122	1,666
Pickups	2,707	2,265	2,468	14,237	45,427	46,467
S-15	1,127	1,202	1,167	4,246	21,229	24,998
S-15 Jimmy	1,249	1,195	1,041	2,130	14,036	20,996
Safari	963	881	843	3,458	13,131	16,560
Suburban	806	552	788	2,466	10,935	12,008
Vandura/Rally Vans	361	603	268	1,771	8,357	10,216
Total GMC	7,985	6,938	7,311	29,832	121,525	137,621
Olds Silhouette	748	0	733	2,762	11,642	0
Pontiac Trans Sport	1,045	0	1,252	4,146	20,650	0
GENERAL MOTORS	36,000	32,152	35,676	133,015	564,299	629,420
NAVISTAR	1,646	1,864	1,658	6,621	26,563	33,248
NISSAN	3,230	2,178	3,231	12,543	57,166	48,767
SUBARU-ISUZU	375	0	301	1,842	9,818	0
AM GENERAL*	450	450	450	1,800	8,640	8,370
MISCELLANEOUS*	3,000	3,000	3,000	12,000	57,600	51,100
Total Trucks, U.S.	92,172	89,906	92,024	338,291	1,456,520	1,701,566

CANADIAN TRUCK	Week Ended May 12, 1990	Week Ended May 13, 1989	Week Ended May 5, 1990	Apr. Total	Jan. 1 to May 12, 1990	Jan. 1 to May 13, 1989
Caravan	3,267	3,192	3,215	12,512	60,744	58,696
Caravan C/V	288	355	301	1,201	4,885	4,532
Ram Wagon	738	696	712	2,175	9,038	11,219
Ram Van	1,566	1,724	1,592	5,509	22,360	29,010
Total Dodge	5,859	5,967	5,820	21,397	97,027	103,457
Voyager	2,532	2,760	2,524	10,317	49,911	51,125
Total Plymouth	2,532	2,760	2,524	10,317	49,911	51,125
Wrangler	1,500	1,877	1,610	6,272	20,014	31,483
Total Jeep	1,500	1,877	1,610	6,272	20,014	31,483
CHRYSLER MOTORS	9,891	10,604	9,954	37,986	167,222	186,065
FORD MTR. (lt. trks.)	3,344	3,482	3,206	12,624	53,725	65,776
Light trucks	3,464	3,421	3,485	13,581	66,306	59,745
Vans	1,540	1,383	1,373	4,962	17,909	26,162
Total Chevrolet	5,004	4,804	4,858	18,523	84,215	85,907
Light trucks	1,416	1,643	1,403	4,880	25,025	28,851
Vans	605	701	532	2,375	7,671	12,715
Total GMC	2,021	2,344	1,935	7,255	32,696	41,566
GENERAL MOTORS	7,025	7,148	6,793	25,778	116,911	127,473
NAVISTAR	225	270	226	912	3,975	4,769
Total Trks., Canada	20,485	21,504	20,179	77,300	341,833	384,083
U.S., Canada Trks.	112,657	111,410	112,203	415,591	1,912,402	2,085,649

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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C2710-3

Satellite system to link GM, dealers

Pulsat will include video, print data

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors plans to hook up its 9,700 dealers to a new satellite communications system by the end of 1992. GM claims the system will be the world's largest private satellite network.

GM will pay for the installation of a satellite dish at each dealership to send and receive information. GM said the rates will be the same as dealers now pay for the land-based dealer communications system.

The new system, called GM Pulsat Network, will provide faster transmission of information between the automaker and its dealers.

In addition to the two-way data transmission that GM now has with its land-based system, the new satellite network will add video transmission.

Video now is available only to the 2,100 GM dealers who subscribe to the Automotive Satellite Television Network, an independent television programming network for the car dealers. GM now airs programs on ASTN three times a week.

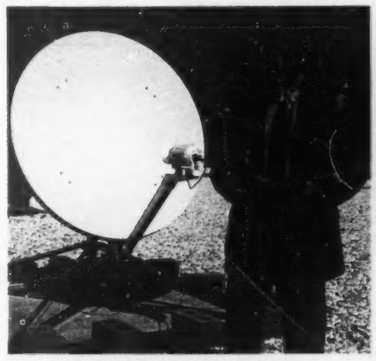
Duncan Brodie, general director of dealer systems and communications for the GM customer sales and service staff, said the land-based system GM now uses to communicate with its dealers is reaching the limit of its capacity. The efficiency of the system has decreased while the cost has increased, he said.

The land-based system, which uses telephone lines, started in 1976 with 13 applications. Today's system has 200 applications including information on products, parts, service, dealer orders and warranties.

Brodie said another 63 applications have been proposed for the new system. Future applications could include electronic shop manuals, electronic vehicle invoicing and next-generation vehicle diagnostics.

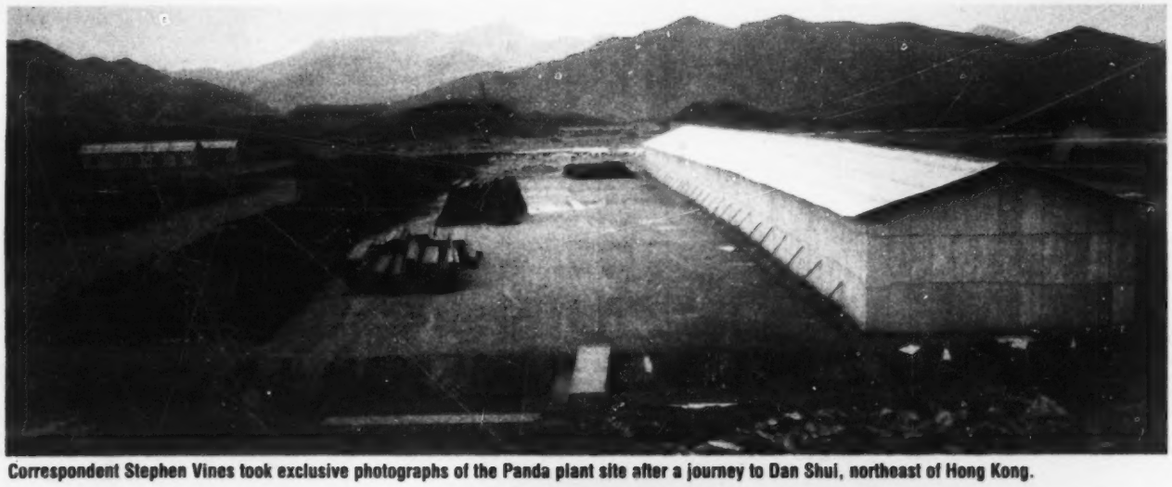
Dealers say GM needs a new communica-

see SATELLITE, page 55



Hughes Network Systems' Ladd Bower inspects one of the satellite dishes that will be placed on 9,700 dealerships selling GM vehicles.

THE PATH TO PANDA



Correspondent Stephen Vines took exclusive photographs of the Panda plant site after a journey to Dan Shui, northeast of Hong Kong.

Writer's triumph: A brief glimpse of shy car firm

By Stephen Vines
STAFF CORRESPONDENT

DAN SHUI, China — The Chinese Panda is an elusive creature that goes out of its way to avoid humans. That may help explain why Panda Motors Corp. was so named.

Like the pandas that stalk Szechuan province, Panda Motors Corp., with its strong ties to the Unification Church, is very hard to find. It, too, is based in an obscure part of China and seems to have its own ways of avoiding humans of the reporter species.

News of the company's establishment came shortly after last June's massacre of pro-democracy demonstrators in Beijing's Tiananmen Square. Foreign investors were leaving the country, and China's government appeared friendless in the Western world.

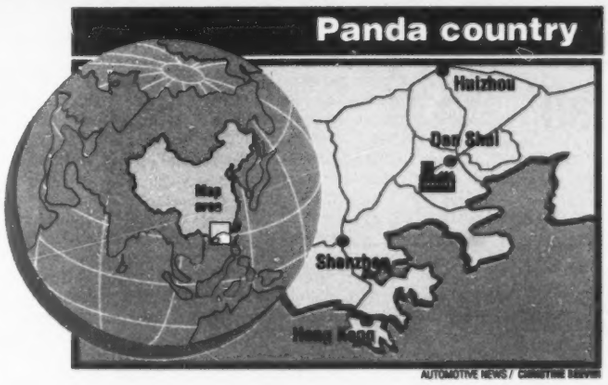
Little wonder, therefore, that the authorities bent over backward to endorse a plan for a foreign company to build the nation's largest car factory.

China indicated that the investment was being made by an American company but, as inquiries by *Automotive News* revealed, the project is backed by the Rev. Sun Myung Moon's Unification Church of South Korea. Nevertheless, Panda is based in the United States and has a mixture of Koreans and Americans on its board of directors.

Getting information was difficult from the start. When *Automotive News* showed an interest in visiting the site, communications became even more strained.

The first approach was made in February to the company's Hong Kong office run by a Mr. Okomoto. He appears to be a busy man and was unable to discuss matters over the

see PANDA, page 53



PANDA FACTS

Location: Dan Shui, China
Timetable: Production to begin in 1991 with complete knockdown kits
Products: Most likely small sedans, pickups
Production goal: 300,000 vehicles a year

Chrysler puts dealer spiff on minivans

By Arlena Sawyers and Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTERS

Caving in to dealer pressure, Chrysler Corp. last week placed a $500 factory-to-dealer incentive on its 1990 Plymouth Grand Voyager, Dodge Grand Caravan and Chrysler Town & Country long-wheelbase minivans.

The issue came to a head during meetings of the national dealer councils and Chrysler executives earlier this month. Verbal requests were followed by written requests last week, and on Thursday dealers were notified of the rebate program in a satellite telecast.

The dealer incentive expires July 17.

While some dealers applauded the move, one Chrysler-Plymouth dealer complained that the com-

see INCENTIVES, page 56

Palladium use in catalysts linked to cost

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Platinum-free catalytic converters based on palladium are here, and they could save the Big 3 automakers $300 million a year if world political and economic factors do not inflate prices or limit the availability of palladium.

Currently, only a small percentage of worldwide palladium output is mined in the United States. Eighty percent of the world's supply of platinum-group metals comes from politically sensitive sources: South Africa and the Soviet Union.

Researchers also are concerned that any price advantage of palla-

see PALLADIUM, page 55

NEWSPAPER

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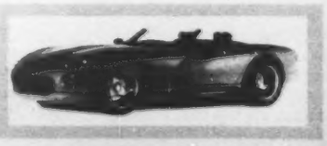
Vroom, vroom Viper!
Chrysler Corp. plans to produce up to 500, V-10 powered Dodge Viper sports cars by January 1992, similar to the concept car pictured here. Story on Page 2.



Dealers rally to help locate missing son of Ford salesman

Greg Bowens
SPECIAL CORRESPONDENT

At 3 p.m. on Tuesday, May 8, new-car salesman Geoffrey Roberts was on the showroom floor at Big Country Ford in Clovis, N.M.

He was unaware that his 6-year-old son, Matthew, weakened by chicken pox, had just wandered away from home and disappeared, clad only in a blue soccer shirt, shorts and tennis shoes. Matthew was still missing 10 days later.

Matthew Roberts, 6, vanished earlier this month in New Mexico.

Immediately after they discovered that he was gone, Roberts and his wife Debbie began a frantic search of the neighborhood.

The news spread quickly and by 8 p.m. Big Country Ford, town police, and local news media had mustered about a third of the town's 35,000 citizens to canvass the city. They searched in vain that night and the following day.

Local dealers started a reward fund and solicited help from Ford Motor Co., the National Automobile Dealers Association and the New Mexico Dealers Association.

The case has also been featured on Fox television's "America's Most Wanted."

Everett Hagelgantz, owner of Big Country Ford, said he contacted representatives of Ford Motor Co. Credit to see what assistance the automaker could offer.

Ford Division spokeswoman Della Dipietro said last week the company will make a donation of an undetermined amount to the reward fund.

"In terrible situations like this you have to move fast. Ford is going to help," she said.

The reward fund, initiated by the Clovis New Car Dealer Association, had grown to $14,800 last week.

Clovis dealers purchased local radio spots, and the New Mexico State Dealers Association plans to distribute flyers with Matthew's photo and description to its members.

"When you work with someone you form a bond with them," said Gary Westfall, the dealership's general manager.

According to Westfall, that bond has spurred executives of the Ford dealership to establish funds separate from the "Matthew Roberts Reward Fund" to help the Robertses cope financially — they have not worked since their son's disappearance — and to link with a national network used to help find missing children.

NADA director for New Mexico, Jack Price of University Volkswagen in Albuquerque, said he had not heard the about dealers' efforts, and did not know what the association would do to help Roberts.

The New Mexico dealers encourage anyone with information about Matthew Roberts to call the Clovis Police Department at (505) 769-1921, or the National Center for Missing and Exploited Children at (800) 843-5678.

Dodge Viper, a "back-to-basics" sports car to be powered by a V-10 engine, was first seen at auto shows in 1989. Recent artist's rendering shows side exhaust pipes, roll bar and twin fuel fillers on rear deck.

Dodge Viper gets green light

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. said last week it will produce 200 to 500 Dodge Viper sports cars by January 1992.

The Viper is planned as a Dodge image model just as the Corvette ZR-1 leads the Chevrolet marque. Chrysler said volume of the two-passenger Viper will increase, but not beyond 5,000 units annually.

Chrysler Corp. Chairman Lee Iacocca made the announcement Friday in Los Angeles.

The company said the limited-edition Viper will be be powered by Chrysler's V-10 engine being developed for full-sized Dodge pickup trucks.

Chrysler said its Lamborghini engineering subsidiary will assist in casting the Viper V-10 from aluminum. The engine reportedly has a displacement of 7.0 liters.

Performance targets include more than 400 horsepower and 450 pounds-feet of torque.

The company continues to test a high-performance V-8 engine that may be available in future Viper models as a lower-cost option.

The company has not said how the initial 200 to 500 Vipers will be distributed among its 3,000 Dodge dealers. An allocation system is said to be under development. Price has not been disclosed. Export plans are being considered.

Viper has been a high-profile model for Chrysler since the rear-wheel-drive convertible was first shown to the press and to audiences on the auto show circuit in January 1989.

Chrysler officials have described the response to the ragtop as overwhelming, and the company created a special team in February 1989 to explore production.

Even though Chrysler had not given the official go-ahead on the project, potential buyers have sent cash deposits for the car, said company officials.

Chrysler designers describe the Viper as a back-to-basics high-performance sports car. Styling cues are borrowed from the golden age of roadsters of the mid-1960s.

According to Chrysler, the Viper resulted from a discussion among Robert Lutz, Chrysler Motors pres-

see VIPER, page 56

Chrysler shuffles executive lineup

Cappy goes international, Damoose to oversee all company ads

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. last week announced a series of executive shuffles meant to groom the automaker's next generation of management.

The moves affected vice presidents and general managers in Chrysler's marketing, communications and international operations.

Joseph Cappy was named vice president of international operations, replacing Michael Hammes.

Hammes resigned to become executive vice president of Black & Decker Corp. and president of the $2 billion power tools group.

Cappy, 56, had been Chrysler's vice president of brand development. In his new position, he will report to Chrysler Corp. Vice Chairman Gerald Greenwald.

There were also significant changes in Chrysler's recently restructured marketing organization.

John Damoose, who had been vice president of brand marketing, became vice president of marketing with broadened responsibilities. Damoose is now responsible for all of the company's advertising groups.

Previously, brand marketing groups had reported to Damoose, but the corporate advertising group had reported to Arthur (Bud) Liebler, executive director of corporate communications and marketing services.

Under the previous reporting structure, corporate ad campaigns such as Chrysler's highly visible "Advantage: Chrysler" campaign were the responsibility of Liebler. Now, those campaigns will be overseen by Damoose.

Liebler last week was elected vice president of communications, reporting to Thomas Denomme, vice president of corporate planning and external affairs.

Liebler, 47, is responsible for directing all of Chrysler's public relations, internal communications and marketing services activities, including corporate merchandising, business planning and research.

In divisional marketing changes, Lawrence Baker was named general manager of the Jeep-Eagle division and Martin Levine was named general manager of the Dodge car and truck division.

The moves follow on the heels of a November 1989 marketing reorganization. At that time, Damoose was appointed a vice president, Levine was named general manager of Jeep-Eagle and Baker was named general manager of Dodge.

Under the latest round of changes, the corporate advertising group will be part of a newly-created unit announced last week headed by Ralph Sarotte. Sarotte was named director of multi-brand marketing programs. He will report to Damoose and be responsible for cross-brand marketing activities, including media budgeting and corporate advertising.

The naming of Cappy to head international operations gives the former American Motors Corp. executive broadened responsibilities within Chrysler's operations and visibility in an arena of mounting importance. Chrysler wants to expand its global operations and become less dependent on the North American market for profitability.

It is unclear if Chrysler will fill the position of vice president of brand development vacated by Cappy. Chrysler has been trying to streamline its levels of managements.

In his new job, Cappy will be responsible for all of Chrysler's operations outside of North America, including Diamond-Star Motors and Eurostar. Diamond-Star is a joint venture of Chrysler and Mitsubishi Motor Corp. in Bloomington, Ill. Eurostar is a joint venture of Chrysler and Steyr-Daimler-Puch in Austria.

He also has responsibility for Lamborghini, joint ventures with Renault and Fiat and new venture development around the world.

Chrysler spends $2 billion on incentives; sales still fall

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Chrysler Corp. poured $2.1 billion into sales incentive programs last year and spent another $680 million on national and dealer advertising to move Chrysler products.

In spite of that, Chrysler's U.S. car sales fell 14.4 percent and earnings dropped 65.8 percent, from $1.05 billion to $359 million.

Speaking last week at the 65th annual stockholders' meeting here, Chrysler Chairman Lee Iacocca made no excuses for what he called a "tough year."

Instead, and in keeping with his current media message, Iacocca discussed competitiveness, the unfair advantage he believes the Japanese automakers have in the United States and the inability of Chrysler and other domestic automakers to crack Japan's market.

Iacocca criticized the lack of government action on issues affecting the trade imbalance and the decision to place India, and not Japan, on the list of unfair trading partners.

"A few weeks ago, the administration decided not to put Japan on the list of unfair trading nations," he said. "Instead, believe it or not, they condemned India.

"That's easy to understand," he said jokingly. "Just look around and see all the Indian cars on the freeways and all the Indian VCRs in the stores. Count up all the Indian buildings and the businesses that have been bought up by Indians lately. Look at all those Indian banks out there. No question, those Indians are becoming a real economic menace to us."

Only two shareholder proposals were brought to a vote, and both failed. The first, a measure to provide for cumulative voting, was reintroduced by corporate gadfly Evelyn Y. Davis. The measure received 15.4 percent of the votes cast at the meeting and by proxy. Last year, the same proposal garnered 21.1 percent.

A stockholder proposal that Chrysler directors be required to own at least 2,000 shares of Chrysler stock won only 7.3 percent of the shares voted.

Correction

In the May 14 issue and the May 30 *Market Data Book*, Galpin Ford of Sepulveda, Calif., was inadvertently excluded from lists of 1989's largest dealers. Galpin Ford reported total sales of $141.51 million, making it the 16th largest in total dollar sales, and its 6,208 Ford retail sales made it the fifth largest franchise for retail sales.

CAW looks to White knight to lead contract battle

Affable ways cloak tough negotiator

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

TORONTO — In 1952 at the age of 17, Bob White, president of the Canadian Auto Workers Union, got his first real taste of power.

White had been elected union steward at Hay & Co., a UAW-represented woodworking plant in Woodstock, Ontario.

"They gave me a steward button, and I went back in the plant the next day wearing it feeling I had the world by the ass," White wrote in his autobiography. "I changed from a kid whose curiosity had stopped growing in some ways to someone who had responsibilities and a lot to learn."

Today, at age 55, White still has a boyish look and loads of responsibilities — more so than ever, since he engineered the Canadian split from the UAW in 1985.

> "We have tried to organize them (transplants) before, but like in the U.S., the workers are young and have been propagandized. They will come on board, and it's only a short way down the road."
>
> **Bob White**
> CAW president

This summer, he must negotiate a new three-year contract for 90,000 Canadian auto workers.

"Workers are troubled; they're getting pretty damned angry," White says.

He even hints that he may retire from the CAW this year. Those who know him doubt he'll leave, and White himself won't talk about what he would do if he left the union.

But he does talk about his goals for the union. He still wants to organize the three wholly owned Asian transplant factories in Canada, none of which have joined the CAW so far.

"We have tried to organize them before, but like in the U.S., the workers are young and have been propagandized," White says.

"They will come on board," he adds, "and it's only a short way down the road."

It's hard not to believe him. White is a man who likes to chase rainbows, and who likes to overcome adversity.

He is best known for his orchestration of the Canadian divorce from the UAW in 1985, a move that has made him *persona non grata* with UAW leaders in the United States.

"At the point he chose to attack and split the union leadership, I lost a great deal of respect for Bob as both a trade unionist and as a man," says Ernest Lofton, vice president and director of the UAW Ford department.

And while White admits the breakup hurts him, it pales in comparison to the pain

see WHITE, page 38

MODELS: *567 choices today; down 5 from 1989*

By John K. Teahen Jr.
SENIOR EDITOR

DETROIT — With a gain for domestics and a decline for imports, the number of passenger-car models offered in the United States is just about the same as it was a year ago.

The annual *Automotive News* tabulation finds 567 models today, compared to 572 last year. The current fleet consists of 278 domestic entries, up 23 from last year, and 289 from overseas, down 28.

The increase for the domestics came mainly from Japanese transplant and joint-venture operations, which added 13 models. On the Big 3 side, General Motors is up eight, and Chrysler Corp. is up two.

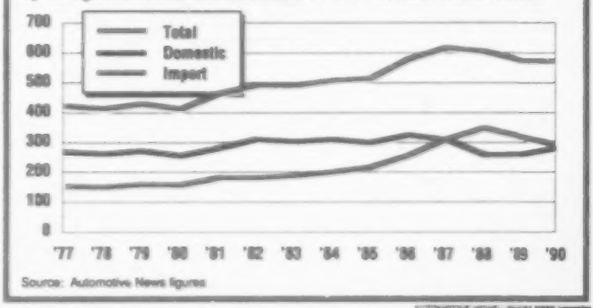
Ford Motor Co. is unchanged, a marvel of consistency. Not only is its total the same, every one of the company's domestic nameplates has exactly the same model lineup as it did at this time in 1989.

Biggest changes among the imports are a loss of eight models by Isuzu and a drop of seven by Nissan. Isuzu discontinued its I-Mark line and now has only one Impulse model. Nissan scuttled its Axxess wagons and dumped a Pulsar

see MODELS, page 51

Car models offered in U.S.

Number of car models, domestic and imported, offered for sale in the United States. Models built in the United States and Canada by foreign automakers are included in the domestic-model count.



Source: Automotive News figures

AUTOMOTIVE NEWS - CHARLOTTE WINTER

Jackson helped lead fight against gray-market imports.

Light-truck tailpipe proposals worry makers

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Proposals in the Senate and House clean air bills threaten to set considerably tougher pollution standards for light trucks that automakers say could wreak havoc on a lucrative market.

Both bills would require that base pickup trucks, stripped vans and small sport-utilities adhere to the same pollution standards as passenger cars.

While automakers acknowledge that the smallest trucks do indeed resemble passenger cars, engineers for the Big 3 worry that some of the strict standards proposed for bigger light trucks in the Senate version can't be met.

The Senate version would require that pollution systems on the bigger light trucks meet stricter standards for 10 years or 120,000 miles, while the House bill loosens standards after 50,000 miles and exempts vehicles from testing after 75,000.

Engineers said they can't build a truck to run that clean for 120,000 miles, or perhaps even for 75,000, as the House would require.

If the Senate truck requirements prevail, that could spell trouble for automakers, whose profits have been bolstered over the past several years because of the growing popularity of light trucks.

"Trucks are already close to being cars in terms of size and weight. If we build trucks to pass car (emissions) specifications, they would have no durability or goad carrying capacity, or be so streamlined they would be a car rather than a truck," said Gordon Allardyce, executive engineer for certification and regulatory programs at Chrysler Corp.

"We don't know how to do it, and that's why we are so reluctant to accept the provision," he said.

Charles Gray, director of the EPA's control technology division, is surprised by the industry's protests. A lot of the targeted vehicles have the same engines as cars, so trucks should be able to meet the standards as easily, he says.

The House is expected to begin debate on its bill this week. Once approved, negotiators from both bodies of Congress will meet to agree on a final clean air bill.

The conference will be Detroit's last chance to push for a change, and the light truck issue rides high on the list of priorities, said Kelly Brown, executive engineer of fuel economy and emissions control at Ford Motor Co.

The popularity of light trucks and their acceptance as affordable transporation rather than a work vehicle is what captured Washington's attention.

Currently, light trucks have much looser emissions regulations than passenger cars. But trucks must meet those standards for 10 years or 120,000 miles. Passenger

see TRUCKS, page 55

House begins clean-air debate

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The threat of mandated production of alternative-fueled cars hangs over automakers as the House prepares to debate a clean-air bill this week.

House negotiators last week failed to reach an accord that would avert a proposed amendment to mandate the sale of one million alternative-fueled cars.

Rep. Henry Waxman, D-Calif., a staunch environmentalist, has promised to introduce the measure. It would apply to the nation's nine smoggiest cities.

The 500-page clean-air bill, which is expected to come before the full House today, would only require automakers to certify that they can build alternative-fueled vehicles but doesn't mandate production.

Rep. John Dingell, D-Mich., who has been championing Detroit's concerns, met with Waxman and other congressmen in an attempt to thwart a floor fight on alternative fuels.

To sway support against Waxman and his environmental coalition, the Motor Vehicle Manufacturers Association last week ran dramatic full-page ads in a Capitol Hill tabloid. One suggested that the amendment could doom alternative fuels by forcing unproven technology upon reluctant consumers. It urged, "Congress: Don't Kill the Clean Car!" and featured a tombstone that read, "Here Lies A Good Idea."

AIADA, magazine honor Jackson as All-Star Dealer

WASHINGTON — Michael Jackson of Euro Motorcars in Bethesda, Md., has been selected the national 1990 Sports Illustrated All-Star Dealer.

Jackson, who sells Mercedes-Benz, Acura, Saab and Rolls-Royce at two dealerships in the Washington area, has been an import dealer for 11 years.

He will be honored at a banquet tonight during the American International Automobile Dealers Association's Automotive Congress here.

Sports Illustrated and AIADA said Jackson was chosen "for his significant contributions to both the international automobile industry and to his community."

The association cited him for his role in the fight to eliminate gray-market autos, which culminated in the Imported Vehicle Safety Compliance Act.

Jackson was one of seven dealers nominated for the award. He was chosen as the national winner by a panel of professors and deans of graduate business schools.

The other regional winners were: Sidney B. Deboer of Medford Honda in Medford, Ore.; Neil Huffman of Neil Huffman Nissan in Louisville, Ky.; Gary N. Olin of Qua Mazda-Saab in Bedford, Ohio; Fred Miller of Miller Imports Nissan in Van Nuys, Calif.; Larry Miller of Larry Miller Toyota in Murray, Utah; and William D. Ray Jr. of Baird-Ray Nissan in Longwood, Fla.

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Early May sales off 8%; Big 3 dip, transplants gain

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Like Dr. Jekyll and Mr. Hyde, sales of U.S.-built new cars seem to shift from one personality to another, producing hope then despair.

Reversing the gain in the last 10 days of April, sales of domestic cars and trucks in the first 10 days of May dipped 8.03 percent from the same period a year ago.

Europeans fret about profitability, Page 54

Sales totaled 300,824 vehicles — 185,833 cars and 114,991 trucks. Car sales were down 9.66 percent; truck sales skidded 5.25 percent.

Each of the Big 3 reported a decline; each of the Japanese transplants reported an increase.

Chrysler Corp. took the biggest sales dive. Its car sales were off 23.02 percent, and its truck sales dipped 15.13 percent.

The only Chrysler car line to show a sales increase over the first 10 days of May 1989 was the Plymouth Laser. Dealers sold 1,345 Lasers, a jump of 126.05 percent.

Chrysler's Eagle Premier/Dodge Monaco twins saw little sales interest. Premier sales tumbled 63.41 percent; only 375 were sold during the first 10 days of May. Monaco, didn't fare even that well, 133 going out dealer doors.

Ford didn't have much to boast about either. Its car sales were down 17.89 percent, and its truck sales were off 8.97 percent. Every Ford and Mercury car nameplate suffered a sales decline.

The Lincoln Town Car was Ford Motor's big winner. Its sales rocketed 81.10 percent. Sales of Continentals were up slightly, to 1,345 from 1,323 last year.

General Motors's suffered the least of the Big 3. Its total vehicle sales were down 8.70 percent for the period. GM's truck sales rose 1.45 percent, but its car sales tumbled 13.58 percent.

Pontiac was its biggest loser, down 26.10 percent. Sales of every Pontiac nameplate declined for the period.

Chevrolet was the only GM division to post a gain, a modest 0.58 percent. Sales of the Geo Prizm remained strong, increasing to 3,239 from 2,292 a year ago, a gain of 41.32 percent. Sales of the redesigned Caprice soared 39.38 percent.

Among the transplants, Mitsubishi Eclipse sales jumped to 1,776, a 155.91 percent increase over last year. The Eclipse is a sister car to the Chrysler Eagle Talon, which had 856 sales for the 10-day period, and the Plymouth Laser, which had 1,345.

Chester Phillips, general manager at Bob King Mitsubishi in Winston-Salem, N.C., said he can't keep enough Eclipses on hand. "I think it's just a well-designed car," he said. "Inventory is short; I need some more."

Toyota sold four times as many U.S.-built Corollas and three times as many U.S.-built Camrys as it did in early May last year. Combined sales of the two lines were 9,118 compared to 2,624 in 1989.

Sales of U.S.-built cars were up 32.31 percent for Honda, 66.72 percent for Mazda and 47.22 percent for Nissan. Nissan's truck sales rose 39.59 percent.

10-DAY SALES

DOMESTIC BUILT CARS

	May 1-10, 1990	May 1-10, 1989
Eagle	1,231	1,025
Chrysler	6,758	5,844
Dodge	8,453	14,618
Plymouth	6,354	8,125
CHRYSLER MTRS.	**22,796**	**29,612**
Ford	31,841	41,160
Lincoln	7,494	5,603
Mercury	8,792	11,852
FORD MOTOR	**48,127**	**58,615**
Buick	11,075	14,299
Cadillac	8,232	9,392
Chevrolet	40,024	39,794
Oldsmobile	14,469	18,754
Pontiac	16,073	16,073
GENERAL MTRS.	**89,873**	**103,990**
HONDA	**11,238**	**8,494**
MAZDA	**1,157**	**639**
MITSUBISHI	**1,776**	**694**
NISSAN	**1,534**	**1,042**
SUBARU	**214**	**—**
TOYOTA	**9,118**	**2,624**
U.S. CAR TOTAL	**185,833**	**205,710**
TRUCKS		
Chrysler	58	—
Dodge	14,029	16,006
Jeep	5,276	6,823
Plymouth	4,506	5,294
CHRYSLER MTRS.	**23,869**	**28,123**
FORD MOTOR	**37,974**	**41,715**
Chevrolet	39,152	38,616
GMC	9,965	11,313
Oldsmobile	589	—
Pontiac	948	—
GENERAL MTRS.	**50,654**	**49,929**
ISUZU	**262**	**—**
NISSAN	**2,232**	**1,599**
U.S. TRK. TOTAL	**114,991**	**121,366**
U.S. CAR-TRUCK TOTAL	**300,824**	**327,076**

There were 9 selling days in the period this year and last.

Europe probes Austrian aid in Chrysler-Steyr van deal

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — The European Commission is investigating charges that the Austrian government provided excessive support to Chrysler Corp.'s joint minivan production venture with Steyr-Daimler-Puch Fahrzeugtechnik in Graz, Austria.

A commission spokeswoman in Brussels, Belgium, confirmed that an inquiry is under way, but she declined to give details or to confirm rumors that the probe was sought by Regie Nationale des Usines Renault S.A., maker of the competing Espace minivan.

The commission, which applies competition rules approved by EC member nations, can block government aid packages it judges to be a anti-competitive.

While Austria is not a member of the European Community, the commission believes it has jurisdiction because 95 percent of the Austrian production would be exported to the community.

Chrysler and Steyr plan to begin building Voyagers in Europe in June 1991. The 50-50 joint venture, known as Eurostar GmbH, expects to produce 25,000 minivans annually at first, rising to 125,000 within five years.

Federal, state and local government units will pick up one-third of the investment cost of 4.33 billion Austrian schillings ($375 million). The first phase, providing capacity for 25,000 to 30,000 units, will cost 1.6 billion schillings ($138 million).

Chrysler Chairman Lee Iacocca has called the project a "three-way partnership between Steyr and Chrysler and the Republic of Austria."

The spokeswoman for the EC competition office confirmed that the matter is "under investigation." She added, "I wouldn't say this is routine, but it is quite a normal case."

She said the parties will be informed when the inquiry is completed, "but in the case of Chrysler, at the moment nothing can be said."

She declined to speculate on how long the investigation might last and would not confirm that it was instigated by Renault, whose Espace has long been the only minivan on the European market.

Nonetheless, a Chrysler official in Europe remarked that "there is a likely connection there."

"That's crazy," said a Renault spokesman. "It is absolutely not true. Can you imagine? We are a partner with Chrysler." Renault is Chrysler's partner in the JJ small Jeep production venture in Spain.

Michael Lutsch, project director for Eurostar and former manager of Chrysler's assembly plant in Bramalea, Ontario, said, "The discussions are between the Austrian government and the EC. We have not been contacted. As far as we are concerned, everything is on schedule."

But Lutsch said the joint venture has provided information to the Austrian government showing that the incentive package is in line with that offered by other countries and is lower than many.

UAW meets to prioritize demands

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Some 2,000 UAW delegates will gather in Kansas City, Mo., this week as the union begins the task of choosing the most important points for this summer's negotiations with the Big 3.

UAW President Owen Bieber has said for months that job security will be the No. 1 issue. Just how the union will try to achieve that goal is another question.

"That problem will be front and center," said former UAW President Douglas Fraser.

Fraser

Workers now have protection if they lose their jobs because of new technology. "But what happens when you have volatility in the marketplace; that's what's missing from job security," Fraser said.

Workers thought they had security under the current contract, which was signed in 1987 and expires Sep. 14. In that contract, the automakers agreed to a moratorium on plant closings except for slow sales.

Since 1987, General Motors has idled three plants and plans to shutter another one in August due to poor sales. Chrysler has closed two plants and plans to close another in September.

> "I don't think Bieber understands what COLA on pensions means to the membership. This would open up thousands of jobs."
>
> **Dave Yettaw**
> UAW Local 326

Bieber told delegates at a skilled trades conference in April that workers should not have to bear the full brunt of the automakers' lost market share.

"America's industrial challenge is not a little bit management's fault and a little bit union's fault," Bieber said. "It's management's failures, plain and simple, that have put us in the precarious situation we face in so many sectors today.

"In this year's negotiations, we must demand a fundamental reorientation in management's approach to union-represented workers," Bieber said.

Bieber

Other big issues that are expected to be debated this week include overtime, outsourcing, cost of living allowance on pensions, mandatory vacations, cuts in the international union staff, joint programs, supplemental unemployment benefits, health care costs and union representation on company boards.

Skilled trades delegates approved two resolutions at their convention that could help ease the decline in rank-and-file jobs: mandatory vacations and cuts in overtime.

They also rejected a proposal calling for COLA on pensions, an issue that top union officials, including Bieber, have said may be too costly.

"I don't think Bieber understands what COLA on pensions means to the membership," said Dave Yettaw, president of UAW Local 326, a GM local in Flint, Mich. "This would open up thousands of jobs."

A hot debate on the issue is expected because GM recently proposed that the pensions of retiring Chairman Roger Smith and other top executives be doubled.

"GM's greed is exceeded only by its insensitivity," Fraser said. "I empathize with union leaders today because the world is so complex."

SAAB STORY

Dealers chided for slighting customers

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Robert J. Sinclair has given dealers a royal reprimand after discovering that the customer isn't always king at Saab stores.

The president of Saab-Scania of America shared his displeasure in dealer meetings after "shoppers" posing as customers reported they were treated poorly in some dealerships.

The visits were part of a new program to assess how sales staffs fare in about 32 measures of customer satisfaction. They include greeting customers, demonstrating products and explaining ownership programs.

Members of Saab's dealer advisory council said the overall tone was optimistic, but they could have done without the tongue-lashing.

Sinclair feels Saab's slumping sales will improve if dealers treat customers better.

"People who buy Saabs are intelligent, discriminating people, often including professional people, and they expect to be treated accordingly," Sinclair said after the meetings in Miami and in Colorado Springs, Colo., earlier this month. "People walk in and aren't treated professionally," he said. Saab sales were down 19.7 percent through April, to 10,611.

Some dealers were "quite resentful" about the typically blunt remarks from Sinclair, but they didn't take lasting offense, said Herald Friedley, owner of Friedley Saab in Cedar Falls, Iowa.

Sinclair to dealers: Treat your customers better.

"He (Sinclair) was speaking of some isolated incidents. There were some high-quality, good dealers there, and they felt like they didn't need to hear that," Friedley said last week.

He said one salesman flunked "about 30 out of 32" categories on the shopper test, but others did better.

Council Chairman Felix Boshard said, "The dealers were somewhat taken aback.

"I don't think anybody was particularly riled up about it, but they would have liked a little more positive approach," said Boshard, owner of Charles River Saab in Watertown, Mass.

U.S.-built Cargo line to replace old Ford 'C'

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. is planning a number of changes in its 1991 L-7000/8000 heavy trucks, AeroForce tractors and WorkForce trucks, as well as its F-series medium-duty models.

Ford also plans to phase out its C-series medium-duty, replacing it with the Cargo at its Louisville, Ky., assembly plant.

Ford will stop building the C-series in June, ending its 34-year life. More than 250,000 units have been produced.

The modern Ford Cargo will replace the C series on the production line at Ford's Kentucky truck plant in October. Cargo has been imported from Brazil since 1985.

The Cargo is undergoing significant tooling and sourcing changes as a 1991 model for the U.S. market, a process that will take a year to complete. The vehicle is also sold in other countries.

A wide range of components will be obtained from North American suppliers. They include frame rails, clutches, radiators, fans, fuel tanks, air compressors, alternators, instruments, batteries, mirrors and all glass.

The changes on the Cargo will result in a much greater parts commonality with Ford F-series and L-series trucks, facilitating parts and service availability for customers, according to John Merrifield, Ford heavy-truck sales manager.

The first Kentucky Truck Cargo models will be the CF-8000 with the 210-horsepower, 7.8-liter Ford diesel engine, offered in a choice of four wheelbases. Two months later, the 190-hp version of the Ford diesel will be added.

Next spring, the plant will begin assembly of the CF-7000 line with 6.6-liter engines in 170- and 185-hp versions. All Ford diesel engines for Cargo will have air-to-air aftercooling. Air brakes will be standard on all models.

The 1991 L-7000/8000 heavy trucks will feature new hydraulically damped cab mounts to improve their ride. New brake and steering-gear features are designed to improve handling and performance on selected models.

S-Cam brakes will replace wedge brakes as standard equipment on L/LN models with 16,000- to 20,000-pound front axles. They will also be equipped with dual Ross TA65 power steering gears for improved performance.

New to the Ford lineup, the Ross power steering gear will also be standard equipment on all L-series models with conventional 7,000- to 12,000-pound front axles.

Other 1991 changes include an optional aerodynamic hood on LS/LTS models, flush-mounted door handles moved down for easier access, a new 210-inch-wheelbase model to take advantage of federal weight and loading requirements and, later in the model year, an improved climate control system and improved diesel engines.

The new heating/air conditioning system is designed to eliminate condensate leakage, improve air distribution through new ducting and provide improved performance and serviceability.

Ford is also updating its AeroForce line of tractors and WorkForce Class 8s.

Ford says diesel upgrade will boost fuel efficiency

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. is upgrading its diesel family of medium- and heavy-truck engines and powertrains for other medium-duty models to meet 1991 emission standards.

Ford diesel engines will have upgraded fuel injection, governing systems and air-to-air aftercooling across the board.

The changes improve fuel efficiency and do not require the use of electronics or expensive exhaust aftertreatment systems, said John H. Merrifield, Ford heavy-truck sales manager.

The 1991 Ford diesel engine lineup will include 6.6-liter, 170- and 185-horsepower engines and 7.8-liter, 190-, 215-, 225-, 240- and 270-hp engines, all certified for 50 states and Canada.

Ford diesel engines are standard on the Cargo medium-duty low tilt trucks, on L-series single and tandem rear axle and set-back front axle models, and on B-Series buses. They are optional on the medium-duty F-series.

The 270-hp version of the 7.8-liter generates 735 pounds-feet of torque. It is optional on all Ford L-8000 models. That torque rating is the highest of any mid-range diesel and compares favorably with the torque of premium diesels, Merrifield said.

The Ford 270 diesel is an air-to-air aftercooled engine for hub and spoke regional tractor and truck applications.

The 215-hp diesel generates the same torque as the 270-hp, but at lower rpm. A less expensive alternative to low-power premium diesels, it is geared to intracity service where high torque, rather than high horsepower, is required.

Ford diesels feature a specially calibrated Garrett turbocharger to boost the volume of air to the cylinders, direct fuel injection and free-breathing "cross-flow" intake and exhaust ports.

Ford is also adding multi-port electronic fuel injection to its 7.0-liter gasoline engine. Its horsepower is projected to be 235 at 3,600 rpm, compared with a 193-hp rating for the carbureted version.

Ford's medium-duty F-series will have a standard front-tilt hood in 1991. An "alligator" type hood can be specified at a lower price.

To meet driver demand, a Ford-designed exhaust brake will be available on the 1991 F-series models with manual transmissions and air brakes. The new exhaust brake will function when an instrument-panel switch is turned on and the throttle is in idle position with the clutch engaged.

APRIL TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1990	TOTAL 1989
CHRYSLER-PLYMOUTH	MO	12,584						12,584	17,224
	YR	64,223						64,223	61,746
DODGE	MO	39,066						39,066	51,215
	YR	174,372						174,372	188,787
JEEP	MO	14,051						14,051	20,180
	YR	66,322						66,322	77,368
TOYOTA	MO	22,171						22,171	21,131
	YR	82,076						82,076	70,787
NISSAN	MO	16,424						16,424	11,085
	YR	60,333						60,333	57,159
MAZDA	MO	9,644						9,644	7,307
	YR	36,128						36,128	28,811
ISUZU	MO	8,548						8,548	7,817
	YR	34,802						34,802	29,629
MITSUBISHI	MO	3,020						3,020	2,734
	YR	14,340						14,340	12,044
SUZUKI	MO	1,340						1,340	1,562
	YR	5,584						5,584	9,068
SUBARU-ISUZU	MO	1,444						1,444	
	YR	2,562						2,562	
RANGE ROVER	MO	262						262	408
	YR	1,352						1,352	1,599
DAIHATSU	MO	357						357	
	YR	1,382						1,382	
FORD	MO	122,133	2,565		341	2,225	1,196	128,460	132,258
	YR	456,692	9,372		1,508	8,997	4,360	480,929	492,734
FREIGHTLINER	MO						1,772	1,772	2,105
	YR						7,870	7,870	8,117
CHEVROLET	MO	112,750		26	495	530		113,801	119,562
	YR	427,129		112	2,398	2,409		432,048	426,281
GMC	MO	30,514		282	360	908		32,064	33,373
	YR	109,548		1,194	1,492	4,327		116,501	121,568
OLDSMOBILE	MO	2,389						2,389	
	YR	7,197						7,197	
PONTIAC	MO	3,366						3,366	
	YR	9,681						9,681	
KENWORTH	MO					38	1,178	1,216	1,587
	YR					165	4,957	5,122	6,011
MACK	MO				107	143	1,385	1,635	2,356
	YR				461	615	4,781	5,857	8,255
MERCEDES-BENZ	MO				45	79		124	211
	YR				166	342		508	673
NAVISTAR	MO		5	15	1,795	2,534	2,926	7,275	8,436
	YR		12	42	4,937	9,957	9,065	24,013	26,569
PETERBILT	MO					87	1,113	1,200	1,885
	YR					208	4,166	4,374	5,600
VOLVO/GM HEAVY	MO					67	1,506	1,573	1,477
	YR					241	4,686	4,927	5,761
HINO	MO	13		23	9	64		109	118
	YR	114		152	204	381		851	711
NISSAN DIESEL	MO	30		60	25	31		146	147
	YR	251		328	156	191		926	808
ISUZU TRUCK	MO	417	59	34	332	49		891	574
	YR	2,175	227	127	1,048	210		3,787	2,868
MITSUBISHI FUSO	MO	143		57	25	56		281	175
	YR	609		241	87	224		1,161	1,131
SCANIA	MO						8	8	3
	YR						41	41	20
IVECO TRUCKS	MO	92	35	17	11			155	150
	YR	418	140	82	44			684	675
WESTERN STAR	MO						96	96	142
	YR						339	339	501
OTHER DOMESTICS	MO						83	83	114
	YR				34	1	252	287	353
GRAND TOTAL, 1990	MO	400,758	2,664	514	3,545	6,811	11,263	425,555	445,486
	YR	1,557,290	9,751	2,258	12,535	28,298	40,517	1,650,617	1,645,634
1989 YR to DATE		1,540,686	9,554	2,042	13,573	31,364	48,415	1,645,634	

NOTE: Class 1-3 reported by individual manufacturers. Class 4-8 reported by Motor Vehicle Manufacturers Association.

4 European lines post April gains

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — The European import community continued to field some sales winners in April, although import-car sales for the month slipped to 205,671, down 15.2 percent from last year.

Audi of America Inc., Jaguar Cars Inc., Mercedes-Benz of North America Inc. and Porsche Cars North America Inc. posted sales increases. All of them lost sales in 1989 but so far this year are ahead of their year-ago pace.

Still, European imports as a whole were down about 12.2 percent for the month, to 40,538.

Japanese imports declined about 13.4 percent to 146,321, but Japanese makers' U.S. transplants are taking up the slack.

GM's imported Geo car models proved an exception. They gained 4.8 percent for the month and jumped nearly 50 percent for four months to 53,970.

Korean imports were down 31.2 percent to 18,812.

The Europeans' strongest performers tended to be newer, cheaper models or models that were the subject of price cuts or other special incentives.

Jaguar, which posted record first-quarter sales, continued to climb in April with a monthly gain of about 19 percent to 1,599 cars. Through April, Jaguar sales were up about 8.9 percent to 6,343. Jaguar introduced a less expensive version of its XJ6 sedan last fall.

Mercedes-Benz didn't cut prices, but said last fall it held price hikes to a minimum while increasing content. The Mercedes 300 class posted the most significant gain, up about 30 percent for the month. Mercedes April sales were 6,674, up 12.5 percent. For four months, they were up 4.1 percent to 24,030.

The Audi 80 scored the biggest percentage gain for Audi in April, increasing 81.7 percent. Audi was up 42.6 percent for the month and was up 13.6 percent for four months.

Porsche sales rose 28.3 percent in April and 29.9 percent for four months.

BMW's entry-level 3 series gained about 12.5 percent to 3,242 cars in April, helping BMW sell 5,848 cars, just about equal to April 1989. BMW adopted low-interest financing on some 3-series models in March. Year-to-date, however, BMW sales were down about 13 percent to 20,336.

Sales for Saab-Scania of America Inc. fell about 19 percent for the month to 2,182; year-to-date sales were down 19.7 percent to 8,518.

MARKET SHARES
Domestic, Import cars

	April Sales	Pct. of Total
Subcompact	185,430	23.12
Compact	208,749	26.03
Intermediate	280,307	34.95
Standard	112,214	13.99
Specialty	15,399	1.92
TOTAL	802,099	100.00

CRACKDOWN

GM to repair engine support cracks in Phoenix police department cars

PHOENIX — General Motors is repairing the Phoenix Police Department's Chevrolet Celebrities that have cracks in the engine supports.

The cracks were discovered last month on 67 of 88 1985- and 1986-model Celebrities, said Juan Martin, Phoenix deputy public works director.

Most of the cars had been driven 40,000 to 70,000 miles, said Mike Lopker, equipment management administrator for the public works department.

The city estimated repair costs at $600 to $700 per car.

GM has shipped the department subframes for 20 of the cars, reimbursed the city for the installation and hired a car dealer to weld the other 47 cracked frames.

GM also paid for the installation of reinforcement gussets for other Celebrities in the fleet in which cracks have not developed.

— The Associated Press

IMPORT SALES BY MODEL

	April 1990	April 1989	4 Mos., 1990	4 Mos., 1989
ACURA	12,380	12,716	44,317	43,499
Integra	7,967	7,439	26,904	22,451
Legend	4,413	5,277	17,413	21,048
ALFA ROMEO	179	206	756	1,242
Milano	2	52	18	563
Spider	177	154	738	679
ASTON MARTIN	5	5	20	20
AUDI	1,517	1,064	6,466	5,691
4000	0	4	0	32
5000	0	27	10	172
80	347	191	1,405	1,809
90	249	241	1,099	1,730
V8 Quattro	149	0	549	0
Coupe Quattro	59	0	285	0
100/200	598	470	2,558	1,421
100/200 Quattro	115	131	560	527
BMW	5,848	5,900	20,336	23,376
3-Series	3,242	2,881	9,429	11,156
5-Series	1,768	2,058	7,606	7,470
635 CSi	24	119	164	517
7-Series	684	864	2,773	3,631
M3	76	125	275	419
M5	34	40	43	179
M6	0	42	6	233
CHEVROLET/GEO	13,098	12,496	53,970	36,009
Geo Storm/Spectrum	9,797	6,705	32,026	18,884
Geo Metro/Sprint	3,301	5,791	24,580	17,125
CHRYSLER MOTORS	4,583	10,747	20,987	39,399
Colt	2,436	6,270	11,070	21,874
Conquest	157	655	663	2,186
Medallion	86	726	317	2,834
Summit	1,258	1,636	5,198	7,462
Vista	369	1,346	2,161	4,670
TC	277	114	1,578	373
DAIHATSU	611	1,055	4,459	4,395
FERRARI*	80	80	320	320
FORD Festiva	5,042	6,426	21,428	25,780
HONDA	21,106	25,661	74,636	74,556
Civic/CRX	5,852	7,779	19,501	20,672
Accord	11,756	12,132	44,261	38,539
Prelude	3,498	5,750	10,874	15,345
HYUNDAI	10,411	16,808	44,822	66,499
Excel	7,803	13,513	34,643	60,127
Sonata	2,608	3,295	10,179	6,372
ISUZU	294	1,520	1,130	6,069
I-Mark	118	1,113	696	4,859
Impulse	176	407	432	1,210
INFINITI	1,661	0	5,356	0
M30	424	0	2,020	0
Q45	1,237	0	3,336	0
JAGUAR	1,599	1,344	6,343	5,827
XJ6	1,175	981	4,648	4,342
XJS	424	363	1,695	1,485
LAMBORGHINI*	13	13	52	52
LEXUS	5,117	0	18,284	0
ES 250	1,613	0	7,452	0
LS 400	3,504	0	10,832	0
LOTUS*	27	27	108	108
MASERATI*	20	21	80	111
MAZDA	12,910	14,619	52,732	58,062
323	1,718	6,727	6,852	27,570
Protege	3,447	0	13,573	0
626	1,691	3,716	12,202	15,300
MX-6	24	572	50	1,461
Miata	3,549	0	12,346	0
929	1,468	2,162	4,558	6,927
RX-7	1,022	1,442	3,151	6,804
MERCEDES BENZ	6,674	5,934	24,030	23,082
190	1,189	1,051	4,186	3,841
300E 2.6/280E	173	403	763	1,326
300	2,315	1,809	8,064	7,444
300 SE	667	525	2,226	2,183
300SEL	348	353	1,281	1,284
420SEL	693	539	2,188	2,142
560SEL	396	388	1,609	1,654
560SL	885	891	2,829	2,545
560SEC	144	127	582	509
Tourist	73	57	302	183
MERCURY/MERKUR	1,302	5,991	6,987	21,510
Tracer	785	5,262	4,701	18,229
XR4Ti	0	526	198	1,876
Scorpio	517	203	2,088	1,405
MITSUBISHI	9,325	5,347	42,262	22,546
Starion	3	39	11	442
Cordia	0	9	0	319
Tredia	0	0	0	10
Mirage	5,012	1,112	25,166	3,716
Galant	3,662	2,735	14,212	11,405
Sigma	233	0	710	0
Precis	415	1,312	2,163	6,009
NISSAN	25,434	34,298	109,540	132,481
Sentra	4,541	9,277	26,751	44,564
Pulsar	501	3,101	2,740	8,438
Stanza	6,964	4,835	20,788	12,744
Maxima	7,392	8,107	34,501	35,161
240SX/200SX	3,908	6,173	15,754	23,833
300ZX	1,879	1,916	7,843	6,018
Hawaii	249	889	1,163	1,723
PEUGEOT	449	558	1,578	1,984
PONTIAC LeMans	3,359	4,124	9,743	15,541
PORSCHE	1,012	789	3,374	2,597
924S	27	6	133	60
944	0	155	56	391
944S	255	21	708	45
944 Turbo	60	67	353	208
911 Coupe/Carrera 4/2	453	180	1,174	695
911 Turbo	2	105	6	401
911 Cabriolet/Speedster	149	171	688	524
928S	66	84	256	273
ROLLS/BENTLEY*	100	100	400	400
SAAB	2,182	2,693	8,518	10,611
900	371	391	1,370	1,612
900S	462	578	1,530	2,268
900 Turbo	778	780	2,718	3,200
9000S	154	209	690	988
9000 CD	283	501	1,277	1,391
9000 Turbo	127	211	896	1,090
Tourist	7	23	33	62
STERLING	302	351	1,705	2,135
SUBARU	9,409	12,529	33,984	50,307
Hatchback	24	209	117	1,219
3-Door	32	624	126	2,437
4-Door Sedan	47	2,983	236	17,151
Legacy	6,182	603	20,234	603
Loyale	1,388	938	5,954	938
XT/XT6	122	1,194	599	3,809
Station Wagon	34	3,442	91	14,808
Justy	1,580	2,536	6,561	9,342
SUZUKI	448	414	2,053	2,000
TOYOTA	30,099	38,484	122,275	136,941
Corolla	6,705	8,793	31,575	32,035
Tercel	8,213	8,503	33,786	31,744
Celica	7,315	4,975	27,823	18,328
Supra	584	1,329	2,718	5,577
Camry	4,727	12,685	19,853	40,504
Cressida	902	1,641	3,188	6,940
MR2	1,853	556	3,332	1,813
VOLKSWAGEN	10,240	10,690	39,395	40,401
Cabriolet	729	1,041	2,536	3,210
Corrado	360	0	1,527	0
Jetta	5,041	4,544	18,732	17,182
GolfGTI	1,033	1,764	4,364	6,606
Passat	1,348	0	3,982	0
Quantum	3	148	22	555
Scirocco	1	122	8	641
Fox	1,695	3,267	8,224	12,397
VOLVO	8,036	8,690	30,436	34,090
240 Series	2,777	3,145	11,506	13,797
740 Series	4,447	3,571	15,741	14,794
760 Series	684	1,718	2,687	4,809
780	72	243	271	601
Tourist	56	13	231	92
YUGO	590	873	2,584	3,331
IMPORT TOTAL	205,671	242,573	815,466	890,972

*Estimate

Compiled by Karen Dabrowski

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AROUND THE WORLD

VW big winner in Mexico car market; Ford's share dives

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — A surge in Beetle sales helped Volkswagen de Mexico S.A. de C.V. catapult to a 39.3 percent share of the Mexican car market in the first quarter.

VW's 12.8 percentage point increase in market share was the quarter's most explosive in a strong Mexican industry. At the other extreme, labor-hampered Ford saw its share sliced in half.

VW Executive Commercial Director Dietrich Aufenacker said VW's wholesale passenger-car sales from January through March were 28,084 units, almost 10,000 more then those of second-placed Nissan Mexicana S.A. de C.V.

Nearly half of VW's sales (15,453) were Beetles.

In all, the five car assemblers in Mexico wholesaled 71,393 passenger vehicles, 11.2 percent more than in the same period last year.

Nissan's sales rose, but its share fell 0.4 points to 25.6 percent.

Third-place Chrysler Mexico S.A. saw its share slip more than 4 points to 20.3 percent. A 28.7 percent sales increase pushed General Motors de Mexico S.A. de C.V.'s share from 7.4 to 8.5 percent.

Ford's plunge dropped the company to a 6.3 percent car share, down from 15.4 percent in the year-ago quarter. Sales fell by more than half as the company was pinched by labor unrest at its Cuatitlan plant, where production has been curtailed most of the year.

VW has been producing at full strength and still could use more capacity. "We are completely sold out on the domestic market," Aufenacker told *Automotive News*.

He said the waiting list for a Beetle is four or five months and about two months for Golf and Jetta. He said VW could sell 30 percent more Beetles it if had sufficient capacity.

The company's assembly plant in Puebla, which produced 60,000 vehicles in 1988 and twice that number last year, is expected to assemble 220,000 vehicles this year.

MEXICAN CAR SALES

	1st quarter 1990	1st quarter 1989
Volkswagen	28,084	17,007
Nissan	18,300	16,685
Chrysler	14,413	15,886
General Motors	6,095	4,734
Ford	4,501	9,886
Total	71,393	64,198

About 94,000 will be Beetles. The rest will be Golfs, Jettas and Type 2 vans and minibuses. The Beetle line is working three shifts, and a third shift will be added shortly for Golf and Jetta production, Aufenacker said.

He said about 60,000 Golfs and Jettas will be exported this year, all to Canada and the United States. Canada only receives the Golf; the United States imports both.

Aufenacker said two shipments each month of between 3,600 and 4,000 vehicles each are sent to the United States and Canada.

Asked about possible exports of the Beetle, which is produced only in Mexico, Aufenacker said: "We don't have enough capacity to export the Beetle. Of course, there are markets that are interested."

Aufenacker said last year VW began shipping Golfs and Jettas to Paraguay and Chile.

Ford asks Mexico for early imports to ease shortage

By Stephen Downer
STAFF CORRESPONDENT

Ford Motor Co. S.A. de C.V. is awaiting Mexico's approval to import thousands of vehicles from the United States to offset a production shortage in that country.

The move would bring an early end to the Mexican government's decree issued last December that kept a ban on all new vehicle imports until the start of the 1991 model year.

Ford has suffered a steep drop in sales and market share because of production stoppages at its plant in Cuautitlan.

An internal labor squabble that began with a Jan. 8 fatal shooting has evolved into a dispute over rehiring. By the end of April, daily production was still about 100 units short of the normal 450 vehicles per day, spokesman Carlos Bandala said.

Mexican industry sources said Ford wants to initially import 4,000 to 5,000 vehicles. They would include Tempo, Taurus and Thunderbird/Cougar models.

Cuautitlan production includes the Taurus, Thunderbird, Tempo and pickup trucks.

Bandala did not deny the reports that the company approached the government, but said the Mexican Automotive Industry Association has approached the government on behalf of Mexico's five automakers, not just Ford.

But executives at two other companies said Ford has pursued the issue on its own.

Cesar Flores, the association's president, declined comment. Trade and industrial development ministry officials could not be reached.

According to one competitor, Mexico's four other automakers wouldn't want to see the import ban lifted prematurely. "We have invested in our domestic production, and a weak Ford suits everyone, especially Chrysler and GM," he said.

Nissan and Volkswagen also produce in Mexico.

The Cuautitlan dispute caused Ford car sales to fall to 4,501 units in the first quarter, down from 9,886 a year earlier.

Many workers at the plant are reported to have voted in favor of abandoning the powerful Federation of Mexican Workers and joining an independent trade union movement.

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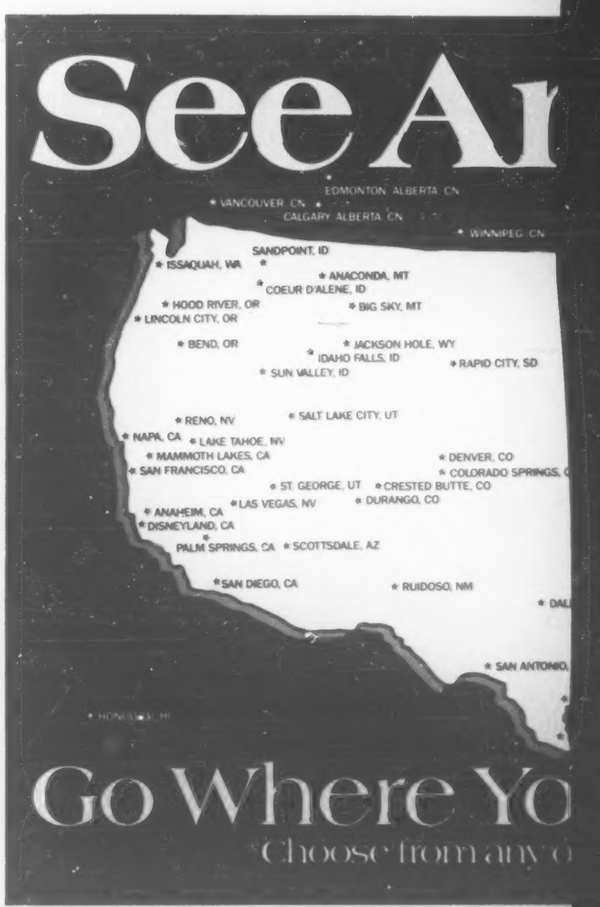

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TRUCKS

FROM PAGE 3

cars only have to comply for five years or 50,000 miles.

The House and Senate bills propose not only to tighten the tailpipe standards for light trucks but differentiate between truck sizes.

Both bills set new categories for these vehicles. Those weighing less than 3,750 pounds — bare minivans and the so-called "beach boy" pickups often decked with chrome wheels and customized paint jobs — would have to comply with passenger car standards. Detroit isn't protesting that issue too vocally.

But vehicles weighing betweeen 3,750 and 5,750 pounds — including nearly all minivans, pickups and sport utilities — face standards that virtually double today's requirements. What's more, under the Senate bill the tougher standards would still have be met for 10 years or 120,000 miles.

The House bill is less stringent. Because of a deal struck by Rep. John Dingell, D-Mich., and Henry Waxman, D-Calif., the standard is lowered after 50,000 miles and the government wouldn't run compliance tests on them after 75,000 miles.

Why the difference in the Senate?

The original draft of the Senate bill lumped all trucks with passenger cars and set the same emissions standards for all vehicles. The House adopted California standards for light trucks, which the industry has said it can meet.

Negotiators in the Senate ultimately loosened standards for automobiles, lowering levels after 50,000 miles for passenger cars and the lightest of trucks — base pickups, small sport-utilities and stripped minivans.

But similar adjustments were not made for trucks weighing between 3,750 and 5,750 pounds.

"They simply ran out of time and told us we'd have to get it fixed in conference," Brown said.

Lobbyists and engineers were astounded. The industry had anticipated new truck emissions requirements — but nothing like the Senate proposed.

The EPA notified manufacturers 18 months ago that it would seek to tighten standards but backed off when Congress took up the clean air bill last fall. "We never anticipated anyone would do anything as illogical as what happened in the Senate," Brown said. "We have a confusing mess."

Manufacturers estimate the cost of making trucks comply with new pollution standards will run between $300 to $500 per vehicle — similar to the cost of bringing a passenger car into compliance. But the engineering task will be more difficult.

"It is tougher to do a truck because of the different transmission gears, rear axle gears and larger engine have to do more work than a car," Brown said.

PROPOSED LIGHT TRUCK EMISSION STANDARDS

(Exhaust allowances in grams per mile)

	Current	Senate	House
Trucks less than 3,750 pounds			
Hydrocarbons	0.80	0.25	0.25
Carbon monoxide	10.00	3.40	3.40
Nitrogen oxides	1.20	0.40	0.40
Compliance	10 yr/120,000 mi	10 yr/100,000 mi	10 yr/100,000 mi
Trucks 3,750 to 5,750 pounds*			
Hydrocarbons	0.80	0.32	0.32
Carbon monoxide	10.00	4.40	4.40
Nitrogen oxides	1.70	0.70	1.00
Compliance	10 yr/120,000 mi	10 yr/120,000 mi	5 yr/50,000 mi**

*Current standards cover vehicles up to 8,500 pounds.
**HC and CO standards are lower for next 5 yrs./50,000 miles.

PALLADIUM

FROM PAGE 1

dium-rhodium or even palladium-only catalysts could be short-term if higher automotive requirements for the material prompt speculators and precious metals traders to quickly drive up palladium's price.

"There might be some short-term cost savings if you could absorb the risks," says Kenneth R. Deming, a senior staff engineer for exhaust systems at the AC Rochester Division of General Motors. "But it certainly doesn't make sense to save $30 (per vehicle) in the short run and then have a $300 recall campaign."

Platinum currently trades at approximately $490 per troy ounce. Palladium trades at $119 per troy ounce. And rhodium trades at about $2,200 per troy ounce. A typical three-way catalyst uses about one-tenth to one-twentieth of a troy ounce of precious metal.

Catalyst and carmaking experts say conventional catalysts with all three platinum-group materials have $50 to $100 worth of precious-metal coating on the substrate. But depending on the specific vehicle, the ratio of those metals varies widely.

"Swings in catalyst technology drive the prices of those metals wild," says a GM source. "Early last November, rhodium was in the $1,250 range. And now it's in the $2,150 range."

But balancing the enthusiasm of both catalyst producers and carmakers are reports from catalyst scrappers of a seemingly high palladium-catalyst failure rate — at least for some of the early units.

"We've advised our suppliers that we don't want the palladium catalysts," says Raymond Sloan, president of Catalytic Converter Refining Co.

"We reject them. Given the $120 an ounce market price of palladium, we can't justify our processing costs. And there's very little rhodium in them. And they must definitely be having a problem with them. The palladium catalysts won't make it."

The new catalysts could cost significantly less, reach operating temperature more quickly and offer greater durability than the older-style catalysts, say engineers.

"We're already producing a number of light trucks that use the palladium catalysts," says Michael Brady, supervisor of catalyst development at Chrysler Corp. "We're using them in two four-cylinder engine families."

The Motor Vehicle Manufacturers Association specifications reveal that the company's 49-state minivans with the 2.5-liter, four-cylinder engine use a single catalyst with two ceramic bricks. One brick is coated with platinum and rhodium. The other is coated with palladium and rhodium.

The 1990 Ford Thunderbird/Mercury Cougar with the 3.8-liter V-6 use a catalyst with palladium and rhodium. Supercharged versions of the car are equipped with a more conventional catalyst loaded with platinum, palladium and rhodium.

According to buyers of scrap catalytic converters, Ford also has installed the platinum-free catalysts on its F-150 pickup trucks.

Carmakers in the Far East may have a technological and marketing jump on domestic makers. According to a source at one catalyst company, 25 percent of the cars in Japan that use three-way catalysts use substrates coated with palladium and rhodium.

But carmaker and catalyst company researchers warn that — at least initially — the platinum-free thermal reactors might not be as catalytically efficient. They are also more sensitive to poisoning by lead and sulfur. Japan's gasoline supply is low in sulfur and lead.

And carmakers faced with tightening emissions standards and longer compliance periods are naturally hesitant to use less-efficient and less-robust emissions technology. The current compliance period for a new automobile is five years/50,000 miles. An extension to 100,000 miles has been proposed.

"There's plenty of technology to make 0.25 hydrocarbon and 0.4 NOx," said Deming. "But some of the proposed standards, like 0.125 hydrocarbon and 0.20 NOx are just not achievable."

The current federal exhaust emissions standards are 0.41 grams per mile for hydrocarbons, 3.4 gpm for carbon monoxide and 1.0 gpm for nitrogen oxides.

Ford has a fleet of 40,000 to 50,000 new Thunderbirds and Cougars in customers' hands with the new catalysts, but last week Ford refused to comment on the palladium-rhodium catalysts.

Weaknesses of the palladium catalyst are its slightly lower catalytic or conversion efficiency, lead and sulfur poisoning from gasoline, and high temperatures from ignition-system failures.

But researchers say that with lead legislated out of gasoline (current lead levels are below 1 milligram per gallon), with gasoline sulfur content reduced with new more-accurate fuel injection systems and with robust electronically controlled ignition systems, the serious threats to catalyst life are well under control.

In addition, refiners and carmakers are looking at reformulated gasolines with less complex hydrocarbons that may be easier for palladium catalysts and fast-burn combustion chambers to digest.

But platinum will remain an important catalyst material because of its relative insensitivity to poisoning from lead or sulfur and its greater catalytic action.

SATELLITE

FROM PAGE 1

tions system as it prepares for the 21st century.

"Everybody has different pieces of equipment now," said Dave Parker, of Parker Cadillac Inc. in Little Rock, Ark. "Now, everybody will be on a common system."

Parker, who served on the dealer advisory council to design the network, said the new system will speed the transfer of information. For instance, now, if he asks electronically about one of his car orders, he has to wait overnight for an answer. The new system will provide an immediate response.

Except for new services offered on the satellite network, Parker added, a dealer's cost should be the same and maybe slightly less for the next 10 years.

Dealers will be linked to GM's vehicle divisions, including the new Saturn Corp., as well as GM's parts and service operations, General Motors Acceptance Corp. and Motors Insurance Corp., GMAC's insurance subsidiary.

GM will begin a pre-pilot test of the satellite system this summer at selected zone offices, its seven truck centers and some dealerships, including those owned by eight dealers who helped design the network.

Next, GM will pilot-test the system with 200 dealers. They will be a mixture of small and large multi-franchise dealers. The pilot will be completed by the end of 1990.

Then, GM plans to install 400 satellite dishes a month and complete installations by the end of 1992.

In addition to having dealers help design the network, GM received advice from the marketers of dealer computer equipment, including Reynolds and Reynolds Co. and Automatic Data Process, to make sure the satellite network will be compatible with every computer system in a dealership.

GM will be responsible for the satellite system but will contract with its computer services subsidiary, Electronic Data Systems Corp., for the development, implementation and technical operation of the system. Hughes Network Systems, a unit of GM's defense and electronics subsidiary, GM Hughes Electronics, will provide the satellite technology.

Chrysler Corp. established a similar satellite communications system in 1988. Brodie said Chrysler's system, now the world's largest private satellite network with all of Chrysler's approximately 5,300 dealers participating, is half the size of the new GM setup and has different computing capabilities.

Hughes provided the satellite hardware for the Chrysler network.

Satellite highlights

- GM will pay for installation of satellite dishes and hopes to have all its dealers hooked up by 1992
- GM's current land-based communications system has 200 applications. Another 63 applications have been proposed for Pulsat
- Pulsat will include video as well as two-way data transmission

Catalyst maker picks S. Africa

By Des Kilalea
SPECIAL CORRESPONDENT

JOHANNESBURG, South Africa — Johnson Matthey plc, the world's largest manufacturer of automotive catalysts, is establishing a catalyst plant in South Africa — the source country for the bulk of the precious metals used in the emissions control units.

The 35 million rand ($13.5 million) plant is to be erected at Johnson Matthey's existing precious metals plant at Wadeville, near Johannesburg. Production is scheduled to start in July 1991. The plant will have a capacity of 2 million units a year.

Christopher Clarke, Johnson Matthey executive director, says the decision to build a plant in South Africa was prompted by pressure from Johnson Matthey customers in Europe. They want to ease the impact of South Africa's local content rules.

South Africa's Phase Six local content rules allow automakers to receive import credits if they export components.

By exporting catalysts from South Africa to their European plants, such automakers as BMW, Mercedes-Benz and Volkswagen will be able to use a higher percentage of imported components in South African-made vehicles.

South Africa itself does not require cars to be fitted with catalysts and lead-free gasoline is not available. Catalysts made in South Africa by Johnson Matthey will be exported to Europe.

Johnson Matthey recently opened a catalyst plant in Brussels, Belgium, capable of producing 5 million units annually. It supplies the growing European market for catalytic converters.

How did you Qualify?

(Answers from page 19)

1. 1936
2. Anton "Tony" Hulman
3. Rick Mears
4. 1938
5. Team Lotus
6. Louis Meyer
7. Sterling Silver
8. 92 lbs.
9. Louis Féron
10. $10,000
11. Paul Newman
12. "Winning"
13. Tom Sneva
14. 1969
15. Speed of Flight
16. 4'4"
17. Louis Meyer's roar across the finish line.
18. Captain Eddie Rickenbacker
19. 13
20. 1942-1945
21. Johnnie Parsons
22. Jackie Stewart
23. Team Penske
24. Speedway's Hall of Fame Museum
25. A.J. Foyt
26. Bobby - 3 Big Al - 4
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INCENTIVES

FROM PAGE 1

pany had waited until dealers were gasping for sales before acting.

"This is three months late, but thank God they've done something," said the dealer, who spoke on the condition he not be named.

"This is the first time I have ever seen them walk away from dealers on an issue as important as this. They've let dealers swing in the wind without rebates. Minivans are where most of us make our money.

"They held back on rebates to please Wall Street, but they forgot market share. It kills me off, but it allows them to please Wall Street," the dealer said.

The rebate comes at a time when the minivan war is in full swing.

General Motors is offering consumer incentives of $1,000 on Pontiac Trans Sport and $900 on Chevrolet Lumina APV and dealer incentives of $750 to $1,250 on Oldsmobile Silhouette. The Silhouette rebate is based on performance against sales quotas.

Ford Motor Co. is paying a $700 rebate to Aerostar buyers.

Toyota Motor Sales U.S.A. recently jumped into the minivan fray with its 1991 Previa. But Toyota has yet to place an incentive on the new minivan.

This is only the second time Chrysler has offered rebates on its minivans since they were introduced in 1984. Dealers have clamored for minivan rebates since the success of the program early this year.

That program, which ended Jan. 31, offered retail rebates of $1,000 on Plymouth Voyager and Grand Voyager, Dodge Caravan and Grand Caravan and Chrysler Town & Country.

Since then, dealers have urged Chrysler to reinstate the program in an effort to stimulate sales. But Chrysler has sought to market minivans without incentives because rebates cut per-vehicle earnings on one of the company's most profitable vehicles.

The new round of incentives applies only to long-wheelbase models.

The first minivan incentive was part of the company's guaranteed rebate program, which assures buyers that if the rebates increase before Sept. 30, they will be paid the difference by Chrysler.

Because dealers often pass their rebates on to their customers in the form of price cuts, this new incentive program lets the manufacturer give the consumer a break while artfully bypassing the guaranteed rebate. Chrysler had said it did not expect to repeat the retail incentive on minivans this model year.

Still, many dealers are pleased about the program and believe it will help sell more minivans.

Tim Ryan, general manager at Warnock Dodge in East Hanover, N.J., said his dealership ordered 25 Grand Voyagers and 25 Grand Caravans the day the dealer incentive was announced. The incentive money will be used for advertising, marketing and other expenses, he said.

"It's not like we'll pocket the money," Ryan said. "The competition is still out there."

Said a metropolitan Detroit dealer: "It's a good deal for the consumer, and it's good for us, too. We can use the money as an incentive or how else we see fit."

In the first seven months of the 1990 model year (Oct. 1, 1989, to April 30, 1990), Chrysler's retail sales of minivans totaled 232,870, which was 21.76 percent of the company's total retail sales of cars and trucks. The minivan sales included 96,234 long-wheelbase models.

In other incentive news, Toyota is offering factory-to-dealer rebates on some 1989 and 1990 cars and trucks.

The program, called "Extra Innings '90," is based on performance against quota. Rebates on 1989 and 1990 cars are: Tercel, $200 to $1,000; Corolla, $200 to $1,000; and Camry, $400 to $1,200. The 1989 and 1990 trucks rebates are: 4x4, $200 to $500; 4x2 pickup, $700 to $1,000; and 4x2 base model, $900 to $1,200.

Toyota's program expires June 4.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1990 models)						
Dodge cars	$750-$1,000	2.9	6.9	7.9	9.9	None
Eagle Summit	$1,000	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,000	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	$1,000	2.9	6.9	7.9	9.9	May 31
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	May 31
Dodge trucks	$1,000-$2,000	2.9	6.9	7.9	9.9	May 31
Eagle	$750-$2,000	2.9	6.9	7.9	9.9	May 31
Jeep	$500-$1,000	2.9	6.9	7.9	9.9	May 31
Plymouth	$750-$1,000	2.9	6.9	7.9	9.9	May 31

*Buyer will receive any increase in rebate through Sept. 30, 1990.
Finance rates are 0/1.9/2.9/4.9 on 1989-1990 Chrysler LeBaron coupe; Plymouth Acclaim and Sundance; Dodge Daytona, Spirit and Shadow; and Eagle Premier; and 1990 LeBaron sedan and Dodge Monaco. The 24-month rate on 1989-1990 Jeep Cherokee and Wagoneer is 0 percent. Expiration date is May 31.

Ford Motor Co. (1988-89 models)						
Merkur	$4,000					May 31
Ford Motor Co. (1989-90 models)						
Ford cars	$750-$1,000	7.9*	7.9*	7.9*	10.9	May 31
Ford trucks	$500-$1,500	7.9	7.9	7.9	10.9	May 31
Continental, Mark VII	$1,500-$2,000					May 31
Mercury	$750-$1,500	7.9*	7.9*	7.9*	10.9	May 31

*Escort and Tracer rate is 6.9%

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Aug. 2
Riviera	$2,000	7.9	7.9	7.9	10.9	Aug. 2
Chevrolet cars	$700-$1,400	7.9	7.9	7.9	10.9	July 9
Chevrolet trucks	$500-$1,500	7.9	7.9	7.9	10.9	July 9
Cadillac	$1,500-$2,000					May 31
Olds Toronado	$2,500	7.9	7.9	7.9	10.9	Aug. 2
Cutlass Ciera	$1,000	7.9	7.9	7.9	10.9	Aug. 2
Pontiac	$750-$2,000**	6.9	6.9	6.9	10.9	Aug. 2

*Based on option package selected
**Dealers contribute $1,000 on Grand Prix in some areas.

General Motors (1991 models)						
Buick	$500-$1,250*		7.9	7.9	7.9	Aug. 2
Chevrolet cars	$750	7.9	7.9	7.9	10.9	June 11
Chevrolet trucks	$1,000	7.9	7.9	7.9	10.9	July 9

*Based on option package selected.

Audi (1990 models)*		4.9	4.9	6.9	9.9	June 30

*—Finance incentive takes effect only if dealer foregoes dealer cash incentive.

BMW (1990 models)						
325i		2.9	4.9	6.9	7.9	May 31
325is, 325ix, M3		4.9	6.9	7.9	8.9	May 31

Hyundai (1989-90)	$500-$1,700, based on sticker	June 5
Isuzu (1989-90)	$1,000-$1,200*	June 30

*If dealer foregoes dealer incentive

Mazda 323 (1990)	$750	June 4
Trucks (1990)	$750-$1,000	None
Mitsubishi (1989-1990 models)		
Cars, trucks*	$500-$2,000	June 30

*Payments vary by regions.

Nissan (1990 models)		
Sentra, base pickup	$500-$1,000	Aug. 2
Peugeot (1989-90)	$1,000-$3,000	None
Sterling (1989 models)	$5,000	June 30

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Grand Caravan, Grand Voyager, Town & Country	$500	July 17
Ford Motor Co. (1990 models)		
Ford Cars, Taurus SHO	$1,000	May 31
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on sales	July 9
Chevrolet Geo, Celebrity	$500-$1,000	July 9
Geo Tracker	$1,000	July 9
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98, Silhouette	$750-$1,250, based on sales	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)*	$2,000-$3,000	June 30

*-Dealer has option of foregoing cash incentive and offering cut-rate financing to customer.

Hyundai Excel (1989-90)	$200, quota	June 5
Isuzu (1990 models)		
Pickups*	$800-$1,300 based on number sold	June 30
Trooper	$900-$1,400 based on number sold	June 30

*$200 extra on 4wd models

Mitsubishi (1989-1990 models)		
Cars, trucks*	$500-$2,000 based on number sold	June 30

*Payments vary by regions.

Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Subaru (1990 models)		
Justy ECVT	$500	July 3
Loyale	$400	July 3
Legacy	$400-$1,200, based on sales	July 3
Suzuki (1990 models)		
Swift	$400	June 4
Sidekick	$700-$1,500	June 4
Toyota (1989-1990 models)		
Tercel, Corolla, Camry	$200-$1,200, quota	June 4
Trucks	$200-$1,200, quota	June 4

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

VIPER

FROM PAGE 2

ident; Francois Castaing, vice president of vehicle engineering; Thomas Gale, vice president of product design; and Carroll Shelby, a consultant and father of the Shelby Cobras of the 1960s.

When the Viper debuted, Lutz eloquently explained its mission.

"Getting back to what a sports car is, which is the connection of man and machine with a minimum of complications, is the approach of it," Lutz said then. "It's the fundamentalist approach to sports cars. Just get back to raw power."

"Sports cars have gotten way too East Coast, effete, effeminate, sophisticated. Lots of whizzy little parts in there and too much electronics and too much sophistication," Lutz said then. "They are walking away from the essence of what a true sports car is, which is an exciting, gut-wrenching basic automobile with no frills that is just defined around an engine, a transmission and a chassis."

The company declined comment on whether the Viper will be equipped with an air bag, anti-lock brakes or air conditioning.

Chrysler said because of its limited volume, the Viper will not affect the company's corporate average fuel economy rating.

The Viper team of 50 people, including suppliers, operated as though it were a separate, independent company.

"Chrysler will develop more all-new vehicles in the next five years than at any previous time," Iacocca said.

"Some people may ask if we can afford to put one more new model on our plate. My response is, with a program that implements a new, more responsive product development process, that dramatically cuts leadtime and investment, and develops an approach that can be applied to other product programs, how can we afford not to?"

OBITUARIES

J. Edmund DiLorenzo

ALBUQUERQUE, N.M. — J. Edmund DiLorenzo, 79, former general manager and part owner of Quality Pontiac, died April 1. He retired in 1986.

Dorothy A. Kantany

WESTFIELD, Mass. — Dorothy Kantany, retired vice president of Westfield Volkswagen, died May 5.

PRODUCTION

Car output holds steady at 138,967

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. makers scheduled 138,967 cars last week, 1.30 percent below the prior week and 12.86 percent below the year-ago week.

The year's car assembly total is 2,349,157, down 22.20 percent from the year-ago tally.

Last week's estimated production was divided as follows: General Motors, 45.13 percent; Ford Motor Co., 22.96 percent; Chrysler Corp., 13.60 percent; Honda of America Manufacturing Inc., 6.47 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.19 percent; New United Motor Manufacturing Inc., 3.02 percent; Diamond Star Motors Corp., 2.14 percent; Mazda Motor Manufacturing (USA) Corp., 2.03 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.13 percent; and Subaru-Isuzu Automotive Inc., 0.33 percent.

Truck production was scheduled at 97,275 units last week, 3.82 percent above the previous week and 8.11 percent above last year.

Year-to-date, truck assembly is 13.43 percent below last year with 1,555,316 units.

GM will idle the Lakewood, Ga. assembly plant indefinitely Aug. 6. No future products are planned for the plant at this time.

GM scheduled overtime last Friday at the Janesville, Wis., plant and Saturday overtime at Lordstown, Ohio; Orion, Mich.; and the Lansing, Mich., B-line.

Truck plants scheduled for Saturday overtime at GM were Moraine, Ohio; Flint, Mich.; and Baltimore.

Ford idled the Chicago Taurus/Sable plant last week because of a shortage of dealer orders. The plants builds about 5,000 cars a week.

Ford's Wayne, Mich., and Wixom, Mich., car plants worked daily overtime last week. Wixom also slated Saturday overtime.

Ford reported daily and Saturday overtime for the following truck plants: Twin Cities, Minn., Kansas City, Mo., Louisville, Ky., and St. Louis.

Ford's Norfolk, Va., and Lorain, Ohio, truck facilities worked daily overtime last week.

Chrysler's Belvidere, Ill., and Newark, Del., car plants reported Saturday overtime last week. The Dodge City truck plant in Warren, Mich., also worked Saturday.

Canada cars top 1989 pace

Canadian automakers targeted production of 22,365 units last week, 17.10 percent below the prior week but 24.24 percent above the year-ago week.

For the first time, year-to-date production rose above the 1989 total: 401,500 cars have been assembled, up 1.21 percent over last year.

Scheduled truck output of 17,877 last week fell 14.35 percent below the prior week but rose 7.62 above the year-ago week.

So far this year, 359,828 trucks have been built, 10.71 percent below the 1989 total at this time.

U.S. CAR	Week Ended May 19, 1990	Week Ended May 20, 1989	Week Ended May 12, 1990	May Est.	Jan. 1 to May 19, 1990	Jan. 1 to May 20, 1989
Horizon	0	850	0	0	4,327	6,424
Sundance	1,700	2,720	2,182	5,262	29,117	47,300
Acclaim	3,200	3,303	3,319	8,454	34,235	48,460
Total Plymouth	4,900	6,873	5,501	13,716	67,679	102,184
LeBaron A	400	0	411	1,050	8,755	0
LeBaron J	1,400	2,776	1,402	3,945	15,963	47,755
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	1,900	1,984	1,941	5,039	13,370	45,977
Fifth Avenue	900	0	982	2,476	11,591	0
Imperial	300	0	402	940	6,610	0
Total Chrysler	4,900	4,760	5,138	13,450	56,289	96,678
Omni	0	940	0	0	4,078	7,493
Daytona	900	1,867	934	2,611	11,704	41,529
Shadow	2,300	2,145	2,374	6,360	33,064	46,757
Dynasty	3,100	3,424	3,176	8,198	43,909	64,273
Lancer	0	0	0	0	0	1,528
Spirit	2,800	2,993	2,832	7,374	34,943	45,161
Total Dodge	9,100	11,369	9,316	24,543	127,698	206,741
CHRYSLER MOTORS	18,900	23,002	19,955	51,709	251,666	405,603
Escort	7,109	8,494	5,495	17,973	78,806	140,728
Mustang	3,710	3,699	3,730	10,412	55,730	91,941
Tempo	3,203	3,022	3,267	9,060	53,089	64,324
Taurus	4,521	7,918	7,826	18,517	146,002	159,050
Thunderbird	3,864	3,233	3,764	7,628	45,322	70,294
Total Ford Div.	22,407	26,366	24,082	63,591	378,949	526,337
Topaz	1,197	1,488	1,133	3,260	20,271	28,584
Cougar	1,658	2,334	1,784	3,442	28,661	60,440
Sable	731	2,515	2,413	5,378	43,553	52,034
Total Mercury	3,586	6,337	5,330	12,080	92,485	141,058
Continental	1,459	1,443	1,118	3,610	22,170	29,216
Mark VII	629	467	543	1,699	10,972	10,559
Town Car	3,829	2,867	3,282	10,252	66,143	53,496
Total Lincoln	5,917	4,777	4,943	15,561	99,285	93,271
Total L-M Div.	9,503	11,114	10,273	27,641	191,770	234,329
FORD MOTOR CO.	31,910	37,480	34,355	91,231	570,719	760,666
Skyhawk	0	337	0	0	0	6,612
Skylark/Somerset	2,631	1,419	1,983	6,118	34,712	22,994
Century	1,590	2,796	1,694	4,647	25,955	48,964
Riviera	519	337	611	1,585	9,200	10,418
Electra	394	2,317	153	612	13,045	34,148
LeSabre (fwd)	3,839	4,550	3,886	10,495	64,388	60,890
LeSabre (rwd)	310	65	283	811	3,087	3,445
Reatta	211	205	211	591	3,465	2,788
Total Buick	9,494	12,026	8,821	24,859	153,852	190,259
Eldorado	448	985	422	1,188	8,462	16,305
Seville	1,145	730	1,515	3,765	13,865	11,974
Brougham (rwd)	0	619	0	0	13,065	16,381
DeVille (fwd)	4,923	4,141	4,150	13,055	66,708	89,614
Allante	89	0	89	249	1,463	1,303
Total Cadillac	6,605	6,475	6,176	18,257	103,563	135,577
Cavalier	8,572	8,301	7,986	23,274	124,074	160,030
Camaro	2,018	2,783	2,037	5,604	23,430	50,126
Celebrity	0	1,975	0	0	0	56,007
Corsica/Beretta	6,055	8,447	6,202	17,127	109,557	169,933
Caprice	1,350	4,061	1,348	3,762	74,103	82,176
Corvette	553	560	556	1,565	9,295	10,569
Total Chevrolet	18,548	26,127	18,129	51,332	340,459	528,841
Calais	2,457	2,235	3,078	7,416	37,490	39,073
Cutlass Ciera	1,803	1,879	1,575	4,044	30,295	34,240
Cutlass Supreme	1,670	3,702	1,797	4,899	32,530	45,122
Toronado	240	202	291	737	7,528	4,255
88 (fwd)	3,138	5,224	2,885	8,402	38,110	70,368
88 (rwd)	0	194	0	0	2,295	3,236
98	1,333	1,112	1,049	3,423	21,940	35,707
Total Oldsmobile	10,641	14,548	10,675	28,921	170,188	232,001
Sunbird	4,451	3,714	3,744	11,844	57,312	62,464
Grand Am	4,800	4,867	4,873	13,535	74,482	101,817
Firebird	1,233	1,325	1,163	3,314	14,139	28,358
Grand Prix	3,120	4,000	2,943	8,410	41,488	62,407
Pontiac 6000	1,390	1,151	1,478	4,068	22,512	36,880
Bonneville	2,433	2,209	2,425	7,139	31,489	41,632
Safari/Parisienne	0	129	0	0	0	2,267
Total Pontiac	17,427	17,395	16,626	48,310	241,422	335,825
GENERAL MOTORS	62,715	76,571	60,427	171,679	1,009,484	1,422,503
DIAMOND-STAR	2,978	886	2,945	8,655	55,687	17,866
HONDA	8,990	7,809	8,801	24,935	172,457	153,756
Civic	2,700	2,580	2,727	7,541	47,614	51,830
Accord	6,290	5,229	6,074	17,394	124,843	101,926
MAZDA†	2,815	4,485	2,791	7,663	69,856	94,960
NISSAN	1,570	2,494	1,523	4,354	40,814	45,359
NUMMI	4,200	4,231	5,084	12,640	81,575	78,834
Corolla	2,000	1,662	2,349	5,911	41,689	32,085
Geo Prizm/Nova	2,200	2,569	2,735	6,729	39,886	46,749
SUBARU-ISUZU	455	0	489	1,198	10,321	0
TOYOTA	4,434	2,521	4,429	12,312	86,578	39,884
Total Cars, U.S.	138,967	159,479	140,799	386,376	2,349,157	3,019,431
Total Cars, Canada	22,365	18,001	26,978	69,901	401,500	396,685
U.S., Canada Cars	161,332	177,480	167,777	456,277	2,750,657	3,416,116
U.S., Canada Cars and Trucks	276,484	284,070	282,343	775,757	4,665,801	5,615,671

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended May 19, 1990	Week Ended May 20, 1989	Week Ended May 12, 1990	May Est.	Jan. 1 to May 19, 1990	Jan. 1 to May 20, 1989
Monaco	640	0	680	1,320	4,913	0
Premier	635	1,052	595	1,230	2,482	17,459
CHRYSLER MOTORS	1,275	1,052	1,275	2,550	7,395	17,459
Tempo	3,360	0	3,364	9,365	49,914	60,076
Topaz	1,440	0	1,410	3,984	18,146	25,392
Crown Victoria	3,215	2,943	2,483	7,758	49,051	53,874
Grand Marquis	2,545	2,867	3,120	8,250	45,511	59,832
FORD MOTOR CO.	10,560	5,810	10,377	29,357	162,622	199,174
Celebrity	0	860	1,220	2,116	9,844	6,051
Cutlass Ciera	0	2,700	2,416	4,226	31,562	70,714
Lumina	3,928	3,146	4,684	12,694	85,781	32,676
Regal	2,472	2,195	2,780	7,282	27,691	30,770
GENERAL MOTORS	6,400	8,901	11,100	26,319	154,878	140,211
HONDA	2,150	1,696	2,241	6,098	42,107	32,689
HYUNDAI	550	0	489	1,461	7,142	0
TOYOTA	1,250	362	1,316	3,612	23,829	3,693
VOLVO	180	180	180	504	3,527	3,459
Total Cars, Canada	22,365	18,001	26,978	69,901	401,500	396,685

U.S. TRUCK	Week Ended May 19, 1990	Week Ended May 20, 1989	Week Ended May 12, 1990	May Est.	Jan. 1 to May 19, 1990	Jan. 1 to May 20, 1989
Caravan	2,400	2,482	2,594	6,697	44,824	45,181
Dakota	1,500	2,394	1,958	4,856	28,953	46,156
Caravan C/V	100	111	166	365	2,869	3,783
Ram pickups	2,300	2,396	2,931	7,324	42,462	46,184
Total Dodge	6,300	7,383	7,649	19,243	119,108	141,304
Cherokee	4,000	5,543	4,069	11,330	64,913	94,056
Comanche	200	665	213	571	3,030	13,208
Grand Wagoneer	300	0	325	625	2,080	5,423
Wagoneer	100	132	108	298	1,510	3,765
Total Jeep	4,600	6,340	4,715	12,824	71,533	116,452
Voyager	2,200	2,311	2,383	6,182	42,847	42,995
Town & Country	50	190	41	145	1,411	255
Total C-P Div.	2,250	2,501	2,424	6,328	44,258	43,250
CHRYSLER MOTORS	13,150	16,224	14,788	38,394	234,899	301,006
Aerostar	5,651	4,190	4,862	14,987	78,401	100,529
Bronco	1,189	1,683	1,209	3,363	21,512	34,737
Bronco II	6,340	2,528	5,719	15,665	53,993	53,742
Econoline	5,113	5,226	5,159	14,218	77,173	100,086
Mediums/Heavies	1,284	1,316	1,249	3,538	20,656	27,747
Light trucks	11,058	12,316	10,287	29,930	179,708	225,755
Ranger	6,861	5,964	6,185	18,176	118,725	143,208
Total Ford Div.	37,496	33,223	34,670	99,876	550,168	683,804
FORD MOTOR CO.	37,496	33,223	34,670	99,876	550,168	683,804
Astro	3,557	3,492	3,003	8,999	46,249	69,162
Blazer	489	649	434	1,273	6,840	11,399
Lumina APV	2,245	0	2,377	6,547	39,360	0
Mediums/Heavies	369	0	233	791	3,483	1,312
P-Model	619	983	636	1,778	9,658	13,845
Pickups	7,796	8,210	6,942	20,672	138,643	162,072
S-10	5,033	4,672	4,875	13,888	91,345	111,107
S-10 Blazer	3,360	3,972	3,628	9,814	48,285	77,327
Sportsvan/Van	1,925	2,380	1,906	5,585	26,626	40,228
Suburban	1,768	1,828	1,491	4,443	26,457	31,709
Total Chevrolet	27,161	26,186	25,525	73,790	436,946	518,161
Jimmy	146	200	122	371	2,211	3,407
Mediums/Heavies	571	0	708	1,722	5,933	1,496
P-Model	81	132	78	201	1,200	1,788
Pickups	3,041	1,959	2,899	7,914	48,660	48,494
S-15	1,175	1,127	1,128	3,237	22,405	26,289
S-15 Jimmy	1,125	1,116	1,077	3,035	14,989	22,182
Safari	1,097	932	928	2,699	14,193	17,411
Suburban	967	720	729	2,326	11,825	12,675
Vandura/Rally Vans	535	648	509	1,258	9,040	10,812
Total GMC	8,738	6,834	8,178	22,765	130,456	144,554
Olds Silhouette	935	0	843	2,364	12,672	0
Pontiac Trans Sport	1,095	0	1,083	3,180	21,783	0
GENERAL MOTORS	37,929	33,020	35,629	102,099	601,857	662,715
NAVISTAR	1,645	1,901	1,660	4,631	28,222	35,105
NISSAN	3,230	2,161	3,122	8,937	60,288	51,003
SUBARU-ISUZU	375	0	374	990	10,192	0
AM GENERAL*	450	450	450	1,260	9,090	8,820
MISCELLANEOUS*	3,000	3,000	3,000	8,400	60,600	54,100
Total Trucks, U.S.	97,275	89,979	93,693	264,587	1,555,316	1,796,553

CANADIAN TRUCK	Week Ended May 19, 1990	Week Ended May 20, 1989	Week Ended May 12, 1990	May Est.	Jan. 1 to May 19, 1990	Jan. 1 to May 20, 1989
Caravan	2,770	2,148	3,349	8,691	63,596	61,370
Caravan C/V	240	223	312	793	5,149	4,824
Ram Wagon	615	540	737	1,922	9,652	11,915
Ram Van	1,305	1,396	1,600	4,179	23,699	30,734
Total Dodge	4,930	4,307	5,998	15,584	102,096	108,843
Voyager	2,110	1,824	2,554	6,683	52,043	53,442
Total Plymouth	2,110	1,824	2,554	6,683	52,043	53,442
Wrangler	1,500	1,304	1,570	4,358	21,584	33,360
Total Jeep	1,500	1,304	1,570	4,358	21,584	33,360
CHRYSLER MOTORS	8,540	7,435	10,122	26,625	175,723	195,645
FORD MTR (lt. trks.)	3,648	3,518	3,358	9,571	57,387	69,258
Light trucks	2,770	2,548	3,556	9,114	69,168	62,512
Vans	1,120	958	1,263	3,481	18,752	27,142
Total Chevrolet	3,890	3,506	4,819	12,595	87,920	89,654
Light trucks	1,134	1,321	1,418	3,674	26,161	30,172
Vans	440	561	931	1,797	8,437	13,234
Total GMC	1,574	1,882	2,349	5,471	34,598	43,406
GENERAL MOTORS	5,464	5,388	7,168	18,066	122,518	133,060
NAVISTAR	225	270	225	631	4,200	5,039
Total Trks., Canada	17,877	16,611	20,873	54,893	359,828	403,002
U.S., Canada Trks.	115,152	106,590	114,566	319,480	1,915,144	2,199,555

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News

May 28, 1990

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Thomas Moore of Arlington, Va., discovered that the extended vehicle service contract he bought along with his new car in 1986 was virtually worthless after the contract administrator withdrew from the business.

Service contracts under siege

Underfunded administrators fold; insurers quit business

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

CONTRACT Casualties

From his stately colonial office plaza in Geneva, Ill., Jim Williams sells car phones, fax machines, computers and beepers. He is also president of First National Warranty Corp., an administrator for vehicle service contracts.

It's a lofty title, but empty. First National discontinued operations Jan. 10 after Williams was unable to find an insurance company willing to underwrite his extended-service contracts.

"We are not accepting any new business," he says. "We turned over administration of existing contracts to the insurance companies."

Williams isn't alone. The extended-service-contract industry is under siege. In a multibillion-dollar industry, millions of customers bought contracts through companies that eventually gave up selling them.

More than 15 companies — known as administrators — have disappeared from the landscape in the last three years. When that happens, either insurers, car dealers or car buyers get stung.

Some administrators have filed bankruptcy, turning over their existing service contracts to insurers to manage. Others have withdrawn to sell other kinds of automotive products.

And more administrators are expected to follow.

Insurance companies typically guarantee the contracts. Now, saddled with hundreds of millions of dollars in losses on extended-service contracts, insurers are hastily exiting the business.

State officials in California, Florida and New York are stepping up efforts to police the industry.

And automakers are cutting ever deeper into private administrators' market share with

see CONTRACT, page 22

Ford again shuns carryover rebate; will offer incentives

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

As a buffer to what looks like a tough buildout period, Ford Motor Co. will offer incentives of up to $1,500 on 1990 models after its 1991 models go on sale this fall. The incentives will be in lieu of a carryover allowance and will run until Dec. 31.

In May 10 letters to Ford and Lincoln-Mercury dealers, Ford said the company will offer $400 to $1,000 on 1990 Ford Division cars and trucks and $500 to $1,500 on Lincoln and Mercury cars sold after the 1991 models are introduced until Dec. 31.

Ford's launch date for 1991 models is tenatively scheduled for Sept. 28.

The letter to Ford Division dealers said the company's 1990 car production plans for the remainder of the model year, excluding 1991 Crown Victoria and 1991 Escort, will be 37 percent below the same period in 1989. Truck production for the remainder of the model year, excluding the 1991 Explorer, will be down 19 percent from the year-ago period.

The post-introduction incentives, which Ford said will likely be in the form of dealer cash, will be given in lieu of a carryover allowance. Ford offered consumer rebates but no carryover allowance in the 1989 cleanup period.

That makes Ford the second automaker to plan the 1990 model cleanup without using the traditional carryover allowance. Earlier this year, General Motors told its dealers it would pay them 5 percent of the sticker price of 1990 models at the time each vehicle is sold. The GM plan also will run from 1991 introduction until Dec 31, 1990.

The actual Ford plan for cleanup incentives will depend on competitive year-end cleanup programs, Ford Division General Sales Manager Philip Novell said in the letter to Ford dealers.

But dealers may have to choose

see FORD, page 37

United Airlines unions woo Greenwald to head carrier

By Mark Hornung
CRAIN NEWS SERVICE

United Airlines' three unions are courting Gerald Greenwald, vice chairman of Chrysler Corp., to run the carrier if its employee buyout is successful.

Greenwald has emerged as a leading labor candidate for the top job at United, according to a story in the May 28 issue of *Crain's Chicago Business*, a sister publication to *Automotive News*.

Greenwald was out of the country last Friday and could not be reached for comment, but a Chrysler spokesman said, "There's absolutely nothing to it."

Greenwald

One source close to Greenwald termed the likelihood of the Chrysler executive accepting the United job as "a long shot."

The source added, however, that Greenwald has doubts that Chrysler Chairman Lee Iacocca will make good on an earlier public pledge to step aside by 1991.

If the unions succeed in wooing Greenwald to succeed current Chairman and CEO Stephen M. Wolf, it would be a huge breakthrough in their efforts to acquire United's parent, UAL Corp.

Well-placed sources described negotiations as "progressing well, but not yet done." Sources added that if a deal with Greenwald is

see GREENWALD, page 36

Japanese buy second California dealership, seek more

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Champion Nissan, a Northern Califonia dealership, was scooped up by one of Japan's largest trading companies last month for more than $4 million.

The Pittsburg dealership is the second California automotive dealership bought by Nissho Iwai Corp. of Osaka, Japan.

Two years ago, Nissho Iwai purchased Weatherford BMW, which has since moved from Emeryville, Calif., to Berkeley, Calif.

"We are planning to add more dealers, and I like relatively large operations," says Hideaki Yasukochi, a former Nissho Iwai manager and the current president of Weatherford Motor Inc., the nation's sixth largest BMW dealer.

He says Nissho Iwai is close to signing another agreement, this one in Southern California, and is considering "the top 10 dealers in every franchise in terms of profit" for possible acquisition.

Nissho Iwai is the sixth largest of Japan's general trading companies with annual sales in 1989 of $73 billion. It has 7,000 employees in 182 offices around the world.

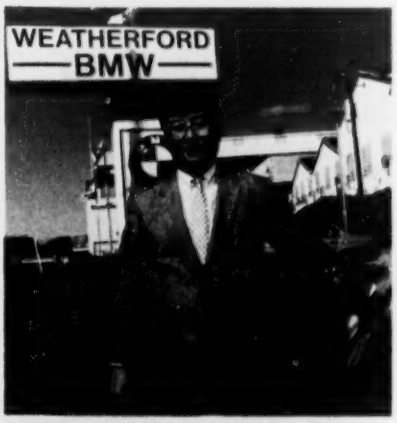
Yasukochi came from Japan to California to search out auto-related investments for Nissho Iwai. Although he retains no official title at Nissho Iwai, he is its point man for U.S. dealer acquisitions.

As the industry plods through what seems likely to be another tough year for retail sales, many dealers are interested in selling, according to John Campbell, president of Campbell Automotive Group, a network of 12 franchises in Southern California's Orange and Riverside counties.

"Business is soft and lots of dealers want to sell, but if you do a return-on-investment analysis, a lot of buyers won't bite.

"But the Japanese have a long-term perspective, and you can make a lot of deals possible if you're basing it on a possible 50-year return," Campbell says.

see NISSHO, page 37



Hideaki Yasukochi scouts U.S. dealerships for Japanese trading group Nissho Iwai Corp.

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Japanese management still a mystery:
Americans find Japanese management style puzzling, according to a survey of 4,500 people who work for Japanese companies in the United States. Page 6.

Grim reaper Ford stalks AC Cars, Ace project

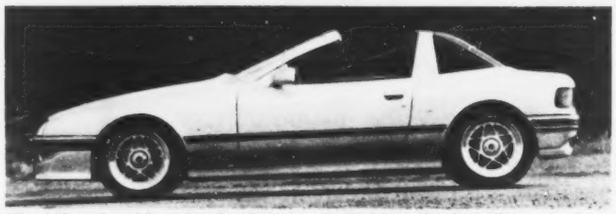
By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Ford Motor Co. has applied to the British courts for permission to liquidate AC Cars Ltd., the British sports car company it has controlled since 1987.

Ford's decision to dissolve AC, which has not produced a car in years, means that the enthusiastically awaited AC Ace sports car project has apparently bitten the dust after several years in limbo.

But AC minority shareholder Brian Angliss has served notice that he will oppose Ford's petition to liquidate the company.

Presumably, he will seek to continue the project.



The 140-mph, mid-engine Ace has apparently bitten the dust after years in limbo. It may be the second British sports car Ford has canceled in 1990.

The 140-mph, mid-engine Ace may be the second British sports car effort Ford has canceled this year. It also has dropped the Jaguar F-type. Ford acquired Jaguar plc last fall.

The targa-top Ace appeared as a prototype at the Birmingham, England, auto show in October 1986. Based on Ford mechanicals, the four-wheel-drive two-seater was designed and developed by AC Cars and Angliss' Autokraft firm, an authorized replicator of the Cobra, in Brooklands, England. Ford of Europe design group employees were consultants on the project.

In October, 1987, Ford acquired 50.96 percent of AC for £1.3 million ($2.2 million) from AC Holdings Co. with the intention of putting the Ace into production. The rest of AC is owned by Angliss.

Angliss and Ford sought to revive the marque, which has a history, albeit checkered, dating back to the turn of the century. In late 1987, plans were announced for a new £5 million ($8.4 million), 90,000-square-foot development and manufacturing center for AC Cars at Byfleet, Surrey.

That factory, in the Brooklands Industrial Estate, has since been completed and is turning out Autokraft products.

Ace production was expected to be fewer than 500 units annually. When the car debuted, it was slated to be on sale in North America by the end of 1987. But the show car was overhauled after Ford took control, and the project suffered a series of setbacks as the partners quarreled.

"There were a number of revisions and a fair amount of rede-

see ACE, page 38

Big 3 sales continue dive; cars, trucks dip in mid-May

10-DAY SALES
DOMESTIC BUILT

	May 11-20, 1990	May 11-20, 1989
CARS		
Eagle	1,078	1,415
Chrysler	5,944	6,559
Dodge	8,164	13,880
Plymouth	5,861	8,545
CHRYSLER MTRS.	**21,047**	**30,399**
Ford	28,297	46,458
Lincoln	6,061	6,333
Mercury	7,554	13,719
FORD MOTOR	**41,912**	**66,510**
Buick	9,248	16,401
Cadillac	6,086	10,207
Chevrolet	29,972	39,919
Oldsmobile	11,522	19,048
Pontiac	15,738	21,479
GENERAL MTRS.	**72,566**	**107,054**
HONDA	**11,076**	**10,178**
MAZDA	**1,272**	**985**
MITSUBISHI	**1,154**	**854**
NISSAN	**1,907**	**1,312**
SUBARU	**100**	**—**
TOYOTA	**8,820**	**4,572**
U.S. CAR TOTAL	**159,854**	**221,864**
TRUCKS		
Chrysler	63	—
Dodge	12,373	16,746
Jeep	4,973	7,690
Plymouth	3,916	5,949
CHRYSLER MTRS.	**21,325**	**30,385**
FORD MOTOR	**34,864**	**44,583**
Chevrolet	29,997	39,969
GMC	8,064	13,204
Oldsmobile	418	—
Pontiac	880	—
GENERAL MTRS.	**39,359**	**53,173**
ISUZU	**373**	**—**
NISSAN	**2,544**	**2,198**
U.S. TRK. TOTAL	**98,465**	**130,339**
U.S. CAR-TRUCK TOTAL	**258,319**	**352,203**

There were 8 selling days in the period this year and 9 last year.

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Sales of domestically produced new vehicles continued to plunge in mid-May. Sales of cars and trucks totaled 258,319 units, compared with 352,203 a year ago.

There were eight selling days this period and nine last year. The daily selling rate was 32,290 units, compared with 39,134 in 1989. The dip in the daily selling rate was 17.49 percent. The actual total declined 26.66 percent this year.

Car sales were down 27.95 percent, while truck sales dropped 24.45percent.

All Japanese transplant automakers experienced sales growth, but the Big 3 faltered. General Motors' vehicle sales were down 30.15 percent; Chrysler Corp. was off 30.29 percent; and Ford Motor Co. slipped 30.89 percent. Only six car nameplates produced by the Big 3 had sales increases; four of those were luxury models.

For the second straight 10-day period, every Ford and Mercury nameplate nosedived. Ford Taurus sales fell 52.08 percent, while Mustang dropped 49.28 percent. Sales of the new-for-1990 Lincoln Town Car were up 33.13 percent.

Ford sold 34,864 trucks, compared with 44,583 last year.

Chevrolet, which had been experiencing modest growth due to its Geo Prizm, saw total car sales shrink 24.92 percent. Dealers sold 435 fewer Prizms this year.

Sales of Chevrolet's redesigned Caprice were just about even with 1989. Corvette was the only Chevy to post a gain; its increase was 10 units.

Sales were down at each GM car division, though sales of the Cadillac Seville, Oldsmobile Toronado and Pontiac Grand Prix were up.

With the exception of Plymouth Laser, every Chrysler nameplate suffered a drop in sales. Laser sales rose to 1,148 from 748 last year.

Chrysler's car sales edged truck sales by 278 units (21,325 vs. 21,047). Truck sales slipped 29.82 percent from year-ago figures.

Honda led the transplants' car sales assault, followed by Toyota. Honda sold 11,076 North American-built Civic and Accord models, an 8.82 percent increase over 1989. Toyota continued to pick up speed with its Corolla and Camry, racking up 8,820 sales, a 92.91 percent jump.

Mazda's sales were up 29.14 percent; Nissan's car sales jumped 43.35 percent. Nissan was the only domestic truckmaker to report an increase. Sales rose 15.74 percent.

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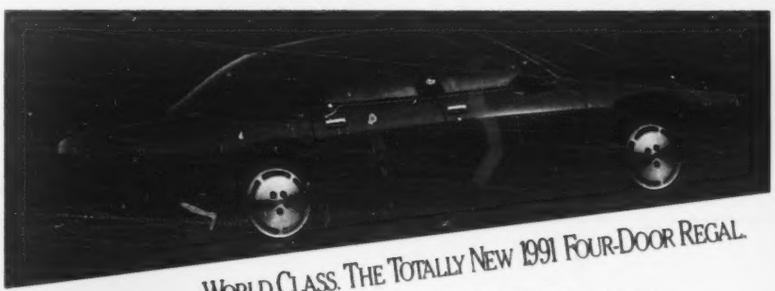

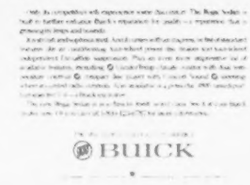

The 1991 Regal's magazine ad schedule includes *Time*, *Newsweek*, *Sports Illustrated*, *People*, *Travel and Leisure* and *Golf Digest*. The print portion gets under way this week.

REGAL SEDAN: *Buick pitches with patriotism for introduction of '91 model*

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Inside a huge airplane, workers, clad in overalls, remove the cover from an automobile, revealing a 1991 Buick Regal sedan.

The car is driven off the plane and met by a crowd of Japanese executives and engineers, who look bewildered and awed as they examine it from top to bottom.

The voice-over entones: "Introducing an American automobile that will compete with any car in its class, anywhere."

So begins Buick's television ad campaign introducing the 1991 Regal four-door sedan. Buick has created five commercials using the same theme; two similar spots are set in Germany.

The campaign, which breaks this week during prime-time TV, is in keeping with General Motors' and Chrysler Corp.'s recent assertions that American-made cars are just as good, if not better, than their foreign-made competitors.

Jay Qualman, Buick's general director of advertising, said the effort is aimed at buyers of mid-sized American sedans. The campaign, he said, allows Buick to further enhance its image for producing quality cars and position the Regal sedan as a formidable world-class contender.

Qualman

"We're not really after the import market," he said. "We're not saying we're building an import clone. We're not trying to put down the Germans or the Japanese. Our sales are on the upswing and our quality is good. We're the newest intermediate on the block."

Qualman said the effort is a major introduction for Buick that will be supported by a heavy media schedule. "You only get to launch a product once," he said. "The price of failure is high. When you have a new product, you can stimulate sales of other products as well."

Buick's TV commercials for the Regal sedan include two 15-second and two 30-second spots and one 60-second spot. All end with the tagline, "The symbol for quality in America and beyond" and display Buick's tri-shield symbol.

The commercials will appear on *Cheers* and *L.A. Law*, major league baseball games, Monday night football games, television movies and the Buick Classic Golf Open.

The print campaign features three-page color spreads attached to the covers of major magazines. Two-page spreads will appear later.

Qualman declined to say what Buick is spending on the launch.

L-M air-bag retrofit set for October

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

TEMPE, Ariz. — Lincoln-Mercury officials believe it will be late October before dealers will be able to retrofit passenger-side air bags into sold 1990 Lincoln Town Cars and Continentals. The retrofitting program could cost Ford Motor Co. several million dollars.

The automaker has been producing Continentals and Town Cars without passenger-side air bags since March.

A fire at Sabag Inc.'s Canadian plant in March curtailed shipments of propellant to Ford's chief air-bag supplier, TRW Inc., which manufactures the passenger-side air-bag modules for both cars. Sabag is a joint venture between TRW and Canada's ICI.

L-M General Manager Ross Roberts said Ford's first priority is to retrofit the 1990 models with passenger-side air bags.The bags will be installed on 1991 production cars after enough propellant is produced for the retrofit program. L-M dealers probably will have to retrofit 1991 cars built from September to late October.

Ford President Philip Benton said Sabag may have to defray some of the costs Ford will incur in installing the air bags in sold cars. The installation procedure is expected to take a dealer less than three hours per car.

As of May 18, 44,399 Town Cars and Continentals had been produced without the passenger-side air bag.

Roberts said Ford is projecting that 20 percent of 1990 Continental and Town Car owners will want the passenger-side air bag installed. But he said he believes 30 to 50 percent of consumers will request the retrofit.

Using an hourly rate of $40 per car and estimating a three-hour installation time, the retrofitting program could cost Ford as much as $2.6 million if the passenger-side air bags are installed in half the cars sold so far without them.

LATE NEWS

Mazda net income rises 58% to $168.2 million

TOKYO — Mazda Motor Corp. announced a 57.7 percent increase in net income to 26.5 billion yen ($168.2 million) for the fiscal year ended March 31. Net sales reached 2 trillion yen ($12.9 billion), an increase of 6.9 percent compared with the previous April-March term. Mazda changed its fiscal period in the last year. Before the change, the fiscal year ended Oct. 31.

Overseas sales were up only 0.8 percent to 805,997 units. That included what Mazda referred to as a "relatively small decline overall" in the North American market.

Mazda attributed most of its increased profit to strong sales in the Japanese market, where two new sales channels were established. Domestic sales set a record.

— Mary Ann Maskery

Honda net income falls 16 percent

TOKYO — Honda Motor Co. reported a 16 percent drop in consolidated net income to 81.6 billion yen ($517 million) for the fiscal year ended March 31. Honda attributed the decline to foreign exchange losses, interest costs, high depreciation costs and higher non-operating expenses.

A Honda North America spokesman said that early in the fiscal year Honda "hedged," or calculated its exchange rate in advance, assuming the yen would remain strong against the dollar. Instead, the dollar gained strength, which cost Honda money. For the fiscal year, $1 bought an average of 142.85 yen, compared to an average of 128.31 the previous year.

For the fiscal year, Honda reported a 10.4 percent increase in car sales in Japan and North America, to 3.8 trillion yen ($24.3 billion). The unconsolidated report, which did not include foreign subsidiaries, showed a net income decline of 1.3 percent to 53.2 billion yen ($337 million).

— Mary Ann Maskery

Fuji loses $187.3 million; year's loss higher than expected

TOKYO — Fuji Heavy Industries reported a 29.6 billion yen ($187.3 million) operating loss for the fiscal year ended March 31. That compares with the 23 billion yen ($145.5 million) loss the company forecast two months ago.

Most of the vital statistics for the company were negative. Net sales were 658 billion yen ($4.1 billion), a decline of 0.8 percent. Net income was 5.7 billion yen ($36 million), a drop of 47.3 percent.

Fuji attributed the losses to poor sales in the U.S. market and in the mini-market (under 660 cc) segment in Japan.

— Mary Ann Maskery

Ford hires Hispanic consulting group

Ford Motor Co. last week named the Hispanic Association on Corporate Responsibility a consultant on increasing Hispanic representation at Ford.

Ford will meet with the association at least once a year to review the company's accomplishments and plans for affirmative action and economic development. The association will identify Hispanic suppliers.

The Washington-based association is a non-profit coalition of seven national Hispanic activist groups. It targets corporations with agreements modeled after the NAACP's "Fair Share Agreement." Ford is the first automaker and fifth national corporation to sign the agreement.

— Greg Bowens

1989 advertising expenditures per unit

Bars show cost of an average car for the top five brands in per-unit advertising expense.

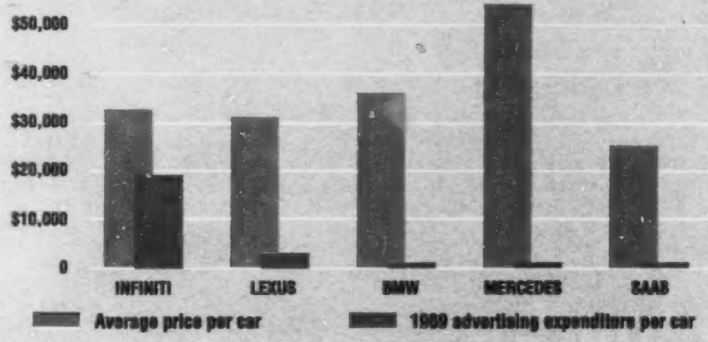

Table lists all automotive brands in Advertising Age's Top 200 brands by ad spending, on a per-unit basis.

CARS Manufacturer	Expenditure per unit	Manufacturer	Expenditure per unit	Manufacturer	Expenditure per unit
Infiniti	$18,927.68	Volkswagen	$ 392.70	Ford	$ 131.32
Lexus	2,823.27	Nissan	341.53	Plymouth	130.89
BMW	906.71	**AVERAGE**	**246.71**		
Mercedes-Benz	885.32	Toyota	229.04	**TRUCKS** Manufacturer	Expenditure per unit
Saab	821.49	Oldsmobile	214.82	Isuzu	$340.58
Subaru	811.75	Buick	199.32	Toyota	284.04
Acura	606.15	Dodge	180.02	Jeep	173.45
Mitsubishi	600.35	Cadillac	179.82	**AVERAGE**	**108.76**
Geo	584.73	Pontiac	164.37	Dodge	108.52
Chrysler	515.83	Lincoln	162.04	Ford	86.08
Mazda	478.86	Chevrolet	146.46	GMC	81.77
Hyundai	475.71	Honda	145.65	Chevrolet	80.16
Eagle	443.45	Mercury	138.17		

Source: Advertising Age, Automotive News

AUTOMOTIVE NEWS / MARTHA BRATTAIN

Limo manufacturer group demands safety compliance from members

The Limousine Industry Manufacturer's Organization last week demanded that members participate in the new Safety Compliance Seal Program or be dropped from the roster.

Members have 30 days to sign a public declaration promising to adhere to federal safety standards, maintain a quality control system and provide proof that the product meets federal guidelines.

The program follows a federal crackdown on companies that ignored requests from NHTSA for production related safety compliance information or were subject to over 19 recall campaigns.

Bob Hellmuth, director of NHTSA's Vehicle Safety Compliance Office, says it is a "step in the right direction," but his office will continue to pressure the industry to reach and maintain total compliance.

— Greg Bowens

Renault to repay $1.07 billion of subsidies

PARIS — Regie Nationale des Usines Renault SA will repay 6 billion francs ($1.07 billion) in government aid under a compromise settlement of a dispute between the European Commission and French government.

The amount is half the 12 billion francs ($2.14 billion) in aid received by state-owned Renault from the French government during 1988 in the form of a debt write-off. The subsidy was approved by the commission in Brussels at the time under terms the panel now says were not upheld.

Renault will return 3.5 billion francs ($537 million) immediately and 2.5 billion francs ($445 million) will be added to the company's long-term debt. French officials have indicated they might cushion Renault's loss through a capital increase next year.

The agreement with the EC bars a capital increase before Jan. 1, 1991, when AB Volvo officially takes a stake in Renault under a cross-ownership deal.

— Richard Johnson

Mitsubishi to join Daimler in building Soviet plant

TOKYO — Mitsubishi Corp. said it has agreed in principle to a request by Daimler-Benz AG to help build a large auto assembly plant in the Soviet Union. Daimler has announced that it wants to produce 240,000 to 300,000 units a year in a plant to be built near Gorki.

Some reports here say Mitsubishi would be expected to contribute commercial vehicles to the venture. But Mitsubishi Motors Corp. said Daimler has no concrete plan yet and that the project has to be considered as a long-term plan. Mitsubishi Motors said it is not planning to produce any vehicles in the plant.

In Stuttgart, a Mercedes-Benz AG spokesman confirmed that the two may cooperate in setting up an auto plant in the Soviet Union, but he said, "Nothing is decided. We've only had discussions." He said the plant would produce Mercedes' mid-range W124 line when production of those models ends in Germany.

Soviet truckmaker may offer 49% of shares to outsiders

FRANKFURT, West Germany — Kamaz, the state-owned Soviet truckmaker, may offer 49 percent of its shares to outside investors, including foreign companies, in a bid to raise fresh capital.

Kamaz Director Nikolai Bekh said in an interview with *Pravda*, the Communist Party daily, that the state enterprise needs an injection of funds to compete in world markets. He said the Soviet government could not be counted on to provide the 6 billion rubles ($3.6 billion) capital required over the next decade.

Issuing shares in Soviet companies has been permissible since 1988. The Kamaz proposal breaks new ground by allowing stock to a wider range of investors, including firms outside the Soviet Union.

Kamaz produces heavy trucks, most of which are exported to Communist bloc countries. The combine includes 13 factories throughout the Soviet Union.

— Richard Johnson

Acustar to invest $37.9 million in Michigan glass, axle plants

Acustar will invest $37.9 million at its McGraw Glass and Detroit Axle facilities, creating an additional 100 axle plant jobs.

Spokesmen for the Chrysler subsidiary said the investment is an effort to keep existing work forces and maintain the operations on a competitive basis.

McGraw Glass has 800 employees and is Acustar's primary glass facility. The plant recently completed a three-year, $65 million technological upgrade and will now get an additional $36.3 million for demolition of old warehouses. The added room is for construction of a Energy Conversion Center and primary substation.

Detroit Axle employes 1,000 and recently won a bid to supply Chrysler an additional 100,000 axles over the next two years.

BRIEFLY: *When Lido says buy, Lutz gives it a big try*

Chrysler Motors President Robert Lutz apparently has taken **Lee Iacocca's** message seriously. Earlier this year, Iacocca encouraged the company's 100 top managers to buy Chrysler stock. Well, Lutz said he will — in a big way. The auto exec is spending a year's salary on Chrysler stock. That salary, according to Chrysler's 1990 proxy, totaled $544,550 in 1989. Lutz already owns 7,058 shares and had options to acquire 246,500 more within 60 days, according to the April 13 proxy. Chrysler's common stock closed at $16 per share Thursday.

ROBERTS CAN STILL SELL 'EM: When asked, **Lincoln-Mercury General Manager Ross Roberts** can close a deal. Take, for instance, the New York attorney who was reluctant to take delivery of a Continental because a propellent shortage meant cars were shipped without the passenger-side air bags. To save the deal, a dealer asked Roberts to intervene. Roberts assured the attorney that the air bag would be installed as soon as possible. The attorney bought the car.

NEXT TIME, TRY ARUBA: The **Greater New York Automobile Dealers Association**, one of the nation's wealthiest dealer groups, last week canceled its June 3-6 convention because not enough dealers signed up. The association said many dealers couldn't spare three days away from the store due to the business climate. The speaker was to have been **Jerome R. McDougal**, president and chief executive officer of Apple Bank and a former Greater New York Automobile Dealers Association president. The location was Newport, R.I. Last year's convention was in sunny Bermuda.

STAR WARS: Who will have the largest privately held satellite communication network in the world? Well, **Chrysler Corp.** claims it will, once it completes linking its 5,400 dealers to the automaker's earth station in Highland Park, Mich. So far, 4,200 dealers are on line. **General Motors** says it will, once it connects its 9,700 dealerships to the GM Pulsat Network, which is expected by the end of 1992. Both systems are expected to replace "the existing land-based communications network" (which we used to call the telephone) and provide quicker movement of information between automaker and dealer.

Tough standards spawn optimism

Converters look for robust 1991 sales before new rules kick in

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

The sales outlook for the van conversion industry during the next 12 months is extremely good and will be aided by tougher federal standards due in the 1992 model year.

Industry officials point out that dealer inventories of van conversions are lower than last year, while retail sales are at least as strong as a year ago.

Most dealers are replacing what they sell with new wholesale purchases on a one-to-one basis, and some have shown a willingness to build inventory at least until mid-July, said Ron Chevalier, vice president of sales and marketing for Starcraft Corp.'s Automotive Division in Goshen, Ind.

Generally, interest rates are under control; fuel prices and availability are good; and Detroit manufacturers' incentive activities in support of vans are still strong.

General Motors dealers also can plan for buildout, since they no longer face the uncertainty over carryover allowances that plagued them at this time last year.

"Our order backlog has grown, and we're beginning to chase chassis. To the extent we find those chassis, we've increased production," said Chevalier, echoing sentiments of other converters like Glaval Inc. of Elkhart, Ind., and Mark III Industries of Ocala, Fla.

The 1991 model year has real growth opportunities from dealers and customers buying products before the 1992-model safety regulations kick in.

New crash-safety regulations will impact various structural and design aspects of van chassis, adding to cost.

But Dave Green, marketing manager of Bivouac Industries in Vandalia, Mich., said he believes pent-up demand will play an even stronger role in 1991.

He pointed out that in 1986 and 1987, which were strong sales years for the industry, many customers got into five- and six-year financing contracts.

After three years, those people "were still upside-down enough (owed more than their conversions were worth) to take a beating if they traded in their vehicles," Green added.

The 1986-model-year buyers are just now in a position to trade and, based on the high number of repeat van conversion buyers, "the last half of 1990 and 1991 should be very good, assuming there are no economic snafus," Green said.

"I wouldn't be surprised if the industry was up 7 percent in 1991," he said.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	Mar 1990	Mar 1989	% change	2 mos 1990	2 mos 1989	% change
Travel trailers	5,800	5,900	- 1.7	15,100	15,000	+ 0.7
Park Trailers	600	600	+ 0.0	1,800	2,000	- 10.0
Travel trailers—fifth wheel	3,100	3,000	+ 3.3	8,300	8,000	+ 3.8
Folding camping trailers	3,400	3,900	- 12.8	9,300	9,800	- 5.1
Truck campers	1,000	1,100	- 9.1	2,400	2,500	- 4.0
Towable RV total	13,900	14,500	- 4.1	36,900	37,300	- 1.1
Conventional (type A)	3,100	3,400	- 8.8	8,600	10,100	- 14.9
Van Campers (type B)	600	500	+ 20.0	1,400	1,200	+ 16.7
Chopped vans (all)	1,900	2,400	- 20.8	5,000	6,300	- 20.6
Motor home total	5,600	6,300	- 11.1	15,000	17,600	- 14.8
Van conversions	16,100	18,000	- 10.6	44,700	51,300	- 12.9
TOTAL ALL RVs	35,600	38,800	- 8.2	96,600	106,200	- 9.0

Source: Recreation Vehicle Industry Association

Gem Top markets new truck cap

Gem Top Manufacturing Inc. of Clackamas, Ore., has a new KO model cab high polymer top for Ford and Chevrolet pickups. It is available in several colors, has solid sides and a black framed rear door with clear glass and gas operated struts.

Converters note upturn, but discounting hurts

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Van converters are reporting stronger production and wholesale sales, but the retail side of the business is still fiercely price-competitive.

For many converters, the 1990 model year got off to such a slow start that, despite month-to-month improvements since January, they'll miss their sales goals.

Heavy discounting also is a problem.

"It's unbelievable," said one converter. "We're in the middle of a Chevrolet chassis shortage, and the discounting is almost unbelievable. Nobody wants to give up any market share, and dealers are still holding the upper hand."

The protracted, heavy discounting — with its disastrous effect on profits — is a major reason why an estimated 50 to 100 converters have either gone out of business or put their businesses up for sale during the past year.

Slow sales earlier in the 1990 model year also played a role.

Mark III Industries of Ocala, Fla., expects to sell 27,000 to 30,000 vans in calendar 1990, according to A.R. Boyd, company chairman. That compares to 27,000 in 1989 and is a rather conservative projection.

As the industry's top volume producer, Mark III has been on a fast-growth track. It recently joined Ford's consignment pool system and has just begun converting chassis under the agreement.

Mark III has base conversions for $2,999 wholesale, but the majority of its business is with its deluxe package, Boyd said. That package wholesales for $3,500 to $5,200 depending on options.

"The only problem we have is with other people giving the stuff away," Boyd said, acknowledging the heavy discounting.

Mark III hasn't had to discount vans since January and has a good order backlog, he said.

Boyd attributed the order backlog to product value and to the firm's SafeMark program. The SafeMark program includes changes made in Mark III vans in anticipation of new federal standards due in 1992.

R.T. Boyd III, the company's chief executive officer, said Mark III has begun crash-testing its vehicles and making design changes in order to continue to be able to put its own seats in them and "maintain our identity" in its interior design changes.

New standards, such as Federal Motor Vehicle Safety Standards 208 and 204, will restrict a converter's ability to make chassis changes. Boyd said Mark III vans meet various 1992-model safety requirements, except those for driver safety in frontal impacts, which require air bags such as those Ford will install.

Meanwhile, Glaval Inc. of Elkhart, Ind., has reduced its 1990-model sales forecast slightly.

William Becker, Glaval's vice president of marketing, advertising and consumer relations, said the company now anticipates selling 17,000 to 17,500 units, about 1,000 more than last year.

Glaval is currently developing marketing support material for 1991 and plans to continue to emphasize products in the midprice range where the bulk of Glaval's sales are concentrated.

Coachmen Vans of Elkhart took a very conservative approach to the market this year. It managed to stay close to its internal profit goal during the first half of the 1990 model year by carefully controlling expenses and avoiding heavy discounts for the sake of big market-share gains, the company said. It expects to sell about 2,300 units, similar to the number it sold in 1989.

Its Good Times Van operation in Grandview, Texas, is expected to add another 2,300 sales, according to William Snook, Coachmen Van president and general manager.

The reduction in the number of van competitors hasn't really benefited Coachmen because most were very small companies with insignificant sales volumes, Snook said.

RV BRIEFS

Tern buys Van Express

SYRACUSE, Ind. — Tern Industries Inc. will double its manufacturing and office space by its recent purchase of Van Express, an Elkhart, Ind., van converter.

Under terms of the sale, Van Express operations will move from Elkhart to Syracuse, its personnel transferred to ensure that all dealer warranties and assistance programs will be carried forward smoothly, said Ernest Knepp, Tern's chief financial officer.

Joseph Sanders continues as Van Express president.

Tern purchased Van Express from Vyquest Inc. of Elkhart. Van Express has consignment pool accounts with Ford and Chevrolet. That gives Tern entry to Ford's pool system and doubles its availability of Chevrolet chassis, since it already had a Chevrolet pool of its own, the company said.

Studebaker pickups

ELKHART, ind. — Studebaker Coachworks has opened a plant specializing in production of custom-built pickup trucks.

The company's first model, called the Wild Thing, is based on the long-bed GMC Sonoma SLX, while a second customized truck, called the Turismo, is based on the GMC C-1500 full-sized pickup.

The Wild Thing features a specially designed, fully enclosed cab extension that is bolted to the bed of the truck, just behind the cab. The cab extension is accessed through the removable rear window of the cab.

The Turismo has a racy appearance: lowered front and rear, special grille and bumper and other exterior refinements.

Duraliner for vans

LAPEER, Mich. — Durakon Industries Inc. has introduced a Duraliner product to protect van interiors against scratches and dents.

The liners are designed for full-sized domestic vans used in commercial delivery services and for use by custom van shops and other business applications.

Separately, Durakon said it spent $4 million on new equipment and improvements for its Lapeer facility.

RV travel series

RESTON, Va. — A new recreational vehicle travel series produced by the Recreation Vehicle Industry Association will debut July 7 on the Nashville Network.

Titled *"Going Our Way,"* the 30-minute television program will air Thursdays and Saturdays and be hosted by country recording artist Jim Ed Brown and his wife.

Each program will feature RV trips to two distinctly different locations and a segment on practical RV information and tips, ranging from vehicle selection to the latest options and accessories.

Jim Ed Brown and his wife, Becky, will host RV travel series.

Europe's car sales dip

April off 2%, but 4-month total tops '89

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — New-car sales in Western Europe dipped 2.7 percent in April as volume fell in four of Europe's five biggest markets.

Sales continued to plunge in Great Britain and Spain and also slipped in West Germany and France. Of Europe's five major national markets, only Italy surpassed its 1989 sales total in April.

Sales in 17 Western European countries totaled 1,215,400 in April, according to industry estimates compiled by *Automotive News*. For the January-April period, volume was 4,949,300, just 0.93 percent ahead of the 1989 total.

The April figures suggest the long-predicted weakening of the European market is at hand. "There is going to be a bit of pain in the next couple of years," said auto analyst Daniel Jones of the University of Cardiff in Wales.

Sales in Britain slipped 12.2 percent to 168,000 in April and were down 8.7 percent for the year at 750,000. Spain was off 9.6 percent in April at 85,500. For four-months, sales in Spain were down 8.9 percent at 351,900.

West German sales were down 3.1 percent to 285,000 in April. But Germany, Europe's largest market, remained 3.1 percent ahead of last year with 1,032,700 for four months. Sales in France dipped 6.5 percent to 192,800 in April, but were 6.2 percent ahead of 1989 for four months with a total of 841,000.

The Italian market remains brisk. Sales there rose 10 percent to 230,000 in April and were up 6.4 percent at 970,400 for four months.

Riding the robust Italian market, Fiat Auto, including the Alfa Romeo and Lancia brands, led Europe's major car groups through April with 15.7 percent of the market.

Fiat Auto S.p.A. surged ahead 9.3 percent in April to 189,900 units. For four months, Fiat sales were 2.6 percent ahead of 1989 at 777,900 units.

Combining the VW, Audi and Seat marques, Volkswagen AG was up 2 percent to 193,700 in April and was up 5.2 percent to 741,000 for four months.

Peugeot S.A., including Peugeot and Citroen, was solidly entrenched in third place with 13.4 percent of the market on four-month sales of 664,700, a 2.2 percent increase over last year. General Motors Europe was fourth with 11.7 percent. GM's January-April sales increased 2.2 percent, to 578,200. The figures include 22,000 Saab sales.

Ford of Europe was next at 561,300, including 7,900 Jaguars. The Ford total was virtually unchanged from a year ago and represented an 11.3 percent share. Regie Nationale des Usines Renault S.A. was sixth with 10.4 percent of the market on four-month sales of 516,900, up 0.6 percent over 1989.

Among the specialists, Mercedes-Benz AG, BMW AG and Volvo Car Corp. all fell behind their 1989 four-month totals in Europe. Mercedes was off 2.4 percent to 154,000; BMW was down 5.4 percent to 134,500; and Volvo sales declined 6.8 percent to 92,300.

Combined Japanese sales for four months were up 1.3 percent to 523,100, good for 10.6 percent of the European market.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	4 Months 1990	Pct change vs. 1989
Germany	1,032,700	+ 3.1
Italy	970,400	+ 6.4
France	841,000	+ 6.2
United Kingdom	750,500	- 8.7
Spain	351,900	- 8.9
Netherlands	225,200	+ 0.5
Belgium-Luxembourg	207,700	+12.3
Switzerland	121,600	- 2.9
Austria	112,100	+10.3
Sweden	89,700	-15.2
Portugal	65,600	-13.7
Finland	56,400	-16.9
Ireland	37,800	+16.8
Greece	33,900	+45.4
Denmark	31,900	+ 4.9
Norway	20,900	+23.1
Total	4,949,300	+ 0.9

EUROPEAN SALES

Manufacturer	4 Months 1990	1990 share*	4 Months 1989	Volume change '90 vs. '89
Fiat Auto**	777,900	15.7	758,000	+ 2.6
Volkswagen	741,100	15.0	704,600	+ 5.2
Peugeot S.A.***	664,700	13.4	650,500	+ 2.2
General Motors****	578,200	11.7	566,000	+ 2.2
Ford†	561,300	11.3	560,600	+ 0.1
Renault	516,900	10.4	513,700	+ 0.6
Mercedes-Benz	154,000	3.1	157,800	- 2.4
Rover	145,100	2.9	145,900	- 0.6
BMW	134,500	2.7	142,200	- 5.4
Nissan	129,100	2.6	142,000	- 9.1
Toyota	121,900	2.5	117,100	+ 4.1
Mazda	94,400	1.9	85,600	+10.3
Volvo	92,300	1.9	99,000	- 6.8
Mitsubishi	59,100	1.2	58,900	+ 0.3
Honda	52,300	1.1	46,300	+13.0
Lada	37,000	0.7	40,000	-17.5
Suzuki	33,700	0.7	31,400	+ 7.3
Others	55,800	1.1	84,000	-34.0
Total	4,949,300	100.0	4,903,600	+ 0.9

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
†Includes Jaguar
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, Saab, North America

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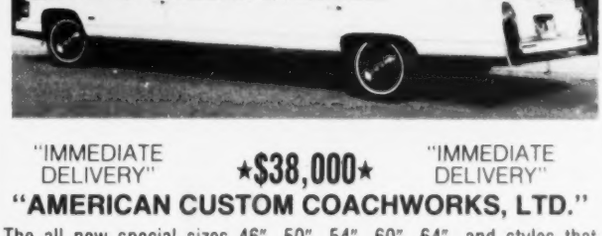

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Toyota opens Tokyo center to tap trends

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Toyota Motor Corp. has opened a design center in Tokyo, where 30 employees are assigned to soak up the lifestyle, tastes and trends of the city.

It is part of Toyota's effort to branch out of the less-than-cosmopolitan atmosphere of the company's traditional base in Toyota City in central Japan. One reason for the action is a labor shortage that makes it difficult to attract top applicants to the countryside.

But Toyota also wants to tap into the fashion trends in the capital city at a time when severe competition in the industry is forcing manufacturers to stay attuned to the changing tastes of customers.

Citing the tremendous access to information in Tokyo, Fumio Agetsuma, Toyota senior managing director in Tokyo, said having a design center in the city means having a greater access than would ever be possible in Toyota City.

Mazda Motor Corp. made a similar move a year ago, setting up a design center in Yokohama and transferring about 100 executives to Tokyo from the company's home base in Hiroshima.

With the Tokyo addition, Toyota is promoting what it calls its "global design network," with design facilities in Tokyo, Toyota City, California and Brussels, Belgium.

Toru Nagisa, general manager of the Design Division, emphasized the need for a global approach to appeal to customers worldwide.

Pointing to a chart of beige tones Nagisa presented the results of surveys taken in Japan, Europe and the United States, all showing sharp national differences in choice of colors.

In offering his conclusion on the color differences, Nagisa inadvertently offered an example of why Toyota needs to get out of the provincial Toyota City base and deal more on an international level.

According to the color study Americans seem to prefer warmer shades of beige while Japanese prefer cooler tones. Nagisa concluded that "people with blue eyes are sensitive to the bluish shades while Japanese with brown eyes are not attracted to reddish hues." He noted how blue sunglasses can affect perception of colors.

Volvo profits plummet 52%

GOTHENBURG, Sweden — AB Volvo's pre-tax profits plunged 52 percent to 1.05 billion krona ($175 million) in the first quarter of 1990.

The firm blamed the decline on tough competition, higher product development costs and lower utilization of capacity. Volvo also reported that both car and truck sales declined during the first three months of 1990 from the the corresponding period in 1989.

Profits in 1989 fell 15 percent to 7.01 billion krona ($1.17 billion).

Profits of individual subsidiaries were not released. But Volvo said passenger-car deliveries fell from 106,000 in the first quarter of 1989 to 104,000 this year. Sales of the 200- and 700-series models from Volvo Car Corp. of Sweden declined 5.6 percent, while sales of the smaller 300- and 400-series models from Volvo Car BV in the Netherlands rose nearly 6 percent.

Volvo's car sales in the United States fell 11.81 percent, to 22,400, during the first quarter of 1990.

BRIEFS

Isuzu may get version of Subaru Legacy

TOKYO — Fuji Heavy Industries Ltd. is preparing to offer Isuzu Motors Ltd. its Subaru Legacy sedan for sale in Japan as the two companies step up their cooperation in marketing. Fuji is also planning to offer the Legacy as a successor to the Isuzu Aska.

Isuzu now sells the Subaru Leone van as the Geminett II at a rate of about 120 units a month. Fuji sells 50 Isuzu Bighorns a month as Subaru Bighorns.

Toyota, Renault sign Colombia truck deal

TOKYO — Toyota Motor Corp. will produce commercial vehicles in Colombia with SOFASA-Renault. It is Toyota's first association with the French company.

SOFASA-Renault will add Toyota's Land Cruiser to its line in October 1991 at a rate of 4,000 units a year. It will add a pickup truck at 3,000 a year in April 1992.

Toyota started negotiating with SOFASA-Renault in 1987 after the Colombian government passed regulations that restricted vehicle imports and limited local production to three companies.

Brazil and Argentina to revise auto pact

SAO PAULO, Brazil — Brazil's decision to open its borders to imported autos will make it necessary to revise the auto integration pact it signed with Argentina in 1986.

The idea behind the agreement was that Brazil and Argentina would open their borders to 5,000 cars a year from each other. In order to guarantee that preference scheme, the two governments will now study some form of tariff reduction on imports. The subject will be on the agenda of bilateral meetings in Buenos Aires, Argentina, May 28-29.

The Brazil-Argentina auto pact, although signed four years ago, has never come into practice.

CONTRACT Casualties

CONTRACT

FROM PAGE 1

their own extended warranties.

Service contracts, sold by independent administrators, manufacturers and importers, have grown into an industry with annual sales of $3.9 billion, according to Dave Robertson, president of Warrentech Dealer Based Services Inc., based in Euless, Texas.

Robertson

Robertson tried unsuccessfully to form a trade association two years ago.

An association of vehicle-service-contract administrators could set standards and provide zealous state lawmakers with information about the business before they enact laws to regulate it.

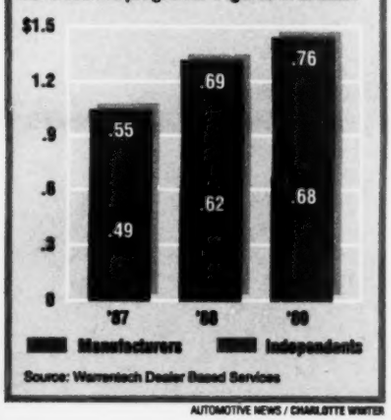
But of the roughly 20 major companies operating nationally and dozens of regional administrators, Robertson drew only a handful of interested people to the first — and only — meeting.

Administrators create the programs, then persuade carriers to underwrite them and dealers to sell them. They also adjust claims from customers on behalf of the car dealer.

But even Williams — a low-volume, regional player — concedes: "The service-contract business has got a pretty bad reputation."

Although car dealers typically make a gross profit of $200 to $400 when they sell a service contract, many of them would agree with Williams.

Contributions to dealer profit



AUTOMOTIVE NEWS / CHARLOTTE WINTER

'Nightmare,' says dealer

David Wilson, owner of Toyota of Orange in Orange, Calif., characterized his experiences with independent extended-contract administrators as a "nightmare you want to forget."

Wilson now sells only factory-sponsored service contracts.

"We have sold service contracts to 10,000 customers and have had horrific financial losses," he says.

Toyota of Orange sold contracts through four administrators. All of them folded, says Wilson. And he says in no uncertain terms that when insurance companies take over the administration of service contracts from defunct administrators, they don't care about dealers or their customers.

Wilson

Wilson contends his dealership has lost more than $1 million in repairs that he was never reimbursed for. "We don't know where the reserve funds have gone, so as the selling dealer we have to pay the claims," he says.

For example, Wilson says he sold contracts generating $457,820 for United Dealer Group, based in Phoenix, Ariz., which folded in 1985, and was never reimbursed for repairs. He also had difficulties on claims from Compact Services Corp., a subsidiary of Dallas-based Republic Insurance Corp.

Republic created Compact last year to process claims after assuming more than 600,000 extended-service contracts sold by ESC Administrators Inc. of San Diego.

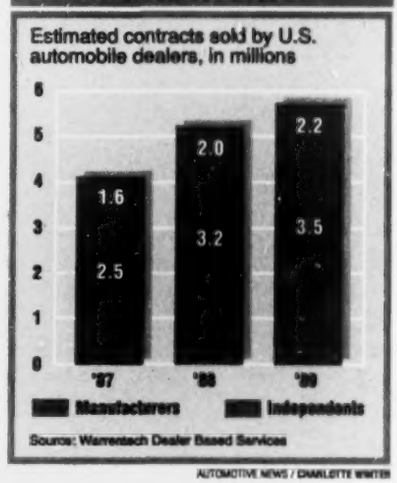
"For months, Compact alienated my customers by the hundreds," Wilson says. "This is killing the car industry. The way this has been handled, none of my customers will buy a service contract. I'll be lucky if they come back to buy a car."

With so many administrators in retreat, thousands of new-car dealers are potentially on the hook for repairs guaranteed by the contracts they sold.

The most common dealer complaint is that insurance carriers, left in the lurch by insolvent administrators, tend to flyspeck customer claims in order to staunch the flow of red ink. The reason: By the time carriers step in, reserves to pay claims are typically either depleted or non-existent.

It's even harder to calculate how many consumers are hurt when administrators become insolvent. That's because in many instances the insurers or dealers stand the losses by paying claims.

Service contract volume



AUTOMOTIVE NEWS / CHARLOTTE WINTER

Bust is boon for consultant

For Joe Remoaldo, the bust for administrators has been a boon.

An industry veteran, he was formerly vice president of national claims for American Warranty Corp. in Skokie, Ill., and vice president at General Warranty Corp. in Harbor City, Calif., two companies that are still active in extended-service contracts.

Remoaldo left the retail side of the business five years ago because, he says, he didn't like the direction the fledgling industry had taken.

"It's ironic that the administrators can do some of the things that they do. It's like the fox guarding the chicken coop," he says. "The dealers are biting the bullet. That's why I got out of it."

From his offices in La Palma, Calif., Remoaldo rates extended service contracts for dealers and helps them collect on claims from insurance carriers.

Remoaldo

He has a generally dim view of the industry. He says many administrators are having trouble finding carriers to underwrite their programs. "Only two or three of the stronger service-contract companies will survive along with the manufacturers," he says.

Although that probably overstates the industry's woes, most executives concede that a shakeout is going on. But they contend it is striking only smaller, regional companies. Administrators operating nationally, they say, are on solid ground.

A fledgling industry struggles

The extended vehicle-service-contract industry was started in the mid-1970s by entrepreneurs like Jerry Farrar, president of General Warranty Corp., of Harbor City, Calif.-based General Group International, and by others who sold credit life insurance policies to car buyers through dealerships.

They spotted a chance to sell additional vehicle coverage beyond manufacturers' warranties.

Almost from the outset, the industry had its share of failures. Warranty Management Corp., a Florida firm, was one of the first to fold, in 1978.

The collapse of North American Dealer Group of Cranford, N.J., two years later is legendary among dealers and others associated with the industry because of the company's huge volume. Its insurer, Proprietor's Insurance Co. of Delaware, Ohio, paid only what it called "legitimate" claims. As a result, thousands of dealers sustained hefty losses, says Remoaldo.

More recently, Industrial Indemnity Corp. assumed hundreds of thousands of contracts from Los Angeles-based Mechanical Insurance Associates, an administrator, when Mechanical foundered in 1937.

At least six companies halted or significantly reduced operations in 1988, including Northwest Underwriters, based in Seattle. Among those folding last year was Thermo Guard Warranty Corp. of Boca Raton, Fla.

Several weeks ago, Super Safe Warranty Inc. of Clarksville, Tenn., which had 60,000 contracts in force, filed for liquidation under Chapter 7 of the U.S. bankruptcy code.

With the high number of casualties among administrators, insurers have grown skittish about underwriting extended-service contracts. "There is not the pool of insurance company underwriters willing to participate in this kind of business," says Walt Cabe, vice president of marketing for CSC Logic Inc., a Dallas-based computer company that services the industry. "Very frankly, it has not been profitable for insurers."

Administrators need insurance from carriers to show dealers and, in some states, the department of insurance, that their contracts are backed by a full-fledged liability and casualty insurer.

Casting further shadows over the industry, some administrators have been accused of fraud. Others simply underfunded reserves to pay claims.

"This is a business where stupidity will get you in as much trouble as dishonesty," quips Robertson of Warrentech Dealer Based Services.

Stage is set for hassles when administrator pulls out

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Most vehicle service-contract administrators deny that car buyers are hurt when administrators fold.

Even if the administrator goes belly up, they say, either insurers or dealers will pay to repair the vehicles.

"There may have been cases where the deductible is an issue, but by and large, major component repairs covered by extended service contracts are paid," says Dave Robertson, president of Warrentech Dealer Based Services Inc. in Euless, Texas, one of the biggest and most successful administrators.

But James Bankston, a Dallas-based multi-franchise dealer, disagrees. "Whenever a fourth party (insurer) takes over administration, both the customer and dealers are hassled for documentation on repairs," he says.

That's when a customer's contract is scrutinized, and claims are denied for reasons found only in the fine print.

Says Bankston: "If the water pump is out, they ask how many times the car has had an oil change. What that has to do with the water pump, I don't know."

Thomas Moore, of Arlington, Va., bought a Ford Tempo and an extended service contract for $598 at Springfield "Rainbow" Ford in 1986. The contract was backed by Borg-Warner Insurance Services Inc. of Chicago, a former unit of Borg-Warner Corp.

His troubles began last fall when his Tempo developed front-end vibrations.

Moore figured his extended service contract would cover repairs.

But Borg-Warner had withdrawn from the service contract business. And another company, Compact Service Corp. of Dallas, was administering some of its extended service contracts.

Meanwhile, the dealership had changed ownership. The new dealership, Springfield Ford, refused to honor the contract unless Moore prepaid $1,500 for repairs.

"It took me three days just to find out that Borg-Warner was out of the service contract business," Moore says.

He says none of the dealerships in the Virginia area would honor the extended-service contract.

"They said I would have to collect the money myself from Compact," Moore says. "Service managers told me it was taking them a year to collect from the company."

Moore tried to collect, but there was a catch. He couldn't get authorization or claim numbers because Compact gives them only to dealerships, not customers.

And, of course, Compact couldn't pay him without authorization and claim numbers, which it refused to give him.

In the end, Ford Motor Co. stepped forward to pay for the repairs under the car's original warranty, which the dealer mistakenly believed had expired.

Still, Moore had to pay a $100 deductible and the cost of renting a car because his was tied up for more than a month while he wrangled with dealers, administrators and insurers.

Moore says, "I had to pay a deductible and rent a car — things that are covered under the extended service contract."

Dealer profits high

Because extended-service contract administrators aren't insurers, few states regulate them heavily. Florida and California are the notable exceptions.

The Big 3 and some importers began peddling their own extended-service contracts seriously in the mid-1980s. But for dealers, they generally offer smaller profit margins than do the independently administered service contracts.

Prices vary greatly, both to the dealer and to the ultimate customer.

A small Midwestern regional administrator says the cost to dealers for its extended-service contract is $395. Dealers try to sell it for a 100 percent gross profit: another $395. Another major administrator says the dealer makes $200 to $300 on its contracts while the administrator takes a fee of $80 and about $285 goes into the reserve fund.

In New York, the attorney general's office recently accused dealers of gouging customers on manufacturers' extended warranties. On average, consumers paid $268 over the recommended price for Ford Motor Co.'s service contract, $265 over the recommended price for GM's and $273 over the recommended price for Chrysler Corp.'s.

CONTRACT Casualties

Dealer gives tips on landing the best extended-service contract

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

For 15 years, Irwin Garsten, president of Garsten Motors Inc., has sold independently administered extended-service contracts virtually without trouble.

"My experience has been excellent, and I have dealt with four or five different administrators," says Garsten, who owns a Honda-Isuzu-Chrysler-Plymouth dealership and co-owns Kinney Motors Inc., a Chevrolet-Oldsmobile-Saab dealership, both in Riverhead, N.Y.

Among those administrators are American Warranty based in Lincolnwood, Ill.; General Warranty Corp., based in Harbor City, Calif.; and Warrentech Dealer Based Services Inc. of Euless, Texas.

Garsten sells about 40 independently administered contracts per month. He prefers them to factory extended contracts.

"The margin of profit is better than the factory extended warranties, and what they cover is often better, too," he says.

His advice to dealers when selecting an administrator: "Look for someone who's in it for the long term. If you only look at the price, then you are bound to get stuck."

Dealer Irwin Garsten: "My experience has been excellent."

Before Garsten settles on an administrator, he does an extensive background check, getting references from other dealers and the state dealer association.

High on his list is how long the company has been in business.

Walter Cabe, vice president of marketing for Dallas-based CSC Logic Inc., a computer software firm servicing the extended-service-contract industry, says if dealers don't have a copy of their insurance policy, they should obtain one. "This may sound elementary, but many dealers have no policy," he says.

"In other words, they are operating without a contractual agreement. When things go upside down, what's in writing governs who pays. There are many programs where the dealer has operated on somebody's word that they are insured," he says.

Dealers should also pay attention to the time the administrator takes to reimburse them for claims and refunds of cancellations.

"A dealer should monitor that just like any other receivable," Cabe says. "If an administrator is running 60 or 90 days past due, then it is time to start asking some very tough questions."

Cabe says dealers should take the temperature of their general agents. Most of their contact with the administrator is through that individual sales rep.

"An early warning signal to an administrator with financial problems is always the agent — the guy who brought him the product," Cabe says.

He says most legitimate indepenedent administrators have had significant rate increases during the past two years.

"If there have been no rate increases, start asking questions," Cabe says.

He says that if the agent brings the dealer new programs every few months, that should also raise a red flag that an administrator is experiencing financial difficulties.

tracts are slipping in favor of manufacturers' extended warranties, according to some industry officials.

Robertson estimates that domestic automakers and importers now account for about 60 percent of all service contracts sold.

"Dealers are starting to shy away from private-label service contracts after being burned by one administrator after another," says John Tomashoff, investigator for the California Department of Insurance.

Joseph J. Pero, who runs General Motors' vehicle-service-contract operation, predicts that "insolvencies and abuses" by some companies will lead to increased regulation of the industry.

Pero

Pero is president of GM's Motors Insurance Corp., which sold more than $1 billion in service contracts last year.

But he told a symposium earlier this month that the penetration of service contracts will diminish as the quality of cars continues to improve.

That still leaves a huge market for independent companies.

Robertson estimates that dealers sold 5.7 million contracts on new and used vehicles in 1989, 3.5 million for manufacturers and 2.2 million for independent administrators.

Coverage and prices vary. Typically, a dealer sells a six-year/75,000-mile extended-service contract covering major components. The customer pays $600 to $800, depending on ability to bargain.

The dealer takes a profit of $200 or more for selling the contract and sends the administrator the remainder.

The administrator pays the general agent, an independent sales representative, a commission for selling the program to dealers and then takes an administration fee. Carriers also take a fee for underwriting the contract.

The remainder — in this hypothetical case about $280 — is placed in a reserve for payment of claims. It is managed by either the insurer or the administrator.

Fraud charges leveled

Insurers and administrators also take profits by withdrawing funds from reserves over the length of the contracts. The insurance company apportions the reserve so that funds are drawn at the same rate at which the claims are expected to occur. If claims are less than projected, the insurer can still withdraw the money. Of course, if claims are greater than earned reserves, there is an underwriting loss and no money is paid.

"The process allows the underwriter to measure the profitability of the venture throughout the term rather than wait until the risk has expired," says Robertson.

But in some cases, the amount reserved fails to cover the cost of future claims.

Administrators "all fold eventually," says James Bankston, a Dallas multi-franchise dealer and president of Bankston Enterprises Inc. "After about five years, they start operating (paying claims) out of income (from new sales), and then it's only a matter of time before the claims exceed the income."

Industry executives deny this happens today. State departments of insurance, they contend, monitor the industry for fraudulent administrators perpetrating this kind of scheme. They concede, however, that it did happen a decade ago when the industry was in its infancy.

Bankston

Bankston says he has dealt with three administrators. All are now defunct. He characterizes his experiences with them as a continuous hassle, causing dollar losses to his dealership and unhappy customers. He now sells only factory-backed extended warranties.

In some rarer instances, administrators have been accused of fraudulently diverting reserves for uses other than payment of claims.

In the case of Mechanical Insurance Associates, the California Department of Insurance has accused President Anthony Joplin and Vice President Daniel Grimsley of diverting $2.4 million of reserve funds "for their own use." The allegation was brought in a state licensing proceeding.

When the company folded in 1987, its insurer, Industrial Indemnity Corp., became responsible for payment of claims made against the hundreds of thousands of contracts Mechanical Insurance Associates had sold, according to Mechanical's attorney, William Rosensweig of Mathon & Rosensweig in Beverly Hills, Calif.

State insurance officials also allege in another licensing proceeding that Manufacturers Insurance Services Corp., a separate company from Mechanical Insurance Associates but also involving Joplin, issued service contracts that listed a fictitious insurer, diverted premiums and loss reserve money and failed to reimburse new-car dealers for approved repairs.

In another instance, Integrity Insurance of Paramus, N.J., leveled charges of fraud and racketeering in a civil suit against United Dealer Group when United Dealer Group folded in 1985.

In that imbroglio, more than 1,300 auto dealers in 39 states were left wondering what happened to the millions of dollars remitted to United Dealer Group.

But some are stable

Of course, not all administrators are awash in red ink or on the brink of insolvency.

Jerry Farrar says his company, General Group International, founded in 1981, paid out $100 million in claims last year to customers and dealers.

Farrar

Among others, Pat Ryan & Associates, based in Chicago, and Warrentech Dealer Based Services are stable, respected firms that have properly reserved funds, pay claims in a timely fashion and are profitable for dealers.

Still, Farrar concedes that few insurers have profited from the extended-service-contract industry. "Most of the insurance companies have not made an underwriting profit from the sale of extended-service contracts," he says.

Even General's first insurer, Imperial Casualty, lost $10 million underwriting its contracts when claims exceeded the reserve, Farrar says.

And Maryland Casualty, General's current insurer, could lose $15 million by the time the last of the service contracts sold by General in 1987 and 1988 expire. "Our current actuarial analysis is that Maryland is somewhere between break-even and maybe a slight underwriting profit on our 1989 and 1990 book of business," Farrar says.

Administrators are almost never at risk even though they design the contracts, sign dealers to sell them, and persuade carriers to underwrite them.

If they become insolvent or choose bankruptcy, somebody loses -- either the carrier, the dealer or the customer.

Sometimes, as in the case of Mechanical Insurance Associates, the carrier cancels the administrator, who then must find a new insurer or discontinue selling contracts. Claims from contracts still in force are processed by the insurer or its designee.

SuperSafe tumbles

SuperSafe Warranty Inc., an administrator based in Clarksville, Tenn., filed for bankruptcy Jan. 2.

Jane Forbes, appointed trustee by the U.S. Bankruptcy Court for the Middle District of Tennessee in Nashville, says about 60,000 extended-service contracts, sold by dealers across the country, were in force when SuperSafe folded.

Forbes says the company was bonded rather than insured. She was unaware of any reserve funds set aside for payment of service contract claims.

Forbes expects the bonding companies involved to pay the maximum amount of their surety bond requirements, which she says could be as much as $450,000, to the bankruptcy court. But that could be far short of the amount needed to pay claims.

"Everyone will have to fight over the money in court," Forbes says.

Joe Stratta, general manager of Allen Honda in College Station, Texas, says the dealership sold SuperSafe's service contract on both new and used cars for about three years. "We will stand the losses on repairs to customer's vehicles," he says.

George Grubbs Sr., owner of Grubbs Enterprises Inc., an auto dealership in Bedford, Texas, says his dealerships had sold SuperSafe's extended service contract for a decade. "We have established our own reserves and are allocating money to handle claims," he says. "We don't expect heavy losses."

Grubbs is funding his reserves with a small amount of the receipts from each new car he sells.

see CONTRACTS, page 24

Filling the gaps with a little variety

Extended service contracts have a variety of special selling features.

For example, some offer to pay for a rental car while the owner's vehicle is in the shop for repairs. Others promise to pay the factory warranty's $100 deductible.

Essentially, the contracts either fill the gaps in a manufacturer's vehicle warranty or extend coverage beyond the warranty period, sometimes for as long as seven years.

Usually, service contracts are tied to the length of time a car is financed.

If a customer finances a vehicle for 48 months but the factory warranty is 36 months, the extended service contract provides coverage for the remaining 12 months.

Dealers set retail prices for extended service contracts. And it is not unusual for two customers buying the same vehicle from the same dealer to pay different prices for the same extended service contract in most states.

— Charles M. Thomas

CONTRACT Casualties

CONTRACTS

FROM PAGE 23

Sometimes, an insurer founders at about the same time as the administrator.

Central National Insurance Co., based in Omaha, Neb., recently went into what the state calls "rehabilitation," which for an insurer under Nebraska statutes is a step short of liquidation. Many companies in rehabilitation ultimately are liquidated.

Central was one of several underwriters for Universal Dealer Services, a Laguna Hills, Calif.-based administrator that folded in 1988 after selling about 75,000 extended service agreements.

Dennis Simms, claims manager for Central, says losses on claims for Universal Dealer Services contributed to the insurer's problems. "Universal's losses were sizable," he adds.

Central National continues to pay claims on Universal's service contracts. Simms says only 8,000 contracts will still be in force by August.

Says Tim Wagner, executive vice president of Central National: "Service contracts are a dangerous business unless the insurer controls everything."

As a result, insurers continuing to underwrite programs will probably demand more control over the administrator.

"One of the trends you will see . . . is that the insurers are gaining direct financial control of administrators," says Cabe of CSC Logic, who observes the industry as a computer services supplier. "American Warranty's relationship with its insurer, United Equitable, is a good prototype of that."

Canadians troubled, too

Troubles haven't been limited to U.S. companies. Seven Canadian import-car firms selling Mazdas, Hyundais, Nissans, Toyotas, Subarus and Volkswagens agreed to honor about 400,000 extended warranty contracts sold by International Warranty Co., based in Edmonton, Alberta, after that company went bankrupt in 1988.

In another instance, 40 U.S. car dealers and 1,000 Canadian dealers and their customers were affected after the collapse last summer of Florida-based Thermo-Guard Warranty Co. and Canada-based Guardall Financial Services Corp.

Dealers were left with little hope of recovering money from Thermo-Guard after repairing vehicles under its service contracts.

Its demise has kindled several lawsuits between customers and dealers over who will pay for repairs.

The principal owner of both companies is Florida businessman Seymour Ravinsky, who closed Guardall Warranty Corp., based in Mississauga, Ontario.

He filed for bankruptcy in March 1989 after the Ontario government padlocked the company and froze its assets for failing to maintain sufficient loss reserves.

Insurers abandon market

Maryland Casualty Co. jolted the industry last winter when it told Farrar's General Group International that it would discontinue insuring vehicle service contracts on March 3.

The General Group is regarded as one of the more stable companies in the industry. But even Farrar had difficulty finding a carrier to replace Maryland Casualty because of General's huge volume of contracts, estimated at 45,000 per month.

"We talked to about 25 insurance companies, and all of them had an unhappy experience in the business," says Farrar, the president and chief executive officer.

The solution came in March when Farrar announced that Maryland Casualty agreed to continue insuring General's service agreements.

The cost of independents

Why do some dealers prefer independently administered service contracts to factory contracts? The independents are typically less expensive than factory contracts, which makes them easier to sell and which gives room for higher margins for the selling dealer.

Moreover, independently administered contracts typically promise to pay dealers for repairs at a retail rate, unlike factory-backed plans, which pay at a lower factory-approved hourly rate.

But industry insiders such as Robertson of Warrentech Dealer Based Services say independents that have prospered realize they must charge higher prices to maintain adequate reserves.

They point to Pat Ryan Insurance Group, based in Chicago, as an example. Ryan has one of the most expensive and soundest programs in the industry.

Robertson says independently administered service contracts are now only slightly cheaper than factories' contracts. Still, he says dealers must share some of the blame for the industry's troubles. If they sold less-profitable, better-reserved contracts, fewer problems would arise.

Dealers are too quick to change administrators if a new, cheaper product comes along, Robertson says. "The extended service contract business is not going away, and it is changing for the better," he says. "If the administrator puts enough money in reserve and monitors reserves, then the process will work."

Farrar agrees. He says most insurance companies are concerned about whether service contracts will be priced on actuarial data or just to buy market share.

"If they (independent administrators) are going to set prices on market share, then the insurance companies just don't want them," he says.

Meanwhile, Jim Williams, whose company's sales withered because it took so long to find a carrier for his program, says insurance companies should provide better actuarial information on mechanical breakdowns.

"Responsible insurers can't point their fingers at administrators," Williams says. "They had some responsibility to provide accurate numbers."

Williams' company exemplifies what can happen when insurers pull out. First National Warranty sold 3,000 contracts per month at its peak in 1988 through more than 400 dealers in Wisconsin, Illinois and Georgia.

That was also the year he was canceled by his carrier.

Williams says he contacted more than 2,000 insurance companies and obtained interviews with 14 before finally reaching an agreement with one.

But six months later, he was again canceled and on the prowl for yet another carrier. By the time he found one willing to underwrite his program, he says he had lost his customer base to competitors.

Service-contract lawsuits abound

Lawsuits abound in the extended-service-contract field. Among them:

- When Dallas-based Republic Insurance Co. created Compact Services Corp. last year to assume ESC Administrators' 600,000 extended-service contracts, dealers complained of long delays in authorization for repairs.

Don Drennen Motor Co. Inc., parent of Don Drennen Buick of Birmingham, Ala., did more than complain. It sued ESC, Compact Service and Republic last September for $50,000 in unpaid claims. Drennen alleges that some claims were lost, some approved claims were withheld and dealers were not advised how to receive authorization on new claims.

According to the suit filed in U.S. District Court, Compact refused to reimburse Drennen for sales tax on parts or car rentals for customers and charged a $50 deductible that allegedly was not part of the original contract. A federal judge has since denied a summary judgment to defendants asking for dismissal of the lawsuit.

- A superior court judge in Lenoir County, N.C., struck down a class-action suit against defunct National Warranty Co. of Kinston, which sought refunds for 30,000 buyers in North Carolina, South Carolina, Virginia, West Virginia, Georgia, Alabama and Texas who had paid about $7 million for extended-service contracts. The decision is being appealed.

National Warranty's underwriter, Insterstate Casualty Insurance Co., is now in liquidation.

The suit charges that in 1986, the company canceled contracts without refunding remaining time or repairs to vehicles.

- Nissan Motor Corp. in U.S.A is locked in bitter litigation with its former in-house extended-service-contract administrator, Adesco Corp. of Tulsa, Okla.

Burdened with huge loss ratios, Adesco accused some Nissan dealers of fraudulent repair claims. When Adesco threatened to stop processing claims and sued some Florida dealers in 1988, Nissan answered with a lawsuit to force Adesco to live up to its obligations.

Nissan has since taken over the administration of hundreds of thousands of contracts sold by Adesco. The trial is expected to start in July.

— Charles M. Thomas

Contract sellers must meet strict regulations in Florida

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Gary Mills has several file drawers brimming with paperwork from companies that tried but failed to meet state guidelines to sell vehicle service contracts in Florida.

Mills oversees the licensing of what the state calls "motor vehicle service agreement companies."

"I have two or three file drawers of guys who failed to make it through the licensing process," says Mills, an examiner for the Florida Department of Insurance. "Others file and just don't want to fool with us."

Only 40 companies have made it through the rigid licensing process set forth in State Code 634. But Mills insists that successful companies find Florida a favorable state for business.

Mills' duties are varied. They include review of all financial data submitted by companies, making sure companies comply with regulations, field examinations of the financial condition of companies and verification of their records and data.

He says Florida laws regarding the sale of vehicle service contracts are probably the most rigorous in the nation. "In Florida, you can't just put together a program and sell it through dealers like in other states," he says. "We require that whoever sells motor-vehicle service agreements must be a single-line insurance company."

Warranties or extended-service contracts are treated like insurance products in Florida. Administrators must be licensed.

In most states, the dealer who sells a contract is the obligor, the company obligated to fix the vehicle under terms of the contract. "In Florida, administrators sign up dealers to be sales representatives as opposed to simply issuing their paper," Mills says. "The dealer is the obligor in most states, but in Florida, it is the administrator."

A special Florida law has created a category for a single-line insurance company — a "motor vehicle service agreement company."

Regulations are stiff. Depending on the volume of business it wants to do, a company must have a minimum net worth of $300,000 to $1 million to apply. Half of the retail price of the contract must automatically be reserved to pay claims later. And all contract rates are on file with the state so customers can know what they are.

"Because Florida approves all contract rates, dealers can't sell them for what the market will bear as in other states," Mills says.

However, administrators can obtain contractual liability insurance from a full-fledged casualty and liability insurer. But the insurer must honor all claims and obligations if the administrator folds.

Florida also has extensive financial reporting requirements and periodic examinations of the financial condition of administrators. In addition, all sales forms must be approved by state officials. Even manufacturers like General Motors fall under the same regulations.

The laws were designed to allow administrators who meet the requirements to operate in the state without being full-fledged insurance companies.

"We realized extended-service contracts were a special product and we didn't want to limit it to just full-fledged insurance companies," Mills says. "We wanted to give some flexibility to companies that did not have the wherewithal to be a full-fledged insurer."

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Honda dealers get rebates on Civic, CRX and Prelude

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

After staying out of the incentive game for several months, American Honda Motor Co. Inc. placed factory-to-dealer incentives on 1990 Civic, CRX and Prelude models.

Meanwhile, Ford Motor Co. and Mazda Motor of America announced adjustments to their customer and/or dealer incentive programs.

Through June 30, Honda dealers earn $300 to $600 on sales of Civic sedans and station wagons and CRX and Prelude models. The base Civic three-door hatchback is excluded from the dealer rebate program.

The rebates are based on performance against quotas established by Honda.

Ford extended its current customer incentive program until July 9 with some adjustments. It increased the customer incentive on 1989 and 1990 Ford Crown Victoria from $750 to $1,000. Also, added is a customer rebate of $3,000 on 1989 Scorpio and $4,000 on 1988 Scorpio.

Ford's dealer incentive program includes: 1990 Taurus SHO, $1,000; 1989 Taurus SHO, $2,000, 1989 and 1990 Tempo GL non-special-value models, $250; and 1989 Ranger, $500.

Lincoln-Mercury dealer incentives are as follows: 1990 Lincoln Mark VII, $1,000; 1989 Mark VII, $3,500; and 1989 and 1990 Mercury Grand Marquis, $1,000. The Ford and L-M dealer incentives expire July 9.

Until June 4, Mazda is offering customers $1,000 on 1990 626, $750 on 1990 MX-6 and either automatic transmission or air conditioning free of charge on 1990 Protege.

The previously announced $750 customer rebate on 1990 323 models continues through June 4.

Mazda's program for truck buyers includes 1990 two-wheel-drive, $1,000 plus either SE5 or LE5 trim package free of charge; and 1990 4wd, $800 plus either SE5 or LE5 trim package free of charge. The program ends July 3.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Grand Caravan, Grand Voyager, Town & Country	$500	July 17
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	July 9
Tempo	$250	July 9
Grand Marquis	$1,000	July 9
Mark VII	$1,000	July 9
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on sales	July 9
Chevrolet Geo, Celebrity	$500-$1,000	July 9
Geo Tracker	$1,000	July 9
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98, Silhouette	$750-$1,250, based on sales	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)*	$2,000-$3,000	June 30
*-Dealer has option of foregoing cash incentive and offering cut-rate financing to customer.		
Honda (1990 models)		
Civic	$300-$600, quota	June 30
Hyundai Excel (1989-90)	$200, quota	June 5
Isuzu (1990 models)		
Pickups*	$800-$1,300 based on number sold	June 30
Trooper	$900-$1,400 based on number sold	June 30
*$200 extra on 4wd models		
Mitsubishi (1989-1990 models)		
Cars, trucks*	$500-$2,000 based on number sold	June 30
*Payments vary by regions.		
Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Subaru (1990 models)		
Justy ECVT	$500	July 3
Loyale	$400	July 3
Legacy	$400-$1,200, based on sales	July 3
Suzuki (1990 models)		
Swift	$400	June 4
Sidekick	$700-$1,500	June 4
Toyota (1989-1990 models)		
Tercel, Corolla, Camry	$200-$1,200, quota	June 4
Trucks	$200-$1,200, quota	June 4

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. These programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1990 models)						
Dodge cars	$750-$1,000	2.9	6.9	7.9	9.9	None
Eagle Summit	$1,000	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,000	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	$1,000	2.9	6.9	7.9	9.9	May 31
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	May 31
Dodge trucks	$1,000-$2,000	2.9	6.9	7.9	9.9	May 31
Eagle	$750-$2,000	2.9	6.9	7.9	9.9	May 31
Jeep	$500-$1,000	2.9	6.9	7.9	9.9	May 31
Plymouth	$750-$1,000	2.9	6.9	7.9	9.9	May 31
*Buyer will receive any increase in rebate through Sept. 30, 1990. Finance rates are 9/1.9/2.9/4.9 on 1989-1990 Chrysler LeBaron coupe; Plymouth Acclaim and Sundance; Dodge Daytona, Spirit and Shadow; and Eagle Premier; and 1990 LeBaron sedan and Dodge Monaco. The 24-month rate on 1989-1990 Jeep Cherokee and Wagoneer is 0 percent. Expiration date is May 31.						
Ford Motor Co. (1988-89 models)						
Merkur	$3,000-$4,000					July 9
Ford Motor Co. (1989-90 models)						
Ford cars*	$700-$1,500	7.9	7.9	7.9	10.9	July 9
Ford trucks	$500-$1,500	7.9	7.9	7.9	10.9	July 9
Mercury*	$700-$1,500	7.9	7.9	7.9	10.9	July 9
Continental, Mark VII	$1,500-$2,000					July 9
*Escort, Probe and Mustang, buyers can choose $1,000 rebate with no finance incentive; $700-$750 rebate with cut-rate financing; or no rebate and 2.9/2.9/2.9/6.9 financing. On Tracer, buyer can choose $1,500 rebate with no finance incentive; or $1,000 rebate with cut-rate financing.						
General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Aug. 2
Riviera	$2,000	7.9	7.9	7.9	10.9	Aug. 2
Chevrolet cars	$700-$1,400	7.9	7.9	7.9	10.9	July 9
Chevrolet trucks	$500-$1,500	7.9	7.9	7.9	10.9	July 9
Cadillac	$1,500-$2,000					May 31
Olds Toronado	$2,500	7.9	7.9	7.9	10.9	Aug. 2
Cutlass Ciera	$1,000	7.9	7.9	7.9	10.9	Aug. 2
Pontiac	$750-$2,000**	6.9	6.9	6.9	10.9	Aug. 2
*Based on option package selected. **Dealers contribute $1,000 on Grand Prix in some areas.						
General Motors (1991 models)						
Buick	$500-$1,250*		7.9	7.9	7.9	Aug. 2
Chevrolet cars	$750	7.9	7.9	7.9	10.9	June 11
Chevrolet trucks	$1,000	7.9	7.9	7.9	10.9	July 9
*Based on option package selected.						
Audi (1990 models)*		4.9	4.9	6.9	9.9	June 30
*—Finance incentive takes effect only if dealer foregoes dealer cash incentive.						
BMW (1990 models)						
325i		2.9	4.9	6.9	7.9	May 31
325is, 325ix, M3		4.9	6.9	7.9	8.9	May 31
Hyundai (1989-90)	$500-$1,700, based on sticker					June 5
Isuzu (1989-90)	$1,000-$1,200*					June 30
*If dealer foregoes dealer incentive						
Mazda (1990 models)						
Cars	$750-$1,000					June 4
Trucks	$800-$1,000					July 3
Mitsubishi (1989-1990 models)						
Cars, trucks*	$500-$2,000					June 30
*Payments vary by regions.						
Nissan (1990 models)						
Sentra, base pickup	$500-$1,000					Aug. 2
Peugeot (1989-90)	$1,000-$3,000					None
Sterling (1989 models)	$5,000					June 30

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

NISSAN

FROM PAGE 6

"We have a typical dual management setup with typical Japanese 'shadow managers,' " says Dick Recchia, executive vice president of Mitsubishi Motor Sales of America Inc. "Shadow managers work with each vice president, and their function is important because it frees the VP from having to worry about keeping up with Japan."

As vice president and general manager of Toyota Motor Sales U.S.A. Inc.'s Lexus Division, J. Davis Illingworth says Lexus has a two-tier management structure like Toyota's and other companies'.

"We all coordinate with a counterpart on the Japanese staff," Illingworth says. "It's not language, it's not culture, it's people communicating with other people. If they trust each other, it works."

Wall Street analyst Maryann Keller says American executives must be realistic when they join the American import companies.

"I doubt that they're much involved in long-range strategic planning, but then I'd say, 'Why should they be?' " Keller says.

"You have to recognize these companies for what they are — they're marketing organizations, period. . . . Fundamental international and corporate strategy is always going to be made by the Japanese."

Although Nissan's written policies reflect those of some other U.S. operations, Tom Elliott, senior vice president of operations for American Honda Motor Co. Inc., notes a big difference at Honda.

"There are no written policies about how to communicate with Japan," Elliott says. "And frankly, I don't have to get anyone's permission to talk to Japan."

ACE

FROM PAGE 3

sign," said a Ford spokesman. No other prototypes or body mockups emerged, though a rolling chassis was built and has been run."

Ford of Europe Chairman Lindsey Halstead told *Automotive News* at the Geneva show in March that the Ace was coming along "very, very slow, painfully slow, dreadfully slow." Other AC insiders said the $1 million prototype was sitting in a corner of the plant under a layer of dust.

A Ford of Britain spokesman cited "lack of progress on the AC Ace sports car and the belief that the business is no longer viable."

"There were technical obstacles to be overcome and the costs of overcoming them were not justified by that level of volume," he said. He did not specify the snags. An Ford official cited "a breakdown in the relations between Ford Motor Co. and Brian Angliss."

Ford last week asked a British High Court judge to appoint a receiver to sell the company's assets, which include the factory, equipment and the AC name. The spokesman said Ford is not interested in the Brooklands plant. "It wouldn't be large enough to do anything with," he said.

No further court date has been set, but the matter is not expected to resume for several months. The Ford spokesman said Angliss' attorney intended to oppose Ford's request.

Angliss did not return phone messages last week. An Autokraft employee said, "He is tied up with a lot of calls and a lot of legal work at the moment."

No overtime; car-truck output slips

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. car and truck assembly plants are closed today in observance of Memorial Day.

Automakers scheduled 136,786 units last week, 4.95 percent below the previous week and 7.80 percent below the year-ago week.

Truckmakers planned to build 91,127 units last week, 7.79 percent below the prior week but 4.96 percent above the year-ago week.

The car and truck estimates do not reflect any production lost because of parts shortages caused by the blockade by truckers at the border between Detroit and Windsor, Ontario.

Estimated production last week was shared as follows: General Motors, 46.88 percent; Ford Motor Co., 22.61 percent; Chrysler Corp., 11.92 percent; Honda of America Manufacturing Inc., 6.54 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.24 percent; New United Motor Manufacturing Inc., 3.07 percent; Diamond-Star Motors Corp., 2.20 percent; Mazda Motor Manufacturing (USA) Corp., 2.06 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.15 percent; and Subaru-Isuzu Automotive Inc., 0.33 percent.

Big 3 and transplant producers scheduled no overtime last week because of the holiday weekend.

Chrysler reported production at its St. Louis No. 1 plant will be extended seven weeks to Nov. 9. The original closing date was Sept. 21. The plant assembles Chrysler LeBaron J and Dodge Daytona cars.

The extended production will enable the company to complete early 1991-model-year fleet orders, especially convertibles. The plant employs 2,300 workers.

Truckers blockade cuts Canada output

Canadian vehicle production was cut last week as independent Canadian truckers blocked the truck lanes of the Ambassador Bridge, which links Detroit and Windsor, Ontario.

The Canadian truckers were protesting government free-trade policies, which the Canadians say undercut their ability to compete with U.S. truckers.

Car and truck producers ran low on parts and were forced to send workers home or reduce working hours.

The blockade began Tuesday night and ended Thursday night after Doug Lewis, Canada's transportation minister, agreed to investigate the issues raised by the truckers.

The strike affected General Motors' plants in Oshawa and Scarborough, Ontario, and St. Therese, Quebec; Ford Motor Co's Oakville and St. Thomas, Ontario, assembly plants; and Chrysler Corp's Windsor and Pillette Road plants in Windsor.

The companies did not adjust last week's estimates to show production lost because of the blockade. Before the blockade, they had scheduled production of 21,502 cars and 17,408 trucks.

U.S. CAR	Week Ended May 26, 1990	Week Ended May 27, 1989	Week Ended May 19, 1990	May Est	Jan. 1 to May 26, 1990	Jan. 1 to May 27, 1989
Horizon	0	780	0	0	4,327	7,174
Sundance	1,500	2,573	1,941	7,003	30,858	50,020
Acclaim	2,700	2,807	3,344	11,298	37,079	51,263
Total Plymouth	4,200	6,160	5,285	18,301	72,264	108,457
LeBaron A	300	0	424	1,374	9,079	0
LeBaron J	1,400	2,776	1,455	5,400	17,418	50,531
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	1,500	1,812	1,914	6,553	14,884	47,761
Fifth Avenue	800	0	998	3,374	12,489	0
Imperial	300	0	404	1,344	7,014	0
Total Chrysler	4,300	4,588	5,195	18,045	60,884	101,238
Omni	0	1,010	0	0	4,078	8,433
Daytona	900	1,869	935	3,546	12,639	43,396
Shadow	2,000	2,238	2,309	8,369	35,073	48,902
Dynasty	2,600	3,038	3,138	10,836	46,547	67,297
Lancer	0	0	0	0	0	1,528
Spirit	2,300	2,637	2,905	9,779	37,348	47,654
Total Dodge	7,800	10,792	9,287	32,530	135,685	217,210
CHRYSLER MOTORS	16,300	21,540	19,767	68,876	268,833	426,905
Escort	7,066	4,131	6,984	24,914	85,747	146,208
Mustang	3,697	5,480	3,710	14,109	59,427	96,095
Tempo	3,218	2,978	3,266	12,341	56,370	67,223
Taurus	4,600	7,970	4,469	23,065	150,550	167,132
Thunderbird	3,488	3,241	3,860	11,112	48,806	73,080
Total Ford Div.	22,069	23,800	22,289	85,542	400,900	549,738
Topaz	1,182	1,425	1,134	4,379	21,390	30,088
Cougar	2,137	2,167	1,635	5,556	30,775	62,281
Sable	646	2,531	801	6,094	44,269	54,575
Total Mercury	3,965	6,123	3,570	16,029	96,434	146,944
Continental	1,530	1,440	1,454	5,135	23,695	30,654
Mark VII	306	479	337	1,713	10,986	11,031
Town Car	3,060	2,881	3,822	13,305	69,196	56,363
Total Lincoln	4,896	4,800	5,613	20,153	103,877	98,048
Total L-M Div.	8,861	10,923	9,183	36,182	200,311	244,992
FORD MOTOR CO.	30,930	34,723	31,472	121,723	601,211	794,730
Skyhawk	0	248	0	0	0	6,857
Skylark/Somerset	1,913	1,382	2,589	7,989	36,583	24,416
Century	1,593	2,810	1,693	6,343	27,651	51,795
Riviera	518	0	531	2,115	9,730	10,418
Electra	789	2,298	306	1,313	13,746	36,255
LeSabre (fwd)	4,253	4,385	3,933	14,842	68,735	65,040
LeSabre (rwd)	303	64	290	1,094	3,370	3,515
Reatta	211	200	211	802	3,676	2,993
Total Buick	9,580	11,387	9,553	34,498	163,491	201,289
Eldorado	469	0	450	1,659	8,933	16,301
Seville	1,129	0	1,139	4,888	14,988	11,984
Brougham (rwd)	0	624	0	0	13,065	17,000
DeVille (fwd)	3,827	4,219	4,907	16,866	70,519	93,755
Allante	89	75	89	338	1,552	1,378
Total Cadillac	5,514	4,918	6,585	23,751	109,057	140,418
Cavalier	6,977	6,873	8,349	30,028	130,828	166,897
Camaro	2,110	2,758	1,967	7,663	25,489	52,999
Celebrity	0	1,980	0	0	0	57,957
Corsica/Beretta	6,200	8,962	6,193	23,465	115,895	178,380
Caprice	5,660	4,062	5,672	13,744	84,085	86,212
Corvette	550	560	551	2,113	9,843	11,129
Total Chevrolet	21,497	25,195	22,732	77,013	366,140	553,574
Calais	2,359	2,136	2,491	9,809	39,883	41,305
Cutlass Ciera	1,955	1,884	1,820	6,016	32,267	36,129
Cutlass Supreme	2,010	3,558	1,867	7,106	34,737	48,719
Toronado	236	0	232	965	7,756	4,255
88 (fwd)	2,817	2,880	3,106	11,187	40,895	70,697
88 (rwd)	0	179	0	0	2,295	3,425
98	1,373	1,117	1,324	4,787	23,304	36,819
Total Oldsmobile	10,750	11,754	10,840	39,870	181,137	241,349
Sunbird	3,675	3,147	4,283	15,351	60,819	65,566
Grand Am	4,848	4,884	4,754	18,337	79,284	106,684
Firebird	1,345	1,291	1,233	4,659	15,484	29,523
Grand Prix	3,180	4,000	3,030	11,500	44,578	66,352
Pontiac 6000	1,395	1,130	1,471	5,544	23,988	38,006
Bonneville	2,340	762	2,422	9,468	33,818	42,374
Safari/Parisienne	0	151	0	0	0	2,411
Total Pontiac	16,783	15,365	17,193	64,359	257,971	350,918
GENERAL MOTORS	64,124	68,619	66,903	239,991	1,077,796	1,487,546
DIAMOND-STAR	3,015	1,510	3,019	11,711	58,743	18,738
HONDA	8,940	7,699	9,115	34,000	181,522	161,335
Civic	2,700	2,569	2,908	10,449	50,522	54,213
Accord	6,240	5,130	6,207	23,551	131,000	107,122
MAZDA†	2,818	4,415	2,818	10,484	72,677	99,462
NISSAN	1,570	2,708	1,546	5,900	42,360	48,051
NUMMI	4,200	4,184	4,339	16,979	85,914	83,065
Corolla	2,000	1,642	2,007	7,918	43,696	33,747
Geo Prizm/Nova	2,200	2,542	2,332	9,061	42,218	49,318
SUBARU-ISUZU	455	0	491	1,689	10,812	0
TOYOTA	4,434	2,960	4,446	16,758	91,024	42,876
Total Cars, U.S.	136,786	148,358	143,916	528,111	2,490,892	3,162,708
Total Cars, Canada	21,502	18,714	21,458	90,496	422,095	416,207
U.S., Canada Cars	158,288	167,072	165,374	618,607	2,912,987	3,578,915
U.S., Canada Cars and Trucks	266,823	273,947	282,302	1,048,398	4,938,442	5,880,512

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended May 26, 1990	Week Ended May 27, 1989	Week Ended May 19, 1990	May Est	Jan. 1 to May 26, 1990	Jan. 1 to May 27, 1989
Monaco	512	0	291	1,483	5,076	0
Premier	508	1,398	584	1,687	2,939	18,256
CHRYSLER MOTORS	1,020	1,398	875	3,170	8,015	18,256
Tempo	2,688	2,654	3,329	12,022	52,571	62,764
Topaz	1,152	1,135	1,424	5,120	19,262	26,544
Crown Victoria	2,140	2,283	3,009	9,692	50,985	56,210
Grand Marquis	1,700	2,233	2,455	9,860	47,121	62,106
FORD MOTOR CO.	7,680	8,305	10,217	36,694	169,959	207,624
Celebrity	936	799	0	3,052	10,780	6,856
Cutlass Ciera	1,912	2,061	0	6,138	33,474	72,757
Lumina	3,832	3,114	3,856	16,454	89,541	36,186
Regal	2,568	1,448	2,409	9,787	30,196	32,729
GENERAL MOTORS	9,248	7,422	6,265	35,432	163,991	148,528
HONDA	1,720	1,177	2,201	7,869	43,878	34,145
HYUNDAI	440	0	486	1,837	7,518	0
TOYOTA	1,250	268	1,234	4,846	25,063	4,055
VOLVO	144	144	180	648	3,671	3,599
Total Cars, Canada	21,502	18,714	21,458	90,496	422,095	416,207

U.S. TRUCK	Week Ended May 26, 1990	Week Ended May 27, 1989	Week Ended May 19, 1990	May Est	Jan. 1 to May 26, 1990	Jan. 1 to May 27, 1989
Caravan	2,000	2,047	2,597	8,894	47,021	47,363
Dakota	1,500	2,258	1,871	6,727	30,824	48,350
Caravan C/V	100	103	121	486	2,990	3,894
Ram pickups	2,300	2,263	2,982	10,306	45,444	48,380
Total Dodge	5,900	6,671	7,571	26,414	126,279	147,987
Cherokee	4,000	4,568	4,065	15,395	68,978	98,799
Comanche	200	574	223	794	3,253	13,873
Grand Wagoneer	0	350	325	650	2,105	5,723
Wagoneer	100	109	102	400	1,612	3,897
Total Jeep	4,300	5,601	4,715	17,239	75,948	122,292
Voyager	1,800	1,933	2,415	8,197	44,862	45,006
Town & Country	50	163	51	196	1,462	445
Total C-P Div.	1,850	2,096	2,466	8,394	46,324	45,451
CHRYSLER MOTORS	12,050	14,368	14,752	52,046	248,551	315,730
Aerostar	4,975	5,015	5,437	19,748	83,162	104,739
Bronco	1,184	1,407	1,189	4,547	22,696	36,156
Bronco II	5,735	2,428	6,080	21,140	59,468	56,093
Econoline	4,666	5,219	5,143	18,914	81,869	105,329
Mediums/Heavies	1,294	1,303	1,286	4,834	21,952	29,059
Light trucks	10,697	11,398	11,046	40,615	190,393	236,598
Ranger	5,764	5,933	6,720	23,799	124,348	148,197
Total Ford Div.	34,315	32,703	36,901	133,596	583,888	714,171
FORD MOTOR CO.	34,315	32,703	36,901	133,596	583,888	714,171
Astro	2,634	3,377	3,164	11,240	48,490	72,840
Blazer	410	529	550	1,744	7,311	11,965
Lumina APV	2,315	0	2,179	8,796	41,609	0
Mediums/Heavies	340	0	359	1,121	3,813	1,312
P-Model	620	831	641	2,420	10,300	14,694
Pickups	7,131	8,026	7,105	27,112	145,083	170,088
S-10	5,009	5,076	5,182	19,046	96,503	116,254
S-10 Blazer	3,834	3,990	4,141	14,429	52,900	81,469
Sportsvan/Van	1,746	1,950	2,101	7,507	28,548	41,942
Suburban	1,468	1,526	1,755	5,898	27,912	33,305
Total Chevrolet	25,507	25,305	27,177	99,313	462,469	543,869
Jimmy	119	177	127	471	2,311	3,601
Mediums/Heavies	500	0	608	2,259	6,470	1,496
P-Model	80	138	80	280	1,279	1,907
Pickups	2,746	2,227	2,864	10,483	51,229	50,965
S-15	1,167	991	1,210	4,439	23,607	27,397
S-15 Jimmy	1,257	1,031	1,384	4,551	16,505	23,425
Safari	1,252	951	1,589	4,443	15,937	18,617
Suburban	813	578	958	3,130	12,629	13,403
Vandura/Rally Vans	714	572	395	1,832	9,614	11,646
Total GMC	8,648	6,665	9,215	31,890	139,581	152,457
Olds Silhouette	883	0	972	3,284	13,592	0
Pontiac Trans Sport	1,070	0	1,130	4,285	22,888	0
GENERAL MOTORS	36,108	31,970	38,494	138,772	638,530	696,326
NAVISTAR	1,640	1,920	1,663	6,289	29,880	37,013
NISSAN	3,230	2,406	3,153	12,090	63,441	53,338
SUBARU-ISUZU	334	0	408	1,357	10,559	0
AM GENERAL*	450	450	450	1,710	9,540	9,270
MISCELLANEOUS*	3,000	3,000	3,000	11,400	63,600	57,100
Total Trucks, U.S.	91,127	86,817	98,821	357,260	1,647,989	1,882,948

CANADIAN TRUCK	Week Ended May 26, 1990	Week Ended May 27, 1989	Week Ended May 19, 1990	May Est	Jan. 1 to May 26, 1990	Jan. 1 to May 27, 1989
Caravan	3,047	2,744	2,790	11,758	66,663	63,518
Caravan C/V	264	397	262	1,079	5,435	5,047
Ram Wagon	615	818	629	2,551	10,281	12,314
Ram Van	1,305	2,044	1,308	5,487	25,007	31,801
Total Dodge	5,231	6,003	4,989	20,874	107,386	112,680
Voyager	2,321	3,112	2,153	9,047	54,407	55,266
Total Plymouth	2,321	3,112	2,153	9,047	54,407	55,266
Wrangler	1,324	2,056	1,591	5,773	22,999	34,492
Total Jeep	1,324	2,056	1,591	5,773	22,999	34,492
CHRYSLER MOTORS	8,876	11,171	8,733	35,694	184,792	202,438
FORD MTR. (lt. trks.)	2,888	2,817	3,605	12,416	60,232	72,016
Light trucks	2,771	2,779	2,948	12,063	72,117	65,491
Vans	1,116	1,106	897	4,374	19,645	28,233
Total Chevrolet	3,887	3,885	3,845	16,437	91,762	93,724
Light trucks	1,133	1,459	1,064	4,737	27,224	31,335
Vans	444	545	629	2,430	9,070	13,857
Total GMC	1,577	2,004	1,693	7,167	36,294	45,192
GENERAL MOTORS	5,464	5,889	5,538	23,604	128,056	138,916
NAVISTAR	180	181	231	817	4,386	
Total Trks., Canada	17,408	20,058	18,107	72,531	377,466	418,649
U.S., Canada Trks.	108,535	106,875	116,928	429,791	2,025,455	2,301,597

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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1990 MARKET DATA BOOK

PRODUCTION • SALES • SPECIFICATIONS • PRICES • AMERICA'S BIGGEST DEALERS • DIRECTORIES

PRODUCTION

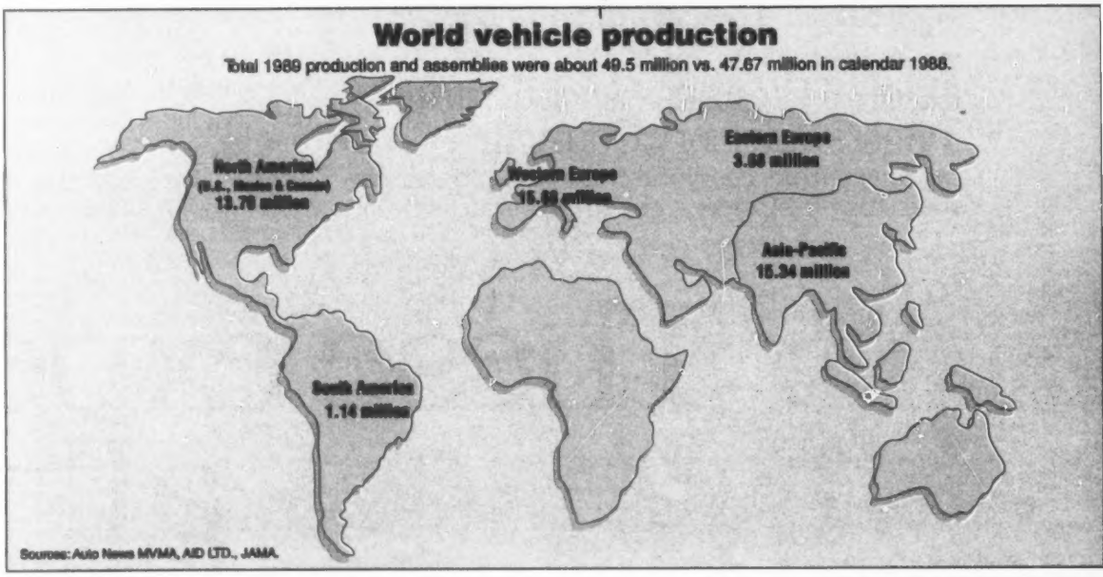
World vehicle production and assembly climbed by approximately 1.8 million units in calendar 1989.

Western Europe topped all other world regions. The eight West European countries turned out 15.68 million cars and trucks last year compared to 14.90 million in 1988. Cars alone were up some 670,000 units.

Asia-Pacific, including Japan, increased by 360,000 total units in 1989. Eastern Europe climbed an estimated 408,000 units. North America's car and truck total was up nearly 395,000 units.

Among individual nations, Poland quadrupled its vehicle production in 1989, mainly due to trucks. Mexico's car and truck total climbed by nearly 24.60 percent in calendar 1989. Spain's total rose by 8.43 percent, France's by nearly six points.

Japan (13,025,678 units), and the United States (11,124,945 units), were the world's top car producers in 1989. They were followed by West Germany, France, Italy and Spain, each with more than two million units.



Annual world vehicle production and assembly — 15 countries; 40 years

Year	Australia	Belgium	Brazil	Canada	France	Italy	Japan	S. Korea	Mexico	Spain	Sweden	U.K.	U.S.	USSR	W. Germany	World Total
1989	358,264	388,779	1,012,093	1,935,821	3,919,776	2,220,774	13,025,678	1,129,470	629,239	2,045,557	465,876	1,625,672	11,124,945	2,100,000	4,851,647	42,675,084
1988	347,028	397,732	1,070,756	1,780,290	3,678,465	2,111,019	12,699,807	1,083,655	505,202	1,866,451	485,624	1,544,848	11,009,762	2,167,000	4,625,314	*47,670,728
1987	330,241	352,378	1,058,332	1,563,910	3,493,210	1,912,612	12,249,174	979,739	395,258	1,704,473	501,822	1,388,772	10,975,334	2,202,000	4,634,074	46,384,697
1986	362,247	295,315	1,056,332	1,863,836	3,194,615	1,912,612	12,259,817	601,546	338,392	1,306,644	487,152	1,202,661	11,372,865	2,226,000	4,578,278	45,156,013
1985	411,332	266,682	966,625	1,936,511	3,016,106	1,572,907	12,271,095	372,162	398,192	1,417,604	461,072	1,311,256	11,671,475	2,200,000	4,445,920	44,690,081
1984	399,094	249,461	804,883	1,877,966	3,082,182	1,601,177	11,932,711	265,361	343,696	1,336,769	431,852	1,133,731	10,924,077	2,209,400	4,345,462	42,159,035
1983	337,075	285,478	686,462	1,523,324	3,335,880	1,575,151	11,175,711	221,019	285,465	1,288,721	414,522	1,269,111	8,512,761	2,160,000	4,184,439	40,022,191
1982	406,570	278,014	660,593	1,270,012	3,148,607	1,453,043	10,731,794	165,494	472,837	1,069,507	349,066	1,156,477	6,876,034	2,172,700	4,082,655	38,453,270
1981	391,614	237,456	779,836	1,199,416	3,019,370	1,433,743	11,179,982	133,905	597,118	987,474	313,679	1,184,205	7,991,167	2,197,500	3,897,007	37,380,354
1980	384,109	259,085	1,165,207	1,379,054	3,378,439	1,511,858	11,042,894	199,135	490,699	1,181,650	399,405	1,319,904	8,010,274	2,199,200	3,878,562	38,997,649
1979	461,468	314,997	1,127,966	1,602,369	3,613,458	1,632,289	9,635,546	204,447	444,426	1,122,918	354,820	1,478,512	11,391,867	2,173,200	4,249,725	41,978,835
1978	384,966	303,260	1,062,197	1,805,737	3,507,930	1,656,115	9,269,153	156,418	384,128	1,143,831	305,534	1,607,467	12,830,046	2,150,984	4,186,364	42,611,388
1977	452,592	336,382	919,242	1,698,904	3,507,881	1,583,917	8,514,522	83,000	280,813	1,129,700	286,091	1,714,020	12,727,243	2,088,369	4,104,216	41,240,509
1976	456,216	326,978	985,469	1,640,912	3,402,715	1,596,677	7,841,447	48,292	324,979	866,240	367,780	1,705,506	11,484,169	2,024,660	3,868,089	38,619,510
1975	456,167	222,176	929,805	1,446,330	2,861,305	1,458,629	6,941,591	36,264	360,678	814,164	366,753	1,648,399	8,991,091	1,964,056	3,186,208	33,322,385
1974	499,339	183,128	858,473	1,481,595	3,482,847	1,772,515	6,551,640	30,290	350,755	837,414	368,359	1,936,685	10,052,285	1,946,000	3,099,777	35,106,355
1973	454,190	298,957	729,135	1,567,500	3,569,179	1,957,894	7,082,757	26,314	285,513	822,020	378,042	2,163,941	12,674,613	1,802,000	3,949,085	39,236,122
1972	466,187	271,453	608,165	1,469,665	3,328,328	1,639,799	6,294,438	18,648	229,700	695,217	350,989	2,328,430	11,299,238	1,379,000	3,815,982	35,945,691
1971	470,122	295,784	516,038	1,372,328	3,010,294	1,617,019	5,810,774	23,002	210,840	532,368	317,285	2,198,146	10,555,574	1,142,700	3,902,722	33,726,085
1970	473,798	272,423	416,047	1,157,476	2,750,086	1,854,252	5,289,157	28,819	199,941	536,038	310,887	2,098,498	8,266,718	916,118	3,642,247	29,797,361
1969	451,917	302,549	349,519	1,350,708	2,459,072	1,595,951	4,674,932	30,994	165,164	454,571	271,440	2,182,793	10,181,263	844,300	3,604,567	30,083,671
1968	418,307	172,906	278,473	1,169,498	2,075,617	1,663,648	4,085,826	17,657	143,478	393,433	244,786	2,225,122	10,797,851	800,900	3,106,958	28,611,717
1967	366,547	183,087	225,418	939,635	2,009,672	1,542,669	3,146,486	6,604	126,365	361,637	214,650	1,937,199	8,996,490	728,800	2,482,319	24,183,980
1966	343,929	195,219	224,574	896,119	2,024,552	1,365,898	2,286,399	3,430	113,807	340,418	199,910	2,042,354	10,363,418	675,300	3,050,708	24,983,204
1965	407,569	166,594	185,187	852,274	1,641,696	1,175,548	1,875,614	141	96,654	228,935	205,717	2,177,261	11,118,020	634,312	2,976,477	24,567,935
1964	411,750	2,070	183,737	868,508	1,615,896	1,060,078	1,702,475	249	90,752	178,128	184,184	2,332,378	8,304,405	603,189	2,909,657	22,020,665
1963	374,058	1,200	174,191	831,258	1,736,977	1,160,536	1,283,531	1,254	69,135	131,988	167,850	2,011,720	9,109,305	567,012	2,667,896	20,720,393
1962	329,629	1,043	191,194	585,187	1,538,133	946,793	990,798	1,777	66,637	100,163	151,568	1,674,539	8,191,494	577,500	2,350,612	18,202,797
1961	231,851	800	145,584	386,923	1,244,223	758,140	813,679	—	62,583	75,000	131,755	1,464,134	6,650,282	555,330	2,147,825	15,215,433
1960	226,250	250	123,041	387,739	1,388,210	644,833	481,551	—	49,807	58,200	108,527	1,610,700	7,991,502	533,591	2,055,148	16,362,671
1959	263,592	343	96,114	367,939	1,283,159	500,784	262,814	—	51,118	56,800	112,394	1,560,427	6,723,204	494,994	1,718,556	13,877,791
1958	241,324	382	60,983	356,418	1,127,549	403,560	188,303	—	38,955	31,050	91,179	1,365,407	5,114,807	511,074	1,495,256	11,369,912
1957	213,620	320	30,542	413,577	927,956	351,815	181,977	—	41,106	30,436	71,654	1,149,095	7,220,431	495,408	1,212,232	12,530,056
1956	204,176	383	—	471,350	827,079	315,802	111,066	—	39,387	4,500	57,274	1,004,544	6,905,458	464,632	1,075,619	11,654,529
1955	218,004	1,625	—	452,114	725,061	268,766	68,932	—	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,742	13,221,695
1954	200,605	3,620	—	362,106	600,040	216,715	70,073	—	33,380	820	44,735	1,037,879	8,536,725	433,575	880,397	12,220,067
1953	159,397	1,785	—	486,049	497,348	174,320	49,770	—	35,788	900	29,427	834,275	7,346,123	364,173	690,681	10,603,297
1952	116,293	950	—	434,102	436,952	138,446	38,556	—	46,997	400	21,233	609,658	6,561,796	397,539	455,383	9,300,000
1951	129,259	N.A.	—	415,430	445,655	142,533	38,480	—	46,081	300	22,950	733,883	8,757,614	286,683	374,151	9,458,000
1950	139,791	948	—	382,258	357,550	137,447	31,597	—	35,695	250	17,553	780,577	8,005,826	301,586	306,083	10,575,000

NOTE: Totals may not add because of double counting of CKD kits and unavailable production numbers in other countries. *1988 World totals revised

SOURCES: Automotive News, MVMA, AID Ltd., JAMA

PRODUCTION

World vehicle production and assembly — 1989 vs 1988

	Cars		Trucks*		Total	
	1989	1988	1989	1988	1989	1988
North America						
United States	6,829,976	7,129,420	4,294,969	3,880,342	11,124,945	11,009,762
Canada	1,007,209	1,026,323	928,612	753,967	1,935,821	1,780,290
Mexico	438,641	353,783	190,598	151,419	629,239	505,202
Total	**8,275,826**	**8,509,526**	**5,414,179**	**4,785,728**	**13,690,005**	**13,295,254**
South America						
Argentina	107,597	135,778	20,227	28,304	127,824	164,082
Brazil	731,103	782,411	280,990	288,345	1,012,093	1,070,756
Total	**838,700**	**918,189**	**301,217**	**316,649**	**1,139,917**	**1,234,838**
Western Europe						
Belgium**	304,255	324,908	84,524	72,824	388,779	397,732
France**	3,409,017	3,223,987	510,759	474,478	3,919,776	3,698,465
Italy	1,971,969	1,884,313	248,805	226,706	2,220,774	2,111,019
Netherlands	130,000	119,786	33,330	29,051	163,330	148,837
Spain	1,638,615	1,497,967	406,942	388,487	2,045,557	1,886,454
Sweden	384,206	407,117	81,670	78,507	465,876	485,624
United Kingdom	1,299,082	1,226,835	326,590	318,013	1,625,672	1,544,848
West Germany	4,563,673	4,346,283	287,974	279,031	4,851,647	4,625,314
Total	**13,700,817**	**13,031,196**	**1,980,594**	**1,867,097**	**15,681,411**	**14,898,293**
Eastern Europe						
Czechoslovakia	188,611	188,834	50,570	53,842	239,181	242,676
East Germany#	215,000	217,800	42,000	44,290	257,000	262,090
Hungary	0	11,930	0	12,478	0	24,408
Poland	285,000	53,000	305,000	51,500	590,000	104,500
Turkey	124,259	120,798	21,570	28,879	145,829	149,675
U.S.S.R.#	1,200,000	1,282,000	900,000	885,000	2,100,000	2,167,000
Yugoslavia	302,985	280,048	39,449	36,294	342,434	316,342
Total	**2,316,466**	**2,154,409**	**1,358,589**	**1,112,283**	**3,675,044**	**3,266,691**
Asia-Pacific						
Australia	330,492	317,387	27,772	29,881	358,264	347,268
India	177,110	159,941	155,325	152,415	332,435	312,356
Japan	9,052,406	8,198,400	3,973,272	4,501,407	13,025,678	12,699,807
People's Republic of China (PRC)	21,568	20,907	467,907	511,659	489,475	532,566
South Korea	871,898	872,074	257,572	211,581	1,129,470	1,083,655
Taiwan	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
Total	**10,453,474**	**9,568,709**	**4,881,848**	**5,406,943**	**15,335,322**	**14,975,652**
Grand Total	**35,585,272**	**34,182,026**	**13,936,427**	**13,488,700**	**49,521,699**	**47,670,728**

NOTE: In some cases, figures are preliminary estimates and subject to slight change. Total may not add because of CKD kits counted by more than one country.
*—Truck figures include buses and commercial vehicles. European truck figures include car-derived vans. U.S. figures include minivans.
**—Includes assemblies. #—Estimates.
SOURCES: Automotive News, AID Ltd., MVMA, JAMA and other trade groups.

World vehicle production and assembly by region — 10 years

	North America	Europe	Asia	South America
1989	13,690,005	19,356,455	15,335,322	1,139,917
1988	13,295,254	18,164,984	14,975,652	1,234,838
1987	12,934,502	17,635,428	14,563,120	1,251,647
1986	13,461,068	16,706,054	13,835,201	1,231,098
1985	14,006,178	15,901,217	12,880,368	1,104,300
1984	13,145,741	15,215,560	11,759,738	977,419
1983	11,015,273	15,682,826	11,486,316	1,055,457
1982	8,734,684	14,787,194	11,047,858	992,709
1981	9,862,814	14,412,699	11,462,754	952,199
1980	9,874,206	15,412,225	11,279,345	1,454,124

Definitions: North America — Canada, Mexico, U.S.; Europe — Western Europe and Eastern Bloc including U.S.S.R.; Asia — India, Japan, Korea; South America — Argentina, Brazil. Totals may not match with other production tables because of CKD kits. Some may include double-counting.
SOURCE: MVMA, AID LTD, JAMA

1989 calendar year Japan car and truck production by make

	Cars		Trucks		Total vehicles	
	12 mos. 1989	12 mos. 1988	12 mos. 1989	12 mos. 1988	12 mos. 1989	12 mos. 1988
Daihatsu	283,631	140,128	402,420	423,097	864,651	845,182
Fuji	319,623	276,448	245,527	318,838	565,150	595,286
Hino			85,867	74,128*	85,867	74,128*
Honda	1,155,682	1,072,778	267,595	260,643	1,423,277	1,333,421
Isuzu	185,725	156,750	362,328	411,289	551,053	568,039
Mazda	967,885	880,131	301,770	302,631	1,269,655	1,182,762
Mitsubishi	708,415	639,856	563,262	613,602	1,271,677	1,253,458
Nissan	1,972,508	1,730,044	564,618	426,139	2,537,126	2,156,183
Suzuki			33,850	47,186	33,850	47,186
Toyota	1,840,853	1,695,447	438,209	543,410	2,279,062	2,238,857
Others	3,483,199	3,522,000	997,159	920,119	4,480,358	4,442,119
Total	10,917,521	10,313,582	4,312,605	4,541,082	15,230,126	14,854,664

12 top world vehicle producers

	1989	1988	Pct. of change
General Motors	7,946,000	8,108,000	– 2.00
Ford Motor Co.	6,408,044	6,517,186	– 1.67
Toyota Motor Corp.	4,447,889	3,854,721	15.39
Nissan Motor Co.	3,008,750	2,713,234	10.89
Volkswagen	2,927,000	2,848,000	2.77
Fiat Group	2,436,100	2,141,500	13.76
Chrysler Corp.	2,381,712	2,566,920	7.22
Peugeot-Citroen PSA	2,216,100	2,080,200	6.53
Renault SA	2,049,600	1,936,783	5.82
Honda Motor Co.	1,863,000	1,783,416	4.46
Mazda Motor Corp.	1,488,807	1,383,953	7.58
Mitsubishi Motors Corp.	1,249,510	1,224,192	2.07

Note: Compiled by Automotive News.
No breakout of CKD (knock-down vehicles) is available from manufacturers. All figures include cars, trucks and buses.
Some totals include factory sales.

Annual passenger car production — 8 West Europe countries

Country	1989	1988	% of change
Belgium*	304,255	324,908	-6.36
France*	3,409,017	3,223,987	5.74
Germany	4,563,673	4,346,283	5.00
Italy	1,971,969	1,884,313	4.65
Netherlands	130,000	119,786	8.60
Spain	1,638,615	1,497,967	9.40
Sweden	384,206	407,117	-5.63
United Kingdom	1,299,082	1,226,835	5.90
Total	13,700,817	13,031,196	5.14

SOURCE: Auto Strategy International Inc. MVMA
*Totals may include double counting.

Domestic and export car production in Mexico

	1989	1988	% of change
Chrysler	102,734	77,323	32.85
Ford	87,169	98,815	-11.79
GM	63,061	51,477	22.50
Nissan	86,749	73,045	18.76
Volkswagen	98,928	53,114	86.26
Total Cars Built in Mexico	438,641	353,783	23.99

Japan's car and truck production by size class - 1989 vs. 1988

	Cars		Trucks		Buses	
	1989	1988	1989	1988	1989	1988
Standard	1,918,483	726,053	1,369,305	1,347,382	10,291	10,297
Small	7,281,224	7,397,230	1,333,702	1,464,580	30,288	41,110
Midget	447,719	156,103	1,236,254	1,297,916	2,374	2,413
Car total	9,647,426	8,279,386	3,939,261	4,109,878	42,953	53,820
Grand Total	15,230,126	14,854,664				

PRODUCTION

U.S. car production by make and model — 1989 calendar year

Company	January	February	March	First Quarter Total	April	May	June	Second Quarter Total	July	August	September	Third Quarter Total	October	November	December	Fourth Quarter Total	Grand Total
Horizon	0	0	703	703	3,302	3,622	4,106	11,030	4,515	4,619	2,039	11,173	4,895	3,607	1,329	10,031	32,937
Sundance	11,258	8,926	9,911	30,095	9,610	11,443	11,379	32,432	1,964	5,788	7,996	15,748	8,332	8,041	5,970	22,343	100,618
Acclaim	5,927	10,287	13,018	29,232	11,161	12,628	15,630	39,419	2,698	12,276	11,772	26,746	12,932	11,821	5,142	29,895	125,292
Total Plymouth	17,185	19,213	23,632	60,030	24,073	27,693	31,115	82,881	9,177	22,683	21,807	53,667	26,159	23,669	12,441	62,269	258,847
LeBaron J	10,290	9,132	9,100	28,522	10,808	12,388	3,555	26,751	3,058	10,994	10,963	25,015	5,486	1,861	6,035	13,382	93,670
LeBaron GTS	1,135	1,525	286	2,946	0	0	0	0	0	0	0	0	0	0	0	0	2,946
New Yorker C	10,609	10,981	10,863	32,453	7,623	8,637	8,616	24,876	443	3,394	3,418	7,255	3,839	3,910	2,342	10,091	74,675
Fifth Avenue	0	0	0	0	0	0	0	0	351	7,975	7,662	15,988	4,902	3,728	2,265	10,895	26,883
Imperial	0	0	0	0	0	0	0	0	12	14	212	238	1,492	2,245	1,765	5,502	5,740
Total Chrysler	22,034	21,638	20,249	63,921	18,431	21,025	12,171	51,627	3,864	22,377	22,255	48,496	15,719	11,744	12,407	39,870	203,914
[illegible]	0	0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Daytona	10,331	9,127	9,141	28,599	7,345	6,284	2,228	17,857	2,081	7,293	7,329	16,693	3,588	1,327	4,000	8,915	72,064
Shadow	10,718	9,901	9,847	30,466	9,556	9,812	3,656	23,024	1,716	8,051	8,039	17,806	9,792	10,376	9,873	30,041	101,337
Dynasty	13,729	13,592	13,820	41,041	13,053	14,526	14,599	42,178	957	8,880	7,881	17,718	11,038	12,189	9,362	32,589	133,526
Lancer	925	598	5	1,528	0	0	0	0	0	0	0	0	0	0	0	0	1,528
Spirit	6,366	10,121	10,693	27,180	10,749	11,205	9,827	31,781	1,404	7,249	13,535	22,188	11,302	9,268	5,973	26,543	108,014
Total Dodge	42,069	43,439	44,210	129,718	44,468	48,043	40,442	132,953	11,152	33,182	39,925	84,259	41,914	37,226	25,674	104,814	451,744
CHRYSLER MOTORS	81,288	84,289	86,091	253,668	86,972	90,731	84,729	262,431	26,168	78,348	83,891	188,407	86,253	72,871	63,952	223,076	916,182
Escort	37,457	26,255	29,082	92,794	33,741	33,466	20,957	88,164	14,465	34,537	34,459	83,461	42,391	30,963	9,403	82,857	347,276
[illegible]	17,787	17,881	17,825	53,493	20,577	20,577	20,577	61,731	7,415	7,415	7,415	22,245	7,415	7,415	7,415	22,245	137,469
Tempo	16,440	12,924	13,383	42,747	12,813	12,804	12,784	38,401	5,535	13,580	11,964	31,079	13,607	11,355	9,809	34,771	146,998
Taurus	35,574	31,112	33,706	100,392	34,843	35,091	34,988	104,922	9,438	29,727	24,226	63,391	35,455	31,988	26,033	93,476	362,181
Thunderbird	14,998	15,435	15,895	46,328	14,152	13,812	14,170	42,134	6,035	9,755	11,706	27,496	5,177	8,875	7,385	21,437	137,395
Total Ford Div.	122,206	103,417	109,598	335,221	111,796	112,138	101,931	325,865	44,282	106,981	91,390	242,653	112,805	89,488	60,530	262,823	1,166,562
Topaz	6,123	5,059	5,412	16,594	7,222	6,801	6,675	20,698	3,605	6,326	5,536	15,467	4,985	4,199	4,644	13,828	66,587
Cougar	12,033	12,969	14,058	39,060	12,571	11,484	11,082	35,137	5,991	9,753	8,678	24,422	4,927	7,430	3,324	15,681	114,300
Sable	12,276	9,261	13,675	35,212	9,070	11,311	10,930	31,311	2,858	9,420	9,561	21,839	12,782	9,548	6,194	28,524	116,886
Total Mercury	30,432	27,289	33,145	90,866	28,863	29,596	28,687	87,146	12,454	25,499	23,775	61,728	22,694	21,622	13,717	58,033	297,773
Continental	6,771	5,731	6,402	18,904	6,002	6,328	6,263	18,593	2,432	3,644	4,026	10,102	6,804	6,095	3,964	16,863	64,462
Mark VII	3,371	2,053	2,134	7,558	1,906	1,768	2,001	5,675	712	151	1,330	2,193	2,247	2,023	1,896	6,166	21,592
Lincoln	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Total Lincoln	10,289	8,779	8,540	27,462	7,908	8,096	8,264	24,268	3,144	3,795	5,356	12,295	9,051	8,118	5,860	23,029	87,054
Total L-M Div.	30,721	26,018	24,485	81,224	28,465	28,679	28,253	85,397	9,741	25,647	27,256	62,644	26,770	25,530	21,981	74,281	303,546
FORD MOTOR CO.	172,927	146,448	151,883	471,258	169,231	169,413	158,871	497,515	66,477	157,127	142,421	366,025	162,229	136,640	101,227	400,096	1,734,894
Skyhawk	2,010	830	1,234	4,074	1,852	1,119	0	2,971	0	0	0	0	0	0	0	0	7,045
Skyhawk/Somerset	2,767	2,242	4,521	9,530	3,253	6,538	7,464	17,255	5,805	4,218	5,653	15,676	3,468	7,251	6,360	17,079	59,540
Century	14,239	7,417	10,323	31,979	3,596	11,722	12,938	28,256	9,949	12,440	11,539	33,928	8,139	6,597	6,577	21,313	115,476
Riviera	2,592	2,448	2,382	7,422	1,573	1,598	827	3,998	0	1,335	2,265	3,600	2,439	2,281	1,884	6,604	22,024
Electra	7,491	7,731	5,733	20,955	7,886	8,094	6,159	22,139	5	8,477	8,330	16,812	7,231	7,131	5,510	19,872	79,778
Buick [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
LeSabre (rwd)	864	806	810	2,480	768	405	513	1,686	355	543	908	1,806	1,205	1,024	940	3,169	9,141
Reatta	766	399	615	1,780	612	684	64	1,360	0	436	814	1,250	907	615	466	1,988	6,378
Total Buick	32,032	32,559	44,339	108,930	47,678	49,510	44,102	141,290	19,159	38,627	43,049	100,835	44,622	41,460	32,917	118,999	470,054
Eldorado	3,031	2,935	3,790	9,756	3,654	3,292	2,401	9,347	0	955	1,966	2,921	3,080	2,572	1,485	7,137	29,161
Seville	2,293	2,443	2,473	7,209	2,649	2,387	1,752	6,788	0	879	1,343	2,222	3,001	3,088	2,011	8,100	24,319
Brougham (rwd)	4,572	3,918	3,159	11,649	2,882	2,729	3,202	8,813	2,579	2,976	17,480	23,035	6,422	3,643	2,805	12,870	56,367
DeVille (fwd)	18,029	19,085	20,280	57,394	19,851	18,297	17,652	55,800	2,847	17,385	4,274	24,510	17,870	15,899	9,037	42,806	180,510
Allante	315	300	313	928	225	225	255	705	306	236	240	784	330	320	165	815	3,232
Total Cadillac	28,240	28,681	30,015	86,936	29,261	26,930	25,262	81,453	5,732	22,437	25,303	53,472	30,703	25,522	15,503	71,728	293,589
Cavalier	37,257	33,672	32,109	103,038	32,723	34,788	31,093	98,604	22,332	18,764	27,638	68,734	35,676	30,235	18,788	84,699	355,075
Corsica	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Celebrity	10,634	11,738	10,535	32,907	3,147	8,736	5,747	17,630	1,329	0	0	1,329	0	0	0	0	51,866
Corsica/Beretta	28,407	25,838	25,295	79,540	25,545	28,515	24,211	78,271	7,886	28,538	35,882	72,306	31,261	28,731	19,881	79,873	309,990
Cutlass	14,488	15,187	10,998	40,673	11,831	12,821	12,822	37,474	4,599	11,252	11,477	27,328	11,987	11,487	8,611	32,085	137,560
Corvette	2,668	2,464	2,845	7,977	3,481	3,488	3,488	10,457	3,548	3,548	3,548	10,644	3,548	3,548	3,548	10,644	39,722
Total Chevrolet	121,446	110,870	114,670	346,986	108,997	112,388	101,823	323,208	42,694	62,088	84,705	189,487	93,581	82,001	62,331	237,913	1,097,594
Calais	4,599	5,421	6,882	16,902	4,716	5,676	5,178	15,570	4,564	7,488	7,401	19,453	7,400	6,477	5,987	19,864	72,789
Cutlass Ciera	7,918	7,823	7,934	23,675	7,284	4,997	5,491	17,772	4,277	4,288	5,553	14,118	7,488	5,483	5,218	18,189	73,754
Cutlass Supreme	17,249	8,328	5,749	31,326	5,855	10,855	7,888	24,598	2,574	10,966	8,440	21,980	12,647	8,211	5,911	26,769	104,673
Oldsmobile [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
88 (fwd)	14,702	16,505	9,174	40,381	13,615	17,817	12,551	43,983	1,453	4,423	13,046	18,922	17,494	12,329	7,768	37,591	140,877
88 (rwd)	928	460	519	1,907	756	867	964	2,587	486	356	489	1,311	856	593	280	1,729	7,534
Olds 98	8,273	8,712	6,896	23,883	8,798	4,591	4,624	18,013	986	6,135	5,490	12,611	6,635	5,901	4,454	16,990	71,497
Total Oldsmobile	49,307	51,812	40,274	141,393	47,448	57,639	37,872	142,959	19,797	32,362	49,569	101,728	58,387	45,087	31,427	134,901	520,981
Sunbird	10,058	12,031	15,455	37,544	14,672	14,966	13,875	43,513	7,286	7,946	12,348	27,580	16,394	14,675	11,472	42,541	151,178
Grand Am	20,239	20,451	23,333	64,023	22,924	22,721	21,189	66,834	12,727	17,891	19,259	49,877	21,157	14,642	10,349	46,148	226,882
Firebird	6,557	6,064	6,326	18,947	5,475	5,899	5,771	16,945	0	2,429	4,832	7,261	5,596	4,924	2,768	13,288	56,441
Grand Prix	12,001	8,000	14,376	34,377	16,000	17,564	1,624	35,188	2,221	12,076	15,473	29,770	11,720	8,303	5,833	25,856	125,191
Pontiac 6000	9,249	6,067	8,128	23,444	9,824	5,488	3,917	19,229	6,286	7,140	6,466	19,894	6,014	6,120	4,209	16,343	78,910
Bonneville	8,142	9,062	6,100	23,304	11,568	8,066	8,648	28,282	11	10,265	9,236	19,512	8,445	7,226	4,116	19,787	90,885
Pontiac [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Total Pontiac	16,732	15,165	14,809	46,706	17,540	13,110	10,564	41,214	8,533	9,740	10,444	28,717	10,459	8,644	6,577	25,680	142,317
GENERAL MOTORS	227,779	225,920	226,853	680,552	205,753	204,137	174,259	584,149	70,788	210,238	219,457	500,483	240,018	205,218	157,271	602,507	2,367,691
Accord	1,903	1,903	1,903	5,709	2,594	2,594	2,594	7,782	2,597	2,597	2,597	7,791	2,597	2,597	2,597	7,791	29,073
Laser	1,999	1,999	1,999	5,997	2,597	2,597	2,597	7,791	2,597	2,597	2,597	7,791	2,597	2,597	2,597	7,791	29,370
Talon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Vista	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MITSUBISHI-STAR	3,902	3,902	3,902	11,706	4,599	4,599	4,599	13,797	5,199	5,199	5,199	15,597	5,199	5,199	5,199	15,597	56,997
Civic	10,889	11,394	11,244	33,527	11,697	11,697	11,697	35,091	4,298	4,298	4,298	12,894	4,298	4,298	4,298	12,894	94,406
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
HONDA	32,087	33,458	34,371	99,916	30,633	33,940	33,710	98,283	23,452	30,828	27,052	81,324	30,879	29,451	23,221	82,751	362,274
MX6	3,039	3,030	3,157	9,226	3,017	2,678	2,772	8,467	1,840	2,477	2,678	6,995	2,988	2,680	2,125	7,793	32,481
626	5,065	5,049	5,262	15,376	5,028	4,462	4,619	14,109	3,056	4,128	4,463	11,657	4,979	4,466	3,542	12,987	54,129
Probe	12,156	12,116	12,627	36,899	12,067	10,708	11,084	33,859	7,356	9,907	10,709	27,972	11,947	10,715	8,499	31,161	129,891
MAZDA	20,260	20,195	21,948	61,581	20,112	17,848	18,475	56,435	12,252	16,512	17,850	46,624	19,914	17,861	14,166	51,941	216,581
NISSAN	9,971	9,346	10,240	29,557	8,479	11,115	12,535	32,129	6,194	11,841	10,475	27,710	9,550	9,354	7,284	26,188	115,584
Corolla	6,609	6,675	7,842	21,126	6,046	7,246	7,270	20,562	6,620	7,322	5,456	19,398	7,082	6,556	5,405	19,043	80,129
Nova/Prizm	8,056	9,373	11,444	28,873	10,266	11,373	11,353	32,992	9,397	10,450	8,196	28,043	8,888	7,540	6,006	22,434	112,342
[illegible]	14,665	15,048	19,286	49,999	16,312	18,619	18,623	53,554	16,017	17,772	13,652	47,441	15,970	14,096	11,411	41,477	192,471
SUBARU-ISUZU	0	0	0	0	0	0	0	0	0	0	0	0	2,000	2,173	1,188	5,361	5,361
TOYOTA	7,988	7,854	9,218	24,970	7,843	11,175	14,587	33,605	13,496	17,234	14,873	44,603	17,783	15,538	13,382	47,703	151,881

PRODUCTION

U.S. car ouput by model year — 1989

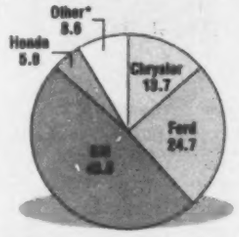
	1989 Model Year	Pct. of Output	1988 Model Year	Pct. of Output	Pct. Pt. Change '89 vs. '88
Horizon	45,341	0.64	66,997	0.97	-0.33
Sundance	104,150	1.47	97,488	1.41	0.06
Reliant	36,012	0.51	138,091	2.00	-1.49
Acclaim	77,752	1.10	0	0.00	1.10
Caravelle	202	0.00	22,060	0.32	-0.32
Gran Fury	4,985	0.07	11,434	0.17	-0.10
Total Plymouth	268,442	3.80	336,070	4.87	-1.07
LeBaron K	0	0.00	29,091	0.42	-0.42
LeBaron J	99,633	1.41	88,540	1.28	0.13
LeBaron GTS	6,549	0.09	19,406	0.28	-0.19
N. Yorker E-Class	0	0.00	9,605	0.14	-0.14
N. Yorker C-Class	100,461	1.42	82,616	1.20	0.22
Fifth Avenue	17,454	0.25	49,029	0.71	-0.46
Total Chrysler	224,097	3.17	278,287	4.03	-0.86
Omni	46,239	0.65	64,740	0.94	-0.28
Daytona	80,878	1.14	74,852	1.08	0.06
Shadow	99,743	1.41	102,619	1.49	-0.08
Aries	36,932	0.52	123,533	1.79	-1.27
Dodge 600	0	0.00	21,221	0.31	-0.31
Dynasty	137,718	1.95	68,143	0.99	0.96
Lancer	5,019	0.07	13,829	0.20	-0.13
Spirit	68,181	0.96	0	0.00	0.96
Diplomat	6,429	0.09	20,708	0.30	-0.21
Total Dodge	481,139	6.81	489,645	7.09	-0.29
CHRYSLER MOTORS	**973,678**	**13.78**	**1,104,002**	**15.99**	**-2.22**
Escort	363,122	5.14	422,035	6.11	-0.98
Mustang	209,769	2.97	211,225	3.06	-0.09
Tempo	151,934	2.15	163,409	2.37	-0.22
Taurus	395,261	5.59	387,577	5.61	-0.02
Thunderbird	114,868	1.63	147,243	2.13	-0.51
Total Ford Div.	1,234,954	17.47	1,331,489	19.29	-1.81
Topaz	66,930	0.95	58,412	0.85	0.10
Cougar	97,312	1.38	119,162	1.73	-0.35
Sable	130,657	1.85	121,285	1.76	0.09
Total Mercury	294,899	4.17	298,859	4.33	-0.16
Continental	57,775	0.82	41,287	0.60	0.22
Mark VII	29,658	0.42	38,259	0.55	-0.13
Lincoln	128,533	1.82	201,113	2.91	-1.09
Total Lincoln	215,966	3.06	280,659	4.07	-1.01
Total L-M Division	510,865	7.23	579,518	8.39	-1.17
FORD MOTOR CO.	**1,745,819**	**24.70**	**1,911,007**	**27.68**	**-2.98**
Skyhawk	23,359	0.33	29,134	0.42	-0.09
Skylark/Somerset	61,540	0.87	54,792	0.79	0.08
Century	152,809	2.16	113,258	1.64	0.52
Regal (rwd)	0	0.00	10,635	0.15	-0.15
Riviera	21,189	0.30	8,625	0.12	0.17
Electra	83,566	1.18	91,913	1.33	-0.15
LeSabre (fwd)	149,572	2.12	136,044	1.97	0.15
LeSabre (rwd)	7,743	0.11	9,659	0.14	-0.03
Reatta	7,009	0.10	4,708	0.07	0.03
Total Buick	506,787	7.17	458,768	6.65	0.53
Cimmaron	0	0.00	6,454	0.09	-0.09
Eldorado	30,925	0.44	33,210	0.48	-0.04
Seville	22,909	0.32	22,968	0.33	-0.01
Brougham (rwd)	40,260	0.57	53,130	0.77	-0.20
Deville (fwd)	178,938	2.53	152,513	2.21	0.32
Allante	3,298	0.05	2,569	0.04	0.01
Total Cadillac	276,330	3.91	270,844	3.92	-0.01
Cavalier	376,626	5.33	322,939	4.68	0.65
Camaro	110,739	1.57	96,275	1.39	0.17
Celebrity	153,268	2.17	197,289	2.86	-0.69
Corsica/Beretta	411,409	5.82	377,764	5.47	0.35
Monte Carlo	0	0.00	30,174	0.44	-0.44
Caprice	197,044	2.79	189,086	2.74	0.05
Corvette	26,412	0.37	22,789	0.33	0.04
Total Chevrolet	1,275,498	18.05	1,236,316	17.91	0.14
Calais	109,891	1.55	110,276	1.60	-0.04
Firenza	0	0.00	12,260	0.18	-0.18
Cutlass Ciera	79,953	1.13	21,620	0.31	0.82
Cutlass Supreme	100,026	1.42	94,723	1.37	0.04
Cutlass Supreme Classic	0	0.00	27,678	0.40	-0.40
Toronado	9,877	0.14	16,496	0.24	-0.10
88 (fwd)	152,039	2.15	160,913	2.33	-0.18
88 (rwd)	8,929	0.13	11,114	0.16	-0.03
Olds 98	73,103	1.03	79,935	1.16	-0.12
Total Oldsmobile	533,818	7.55	535,015	7.75	-0.20
Sunbird	139,644	1.96	93,694	1.36	0.62
Grand Am	246,418	3.49	235,371	3.41	0.08
Firebird	64,406	0.91	62,467	0.90	0.01
Grand Prix	136,747	1.93	86,357	1.25	0.68
Pontiac 6000	100,586	1.42	61,446	0.89	0.53
Bonneville	108,653	1.54	108,580	1.57	-0.04
Safari/Paris	5,146	0.07	6,397	0.09	-0.02
Fiero	0	0.00	26,402	0.38	-0.38
Total Pontiac	801,600	11.34	680,714	9.86	1.48
GENERAL MOTORS	**3,394,033**	**48.02**	**3,181,657**	**46.09**	**1.93**
Civic	116,113	1.64	97,859	1.42	0.23
Accord	231,319	3.27	260,415	3.77	-0.50
HONDA	**347,432**	**4.92**	**358,274**	**5.19**	**-0.27**
MAZDA	**228,756**	**3.24**	**105,616**	**1.53**	**1.71**
NISSAN	**116,644**	**1.65**	**91,281**	**1.32**	**0.33**
Corolla	69,950	0.99	40,918	0.59	0.40
Nova	83,130	1.18	71,116	1.03	0.15
NUMMI	**153,080**	**2.17**	**112,034**	**1.62**	**0.54**
TOYOTA	**108,185**	**1.53**	**0**	**0.00**	**1.53**
Golf/GTI	0	0.00	25,697	0.37	-0.37
Jetta	0	0.00	13,950	0.20	-0.20
VOLKSWAGEN	**0**	**0.00**	**39,647**	**0.57**	**-0.57**
Total Cars, U.S.	**7,067,627**	**100.00**	**6,903,518**	**100.00**	

Percentage rounded

Compiled by Automotive News

Model year car output

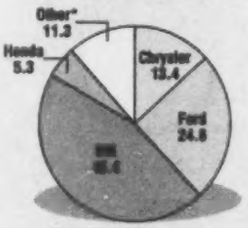
Percentage of 1989 output



*Other:
Mazda 3.2
Nissan 2.2
Diamond Star 0.9
Nummi 1.7
Toyota 1.5
Subaru - Isuzu 0.8

Calender year car output

Percentage of 1989 output



Other:
Mazda 3.2
Nissan 1.7
Diamond Star 1.3
Nummi 2.0
Toyota 2.2
Subaru - Isuzu 0.19

U.S. car output by model year

1989	7,067,627
1988	6,903,518
1987	7,375,359
1986	7,860,392
1985	7,975,390
1984	8,102,269
1983	5,768,893
1982	5,447,135
1981	6,639,954
1980	7,085,480
1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166
1965	7,882,679

U.S. car output by calendar year

1989	6,829,976
1988	7,129,420
1987	7,094,992
1986	7,829,697
1985	8,186,040
1984	7,777,721
1983	7,112,352
1982	4,973,870
1981	6,280,045
1980	6,416,885
1979	8,418,369
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208

U.S. car ouput by calendar year — 1989

	1989 Calendar Year	Pct. of Output	1988 Calendar Year	Pct. of Output	Pct. Pt. Change '89 vs. '88
Horizon	32,937	0.48	78,794	1.11	-0.62
Sundance	100,618	1.47	104,310	1.46	0.01
Reliant	0	0.00	100,462	1.41	-1.41
Acclaim	125,292	1.83	7,241	0.10	1.73
Caravelle	0	0.00	9,834	0.14	-0.14
Gran Fury	0	0.00	13,059	0.18	-0.18
Total Plymouth	258,847	3.79	313,700	4.40	-0.61
LeBaron K	0	0.00	7,912	0.11	-0.11
LeBaron J	93,670	1.37	90,449	1.27	0.10
LeBaron GTS	2,946	0.04	9,539	0.13	-0.09
N. Yorker C-Class	74,675	1.09	106,832	1.50	-0.41
Fifth Avenue	26,883	0.39	33,280	0.47	-0.07
Imperial	5,740	0.08	0	0.00	0.08
Total Chrysler	203,914	2.99	248,012	3.48	-0.49
Omni	34,621	0.51	77,332	1.08	-0.58
Daytona	72,452	1.06	79,657	1.12	-0.06
Shadow	104,145	1.52	103,190	1.45	0.08
Aries	0	0.00	91,998	1.29	-1.29
Dodge 600	0	0.00	8,549	0.12	-0.12
Dynasty	132,636	1.94	114,156	1.60	0.34
Lancer	1,528	0.02	9,365	0.13	-0.11
Spirit	108,048	1.58	8,090	0.11	1.47
Diplomat	0	0.00	18,796	0.26	-0.26
Total Dodge	453,430	6.64	511,133	7.17	-0.53
CHRYSLER MOTORS	**916,191**	**13.41**	**1,072,845**	**15.05**	**-1.63**
Escort	347,290	5.08	414,813	5.82	-0.73
Mustang	172,698	2.53	200,089	2.81	-0.28
Tempo	146,998	2.15	183,259	2.57	-0.42
Taurus	362,181	5.30	395,962	5.55	-0.25
Thunderbird	137,395	2.01	111,760	1.57	0.44
Total Ford Div.	1,166,562	17.08	1,305,883	18.32	-1.24
Topaz	66,587	0.97	70,543	0.99	-0.01
Cougar	114,300	1.67	87,914	1.23	0.44
Sable	116,886	1.71	135,232	1.90	-0.19
Total Mercury	297,773	4.36	293,689	4.12	0.24
Continental	64,462	0.94	55,387	0.78	0.17
Mark VII	21,592	0.32	123,091	1.73	-1.41
Lincoln	127,679	1.87	28,752	0.40	1.47
Total Lincoln	213,733	3.13	207,230	2.91	0.22
Total L-M Division	511,506	7.49	500,919	7.03	0.46
FORD MOTOR CO.	**1,678,068**	**24.57**	**1,806,802**	**25.34**	**-0.77**
Skyhawk	6,913	0.10	28,030	0.39	-0.29
Skylark/Somerset	68,464	1.00	55,339	0.78	0.23
Century	122,766	1.80	141,657	1.99	-0.19
Riviera	20,626	0.30	13,499	0.19	0.11
Electra	80,049	1.17	92,099	1.29	-0.12
LeSabre (fwd)	155,717	2.28	135,361	1.90	0.38
LeSabre (rwd)	9,141	0.13	10,534	0.15	-0.01
Reatta	6,378	0.09	8,245	0.12	-0.02
Total Buick	470,054	6.88	484,764	6.80	0.08
Cimmaron	0	0.00	3,697	0.05	-0.05
Eldorado	29,161	0.43	35,385	0.50	-0.07
Seville	24,319	0.36	23,514	0.33	0.03
Brougham (rwd)	56,367	0.83	35,944	0.50	0.32
Deville (fwd)	180,510	2.64	164,170	2.30	0.34
Allante	3,232	0.05	2,320	0.03	0.01
Total Cadillac	293,589	4.30	265,030	3.72	0.58
Cavalier	355,075	5.20	357,807	5.02	0.18
Camaro	100,684	1.47	99,821	1.40	0.07
Celebrity	70,365	1.03	189,911	2.66	-1.63
Corsica/Beretta	370,741	5.43	434,312	6.09	-0.66
Caprice	162,751	2.38	203,496	2.85	-0.47
Corvette	25,279	0.37	22,874	0.32	0.05
Total Chevrolet	1,084,895	15.88	1,308,221	18.35	-2.47
Calais	87,747	1.28	119,690	1.68	-0.39
Firenza	0	0.00	5,230	0.07	-0.07
Cutlass Ciera	87,908	1.29	38,053	0.53	0.75
Cutlass Supreme	115,084	1.68	140,513	1.97	-0.29
Toronado	10,334	0.15	15,308	0.21	-0.06
88 (fwd)	140,877	2.06	157,377	2.21	-0.14
88 (rwd)	7,534	0.11	10,408	0.15	-0.04
Olds 98	71,497	1.05	76,341	1.07	-0.02
Total Oldsmobile	520,981	7.63	562,920	7.90	-0.27
Sunbird	151,178	2.21	113,736	1.60	0.62
Grand Am	226,882	3.32	242,121	3.40	-0.07
Firebird	56,441	0.83	66,452	0.93	-0.11
Grand Prix	125,191	1.83	147,169	2.06	-0.23
Pontiac 6000	78,910	1.16	94,665	1.33	-0.17
Bonneville	90,885	1.33	121,908	1.71	-0.38
Safari/Paris	2,691	0.04	6,996	0.10	-0.06
Fiero	0	0.00	13,296	0.19	-0.19
Total Pontiac	732,178	10.72	806,343	11.31	-0.59
GENERAL MOTORS	**3,101,697**	**45.41**	**3,427,278**	**48.07**	**-2.66**
Eclipse	40,898	0.60	0	0.00	0.60
Laser	36,914	0.54	0	0.00	0.54
Talon	12,915	0.19	0	0.00	0.19
Mirage	14	0.00	0	0.00	0.00
DIAMOND-STAR	**90,741**	**1.33**	**0**	**0.00**	**1.33**
Civic	129,309	1.89	110,185	1.55	0.35
Accord	232,965	3.41	256,170	3.59	-0.18
HONDA	**362,274**	**5.30**	**366,355**	**5.14**	**0.17**
MX6	32,481	0.48	81,644	1.15	-0.67
626	54,129	0.79	0	0.00	0.79
Probe	129,891	1.90	81,645	1.15	0.76
MAZDA	**216,501**	**3.17**	**163,289**	**2.29**	**0.88**
NISSAN	**115,584**	**1.69**	**109,897**	**1.54**	**0.15**
Corolla	80,129	1.17	55,485	0.78	0.39
Nova	112,342	1.64	72,945	1.02	0.62
NUMMI	**192,471**	**2.82**	**128,430**	**1.80**	**1.02**
SUBARU-ISUZU	**5,361**	**0.08**	**0**	**0.00**	**0.08**
TOYOTA	**151,088**	**2.21**	**18,527**	**0.26**	**1.95**
Golf/GTI	0	0.00	29,862	0.42	-0.42
Jetta	0	0.00	6,135	0.09	-0.09
VOLKSWAGEN	**0**	**0.00**	**35,997**	**0.50**	**-0.50**
Total Cars U.S.	**6,829,976**	**100.00**	**7,129,420**	**100.00**	

Percentage rounded

Compiled by Automotive News

PRODUCTION

U.S. model year output

By size classification

Subcompacts

1988 Position	1988 Unit	Make	1988 Total	1987 Position
1	363,122	Escort	422,035	1
2	116,644	Sentra	91,281	3
3	116,113	Civic	97,859	2
4	108,185	Camry	0	—
5	83,130	Prizm/Nova	71,116	4
6	69,950	Corolla	40,918	7
7	46,239	Omni	64,740	6
8	45,341	Horizon	66,997	5
—	0	Golf/GTI	25,697	8
	948,724	Total	888,643	

Compacts

1	378,626	Cavalier	322,939	1
2	246,418	Grand Am	235,371	3
3	231,319	Accord	260,415	2
4	228,756	Probe/MX—6	105,616	9
5	200,789	Mustang	211,225	4
6	1[illegible]	Tempo	183,409	5
7	139,644	Sunbird	93,694	12
8	109,891	Calais	110,276	8
9	104,150	Sundance	97,488	11
10	99,743	Shadow	102,619	10
11	80,878	Daytona	74,852	13
12	66,930	Topaz	58,412	14
13	61,540	Skylark/Somerset	54,792	15
14	36,932	Aries	123,533	7
15	36,012	Reliant	138,091	6
16	23,359	Skyhawk	29,134	16
—	0	Dodge 600	21,221	18
—	0	Cimmaron	6,454	21
—	0	Firenza	12,260	20
—	0	LeBaron K	23,091	17
—	0	Jetta	13,950	19
	2,288,991	Total	2,284,842	

Intermediates

1	411,409	Corsica/Beretta	377,764	2
2	365,261	Taurus	387,577	1
3	153,268	Celebrity	197,289	3
4	152,809	Century	113,258	6
5	137,718	Dynasty	68,143	13
6	136,747	Grand Prix	86,357	11
7	130,657	Sable	121,285	5
8	114,868	Thunderbird	147,243	4
9	110,739	Camaro	96,275	8
10	100,586	Pontiac 6000	61,446	15
11	100,461	New Yorker C	82,616	12
12	100,026	Cutlass Supreme	94,723	9
13	99,633	LeBaron J	88,540	10
14	97,312	Cougar	119,162	6
15	79,953	Cutlass Ciera	21,620	23
16	77,752	Acclaim	0	—
17	68,181	Spirit	0	—
18	64,406	Firebird	62,467	14
19	57,775	Continental	41,287	16
20	30,925	Eldorado	33,210	18
21	29,658	Mark VII	38,259	17
22	22,909	Seville	22,968	21
23	21,189	Riviera	8,625	29
24	9,877	Toronado	16,496	25
25	8,549	LeBaron GTS	19,466	24
26	5,019	Lancer	13,829	28
27	202	Caravelle	22,060	22
—	0	Cutlass Supreme Classic	27,678	20
—	0	Monte Carlo	30,17[illegible]	19
—	0	New Yorker E	9,8[illegible]	28
—	0	Regal	19,935	27
	2,718,889	Total	2,619,997	

Standards

1	197,044	Caprice	189,086	2
2	178,938	Deville (fwd)	152,513	4
3	152,039	88 (fwd)	160,913	3
4	149,572	LeSabre (fwd)	136,044	6
5	128,93[illegible]	Lincoln	207,115	1
6	109,853	Bonneville	105,580	6
7	83,566	Electra	91,911	7
8	73,103	Olds 98	79,835	8
9	40,260	Brougham (rwd)	53,139	9
10	17,454	Fifth Avenue	49,029	10
11	8,929	88 (rwd)	11,114	13
12	7,743	LeSabre (rwd)	9,059	14
13	6,429	Signature	22,[illegible]	11
14	5,148	Sedan Deville	8,[illegible]	15
15	4,885	Gran Fury	11,[illegible]	12
1,[illegible]		Total	1,[illegible]	

Specialty

1	22,412	Corvette	22,788	1
2	7,809	Fiero	4,792	3
3	5,[illegible]	Allanté	2,[illegible]	4
—	0	Reatta	2,[illegible]	2
	36,[illegible]	Total	31,[illegible]	

Subcompacts rise 1.37%

1989 CALENDAR

SUBCOMPACT 14.69%

COMPACT 30.75%

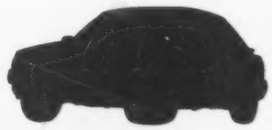
INTERMEDIATE 37.68%

STANDARD 16.37%

SPECIALTY 0.51%

TOTAL 100%

1988 CALENDAR



SUBCOMPACT 13.32%

COMPACT 29.47%

INTERMEDIATE 41.00%

STANDARD 16.37%

SPECIALTY 0.51%

TOTAL 100%

U.S. calendar year output

By size classification

Subcompacts

1989 Position	1989 Unit	Make	1989 Total	1988 Position
1	347,290	Escort	414,813	1
2	151,083	Camry	18,527	9
3	129,309	Civic	110,185	2
4	115,584	Sentra	109,897	3
5	112,342	Prizm/Nova	72,945	6
6	80,129	Corolla	55,485	7
7	34,621	Omni	77,332	5
8	32,937	Horizon	78,794	4
—	0	Golf/GTI	29,862	8
	1,003,300	Total	967,840	

Compacts

1	355,075	Cavalier	357,807	1
2	232,965	Accord	256,170	2
3	226,882	Grand Am	242,121	3
4	172,696	Mustang	200,089	4
5	151,176	Sunbird	113,736	8
6	146,998	Tempo	183,259	5
7	129,891	Probe	130,631	6
8	104,145	Shadow	103,190	10
9	100,618	Sundance	104,310	9
10	87,747	Calais	119,690	7
11	72,452	Daytona	79,857	12
12	68,464	Skylark/Somerset	55,339	15
13	66,587	Topaz	70,543	14
14	54,123	626	0	—
15	40,898	Eclipse	0	—
16	36,914	Laser	0	—
17	32,481	MX6	32,85[illegible]	16
18	12,915	Talon	0	—
19	6,913	Skyhawk	20,039	17
20	14	Mirage	0	—
—	0	Cimarron	9,897	22
—	0	Ares	11,498	13
—	0	Firenza	5,330	21
—	0	LeBaron K	7,[illegible]	19
—	0	Jetta	6,[illegible]	20
—	0	Reliant	100,[illegible]	11
—	0	Dodge 6[illegible]	8,[illegible]	18
2,[illegible]		Total	2,301,213	

Intermediates

1	370,741	Corsica/Beretta	434,312	1
2	362,101	Taurus	395,882	2
3	137,382	Thunderbird	111,760	10
4	132,035	Dynasty	114,156	9
5	127,292	Acclaim	7,241	21
6	126,[illegible]21	Grand Prix	147,163	4
7	122,786	Century	141,657	5
8	116,816	Sable	135,232	7
9	115,044	Cutlass Supreme	140,513	6
10	114,337	Cougar	87,914	15
11	109,048	Spirit	8,090	27
12	100,984	Camaro	99,921	12
13	93,670	LeBaron J	90,449	14
14	87,998	Cutlass Ciera	38,033	18
15	78,810	Pontiac 6000	94,665	13
16	74,675	New Yorker C	106,832	11
17	70,[illegible]95	Century	189,911	3
18	64,462	Continental	50,347	17
19	56,441	Firebird	66,452	16
20	29,151	Eldorado	35,[illegible]	19
21	24,319	Seville	23,514	20
22	21,592	Mark VII	23,[illegible]	8
23	20,[illegible]48	Riviera	13,[illegible]	23
24	10,534	Toronado	15,[illegible]	22
25	4,[illegible]	Lancer	0	—
26	2,940	LeBaron GTS	9,[illegible]	25
27	1,[illegible]	Caravelle	[illegible]	26
—	0	Cutlass Supreme Classic	4,534	24
2,[illegible]		Total	2,[illegible]	

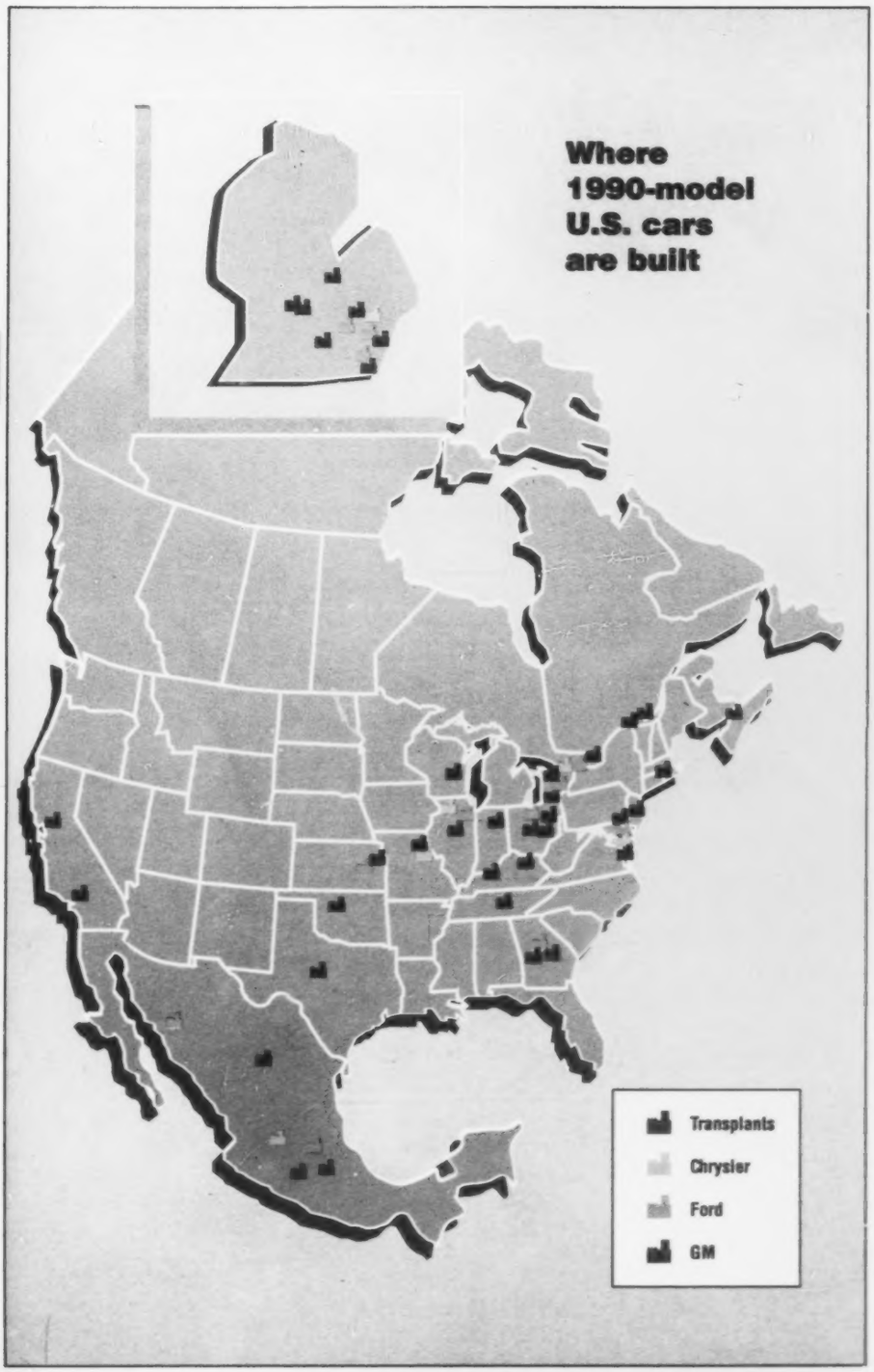
Standards

1	183,510	Caprice (rwd)	164,177	2
2	162,751	Deville	203,[illegible]	1
3	155,717	LeSabre (fwd)	135,[illegible]	4
4	140,877	88 (fwd)	136,077	3
5	97,679	Lincoln	98,252	10
6	91,[illegible]	Bonneville	127,[illegible]	5
7	80,[illegible]	Electra	92,[illegible]	6
8	71,407	Olds 98	78,[illegible]	7
9	38,[illegible]	Brougham (rwd)	50,[illegible]	8
10	20,[illegible]	Fifth Avenue	51,[illegible]	9
11	9,141	LeSabre (rwd)	10,[illegible]	13
12	7,[illegible]	88 (rwd)	9,[illegible]	14
13	6,[illegible]	Signature	22,[illegible]	11
14	5,[illegible]	Sedan Deville	8,[illegible]	15
—	0	Gran Fury	11,[illegible]	12
1,[illegible]		Total	1,[illegible]	

Specialty

1	25,[illegible]	Corvette	23,[illegible]	1
2	8,[illegible]	Fiero	4,[illegible]	3
3	3,[illegible]	Allanté	2,[illegible]	4
—	0	Reatta	2,[illegible]	2
	37,[illegible]	Total	32,[illegible]	

PRODUCTION



Biggest retains top share of U.S. car production

(Breakdown by states, 1989 vs. 1988)

	1989 Rank	1989 Share	1988 Rank	1989 Sales	1988 Sales	Change
Michigan	1	29.47	1	2,547,940	2,839,189	-10.3
Ohio	2	11.20	2	679,789	765,147	-11.2
Missouri	3	9.84	3	850,352	972,130	-12.5
Delaware	4	8.84	4	765,787	804,891	-4.9
Illinois	5	8.38	5	485,819	572,525	-15.1
Georgia	6	5.83	6	491,883	564,135	-12.8
Wisconsin	7	5.50	7	436,337	561,961	-22.3
California	8	5.32	8	394,712	548,506	-28.0
Oklahoma	9	3.61	9	282,643	344,516	-18.0
Texas	10	2.32	10	168,247	226,652	-25.8
Kentucky	11	2.56	11	41,458	139,347	-70.2
Kansas	12	1.65	12	47,231	125,191	-62.3
Tennessee	13	1.60	13	109,982	115,584	-4.8
New Jersey	14	1.34	14	104,388	106,092	-1.6
Massachusetts	15	1.13	15	68,053	104,826	-35.1
New York	16	0.11	16	157,000	8,588	1,728.3
Indiana	17	0.05	17	3,800	3,330	14.1
Pennsylvania	18	0.03	18	1,907	1,907	0.0
Total						

1990-model car assembly plants in North America and Mexico

UNITED STATES

CHRYSLER MOTORS

Belvidere, Ill.	New Yorker, New Yorker Salon, New Yorker Landau, Dynasty, Imperial, Fifth Avenue
Jefferson (Detroit)	Closed February 1990
Newark, Del.	Dodge Spirit, Plymouth Acclaim, Chrysler LeBaron Sedan
St. Louis (No. 1)	LeBaron J, Daytona
Sterling Heights, Mich.	Sundance, Shadow

FORD MOTOR CO.

Atlanta	Taurus, Sable
Chicago	Taurus, Sable
Dearborn, Mich.	Mustang
Edison, N.J.	Escort
Kansas City, Mo.	Tempo, Topaz
Lorain, Ohio	Thunderbird, Cougar
Wayne, Mich.	Escort
Wixom, Mich.	Town Car, Mark VII, Continental

GENERAL MOTORS

Arlington, Texas	Cadillac Brougham, Caprice
Bowling Green, Ky.	Corvette
Detroit-Hamtramck, Mich.	Allante, Toronado, Riviera, Eldorado, Seville
Doraville, Ga.	Cutlass Supreme
Flint, Mich. (Buick City)	LeSabre (fwd), Olds 88 Royal
Framingham, Mass.	Closed July 28, 1989
Janesville, Wis.	Cavalier
Kansas City, Kansas	Grand Prix
Lake Orion, Mich.	DeVille, Olds 98
Lakewood, Ga.	LeSabre (rwd), Caprice (to be idled summer 1989)
Lansing, Mich. (A Plant)	Calais, Skylark
Lansing, Mich. (B Plant)	Grand Am
Lansing, Mich. (Reatta Craft Centre)	Reatta
Linden, N.J.	Corsica, Beretta
Lordstown, Ohio	Cavalier, Sunbird
Oklahoma City	Pontiac 6000, Century, Ciera
Van Nuys, Calif.	Camaro, Firebird
Wentzville, Mo.	Buick Park Avenue, Old 88 Royal, Bonneville
Willow Run, Mich.	Chevy, Olds and Buick full size (rwd) wagons
Wilmington, Del.	Corsica, Beretta

DIAMOND-STAR MOTORS

Normal, Ill.	Mitsubishi Eclipse, Plymouth Laser, Eagle Talon

HONDA OF AMERICA MFG. INC.

Marysville, Ohio	Accord, Civic
East Liberty, Ohio	Civic

MAZDA MOTOR MFG. (U.S.A.) CORP.

Flat Rock, Mich.	Ford Probe, Mazda MX-6 and 626

NEW UNITED MOTOR MFG. INC.

Fremont, Calif.	Geo Prizm, Toyota Corolla FX

NISSAN MOTOR MFG. CO. U.S.A.

Smyrna, Tenn.	Sentra

SUBARU-ISUZU AUTOMOTIVE INC.

Lafayette, Ind.	Subaru Legacy

TOYOTA MOTOR MFG. CO. U.S.A.

Georgetown, Ky.	Camry

CANADA

CHRYSLER MOTORS

Bramalea, Ontario	Premier, Monaco

FORD MOTOR CO.

Oakville, Ontario	Tempo, Topaz
St. Thomas, Ontario	Crown Victoria, Grand Marquis

GENERAL MOTORS

Oshawa, Ontario (No. 1)	Lumina
Oshawa, Ontario (No. 2)	Lumina, Regal
Ste. Therese, Quebec	Cutlass Ciera, Celebrity

HONDA OF CANADA MFG. INC.

Alliston, Ontario	Civic

HYUNDAI AUTO CANADA

Bromont, Quebec	Sonata

TOYOTA MOTOR MFG. CANADA INC.

Cambridge, Ontario	Corolla

VOLVO

Halifax, Nova Scotia	740 Series

MEXICO

CHRYSLER

Toluca	Lebaron A

FORD MOTOR CO.

Hermosillo	Mercury Tracer
Cuautitlan	Topaz, Thunderbird, Taurus

GENERAL MOTORS

Ramos Arispe	Celebrity, Cutlass Ciera, Century

NISSAN

Cuernavaca	Sentra

VOLKSWAGEN

Puebla	Beetle, Golf, Jetta

PRODUCTION

Annual U.S. factory sales of special trucks — 15 years

4x4 trucks

	Domestic	Export	Total
1989	1,060,202	108,158	1,168,360
1988	1,043,689	104,575	1,148,264
1987	983,739	95,047	1,078,786
1986	900,643	81,821	982,464
1985	997,861	72,752	1,070,613
1984	911,518	57,945	969,463
1983	673,720	49,307	723,027
1982	344,302	29,079	373,381
1981	241,889	56,633	298,522
1980	241,528	55,290	296,818
1979	666,522	85,066	751,588
1978	893,662	79,361	973,023
1977	749,154	74,959	824,113
1976	615,652	58,680	674,332
1975	413,720	65,991	479,711

Multi-stop delivery trucks

	Domestic	Export	Total
1989	36,929	2,147	39,076
1988	55,892	2,040	57,932
1987	53,317	2,329	55,646
1986	44,090	2,059	46,149
1985	47,623	1,910	49,533
1984	61,524	1,460	62,984
1983	46,431	1,519	47,950
1982	31,793	1,040	32,833
1981	25,979	3,451	29,430
1980	23,148	3,466	26,614
1979	45,395	6,422	51,817
1978	112,730	7,142	119,872
1977	52,573	3,685	56,258
1976	49,473	4,664	54,137
1975	33,019	4,000	37,019

Trucks with diesel engines

	Domestic	Export	Total
1989	286,225	30,496	316,721
1988	290,316	—	290,316
1987	274,786	44,012	318,798
1986	261,072	37,613	298,685
1985	324,471	35,921	360,392
1984	333,122	27,664	360,786
1983	231,905	15,376	247,281
1982	219,748	16,853	236,601
1981	209,394	27,776	237,170
1980	214,562	29,584	244,146
1979	227,834	28,210	258,528
1978	219,915	23,933	243,848
1977	165,559	19,738	185,297
1976	107,216	21,860	129,076
1975	72,605	29,903	102,508

Trucks with 3 or more axles

	Domestic	Export	Total
1989	109,988	12,570	122,568
1988	117,126	14,760	131,886
1987	104,388	13,490	117,878
1986	87,810	10,954	98,764
1985	105,703	11,313	117,016
1984	113,512	10,170	123,682
1983	66,340	5,027	71,367
1982	59,170	7,176	66,346
1981	83,103	16,414	99,517
1980	86,572	17,747	104,319
1979	142,646	23,315	165,961
1978	134,296	16,668	150,964
1977	124,427	13,804	138,231
1976	80,533	16,064	96,597
1975	56,772	26,682	83,454

SOURCE: MVMA

Where 1990-model trucks are built

UNITED STATES

CHRYSLER MOTORS

Toledo, Ohio — Cherokee, Comanche, Grand Wagoneer, Wagoneer
Warren, Mich. — light-duty trucks, Dakota, standard and mid-size trucks
St. Louis (No. 2) — Caravan C/V, Caravan, Voyager minivans, Town & Country

FORD MOTOR CO.

Kansas City, Mo. — F-Series light trucks
Kentucky Truck (Louisville) — medium, heavy and extra-heavy trucks
Lorain, Ohio — Econoline, Club Wagon
Louisville, Ky. — Ranger, Bronco II
Michigan Truck (Wayne) — Bronco, light trucks
Norfolk, Va. — light trucks
St. Louis — Aerostar minivans
St. Paul, Minn.(Twin Cities) — light trucks, Ranger

FREIGHTLINER CORP.

Mount Holly, N.C. — heavy trucks
Portland, Ore. — heavy trucks

GENERAL MOTORS

Baltimore — Chevrolet Astro, GMC Safari minivans
Detroit — commercial, recreational, specialty vehicle chassis
Flint, Mich. — Blazer, Jimmy, Suburban wagons
Janesville, Wis. — Chevy and GMC medium duty trucks, Chevrolet Kodiak, GMC Topkick
Lordstown, Ohio — Chevrolet, GMC vans
Moraine, Ohio — Chevrolet S-10, GMC S-15 trucks
Pontiac, Mich. — Chevrolet, GMC light trucks, Chevrolet S-10 Blazer and GMC S-15 Jimmies
Shreveport, La. — Chevrolet S-10, GMC S-15 trucks, Blazer, Jimmy
Tarrytown, N.Y. — 1990 APV's, Chevrolet Lumina, Oldsmobile Silhouette, Pontiac Trans Sport
Ft. Wayne, Ind. — Chevrolet, GMC light trucks

KENWORTH TRUCK CO.

Chillicothe, Ohio — heavy trucks
Seattle — heavy trucks

MACK TRUCKS, INC.

Allentown, Pa. — heavy trucks
Macungie, Pa — heavy trucks
Winnsboro, S.C. — heavy trucks

MERCEDES-BENZ TRUCK CO.

Hampton, Va. — medium trucks

NAVISTAR

Springfield, Ohio — medium and heavy trucks

NISSAN MOTOR MFG. CO.

Smyrna, Tenn. — pickup trucks

NEW UNITED MOTOR MFG. INC.

Freemont, Calif. — light trucks

PETERBILT MOTORS CO.

Denton, Texas — heavy trucks
Nashville, Tenn. — heavy trucks

SUBARU-ISUZU AUTOMOTIVE, INC

Lafayette, Ind. — Isuzu pick-up

VOLVO GM HEAVY TRUCK CORP.

Dublin, Va. — heavy trucks
Ogden, Utah — heavy trucks
Pontiac, Mich. — heavy trucks

CANADA

CAMI AUTOMOTIVE, INC

Ingersoll, Ont. — Suzuki Sidekick, GM Tracker

CHRYSLER MOTORS

Brampton, Ontario — Jeep Wrangler
Windsor, Ontario — Caravan, Voyager minivans, Mini Ram Van
Pillette (Windsor) — Ram Van, Ram Wagon

FORD MOTOR CO.

Ontario Truck (Oakville) — F-Series light trucks

FREIGHTLINER OF CANADA LTD.

Burnaby, British Columbia — heavy trucks

GENERAL MOTORS

Oshawa, Ontario — Chevrolet, GMC pickups
Scarborough, Ontario — full-size Chevrolet and GMC vans

NAVISTAR

Chatham, Ontario — medium and heavy trucks

MACK TRUCKS INC.

Oakville, Ontario — heavy trucks

MEXICO

CHRYSLER

Lago Alberto — Dodge Ramcharger SU, Dodge Ram Club Cab 2x2 and 4x4 pickup trucks

FORD

Cuautitlan — light trucks

GENERAL MOTORS

Mexico City — Chevrolet light trucks

NISSAN

Cuernavaca — pickup trucks

1989 U.S. truck production by make and model

Company	January	February	March	First Quarter Total	April	May	June	Second Quarter Total	July	August	September	Third Quarter Total	October	November	December	Fourth Quarter Total	Grand Total
Caravan	9,608	9,726	9,244	28,578	9,974	10,005	10,106	30,085	3,442	7,470	9,694	20,606	10,525	9,365	7,558	27,448	106,717
Dakota	9,075	9,031	10,498	28,604	9,929	10,559	5,827	26,315	1,764	8,632	8,759	19,155	4,011	9,193	7,137	20,341	94,415
Caravan C/V	883	835	819	2,537	856	503	609	1,968	8	320	410	738	452	420	285	1,157	6,400
Ram Pickups	9,071	9,018	10,497	28,586	9,947	10,602	5,888	26,437	1,639	8,651	8,826	19,116	3,336	7,538	6,023	16,897	91,036
Dodge Total	**28,637**	**28,610**	**31,058**	**88,305**	**30,706**	**31,669**	**22,430**	**84,805**	**6,853**	**25,073**	**27,689**	**59,615**	**18,324**	**25,516**	**21,003**	**65,843**	**298,568**
Cherokee	17,639	19,209	20,481	57,329	21,654	22,186	21,158	64,998	8,470	18,977	16,799	44,246	14,114	13,480	13,049	40,643	207,216
Comanche	2,983	3,247	2,707	8,937	2,626	2,608	2,579	7,813	957	2,223	1,937	5,117	1,353	1,162	929	3,444	25,311
Grand Wagoneer	1,455	1,400	1,451	4,306	690	840	1,005	2,535	334	904	585	1,823	325	520	650	1,495	10,159
Wagoneer	868	824	888	2,580	890	510	443	1,843	171	369	545	1,085	617	601	272	1,390	6,898
Jeep Total	**22,945**	**24,680**	**25,527**	**73,152**	**25,860**	**26,144**	**25,185**	**77,189**	**9,932**	**22,473**	**19,866**	**52,271**	**16,409**	**15,663**	**14,900**	**46,972**	**249,584**
Voyager	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Town & Country	0	0	0	0	0	513	996	1,509	286	544	594	1,424	153	127	117	397	3,330
C-P Div. Total	**8,488**	**8,131**	**8,740**	**27,373**	**8,257**	**9,382**	**10,294**	**28,473**	**3,418**	**7,317**	**6,288**	**16,941**	**5,210**	**5,782**	**7,464**	**18,456**	**90,243**
CHRYSLER MOTORS	**61,278**	**62,421**	**65,324**	**188,023**	**65,832**	**67,765**	**57,908**	**191,497**	**20,201**	**50,093**	**50,783**	**121,077**	**44,047**	**50,981**	**42,987**	**138,015**	**638,612**
Aerostar	20,252	19,754	21,486	61,492	21,337	21,909	20,995	64,241	8,582	17,403	13,424	39,409	10,252	10,786	12,519	33,557	218,699
Bronco	8,288	7,758	7,975	24,021	6,079	6,708	6,272	19,057	3,079	6,375	3,022	12,476	4,913	4,846	4,344	14,102	70,656
Bronco II/Explorer	11,567	12,218	12,179	35,964	10,143	11,002	12,652	33,797	2,101	10,206	6,880	19,187	10,312	11,183	8,090	29,585	118,533
Econoline	21,535	20,864	21,616	64,015	20,583	22,873	21,643	65,099	8,926	19,206	12,060	40,212	17,245	11,986	8,008	37,239	207,565
Mediums/Heavies	5,496	5,724	6,408	17,628	6,194	5,783	5,556	17,533	2,857	4,220	3,841	10,918	3,033	3,894	4,008	10,935	57,014
Light Trucks	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Ranger	30,151	32,435	31,921	94,507	28,875	27,502	32,720	89,097	5,434	26,720	21,433	53,587	27,995	24,022	18,252	70,269	307,460
Ford Div. Total	**159,832**	**157,892**	**164,716**	**482,440**	**155,582**	**164,097**	**166,574**	**486,253**	**56,619**	**142,397**	**112,700**	**311,716**	**142,451**	**126,067**	**102,846**	**371,364**	**1,651,773**
FORD MOTOR	**159,832**	**157,892**	**164,716**	**482,440**	**155,582**	**164,097**	**166,574**	**486,253**	**56,619**	**142,397**	**112,700**	**311,716**	**142,451**	**126,067**	**102,846**	**371,364**	**1,651,773**
Astro	14,554	14,570	15,706	44,830	13,823	15,007	13,185	42,015	12,001	12,574	12,658	37,233	15,926	12,898	8,846	37,670	161,748
Blazer	2,414	2,273	2,477	7,164	2,545	2,539	2,631	7,715	2,161	2,492	2,065	6,718	2,064	7,937	1,181	11,182	32,779
Lumina APV	0	0	0	0	0	0	0	0	0	0	0	0	4,944	6,819	4,641	16,404	16,404
Mediums/Heavies	1,312	0	0	1,312	0	0	0	0	1,133	1,611	830	3,574	1,189	1,881	1,036	4,106	8,992
P-Model	1,633	2,742	3,466	7,841	3,264	3,746	3,852	10,862	1,995	760	2,198	4,953	2,140	2,710	2,109	6,959	30,615
Pickups	37,032	37,264	36,215	110,511	27,808	35,093	34,366	97,267	32,366	36,569	30,286	99,221	36,436	32,194	26,673	95,303	402,302
S-10	25,454	25,738	25,021	76,213	19,779	21,701	22,728	64,208	20,782	19,282	16,552	56,616	10,444	19,369	15,580	45,393	242,430
S-10 Blazer	10,271	11,688	12,377	34,336	11,384	12,261	11,453	35,098	13,949	14,543	11,718	40,208	7,606	8,118	6,[illegible]	[illegible]	[illegible]
Sportsvan/Van	8,374	9,030	9,124	26,528	9,061	9,812	7,704	26,577	8,119	8,016	6,495	22,630	5,020	5,984	3,735	14,739	90,474
Suburban	6,683	6,505	6,819	20,007	6,836	7,147	7,431	21,416	6,253	6,750	5,421	18,424	3,669	3,767	3,321	10,757	70,604
Chevrolet Total	**111,727**	**113,755**	**117,285**	**342,667**	**98,732**	**112,006**	**103,354**	**314,092**	**103,769**	**102,586**	**88,223**	**294,577**	**88,473**	**100,435**	**82,494**	**271,402**	**1,222,738**
Jimmy	733	760	714	2,207	639	767	772	2,178	624	743	748	2,115	962	890	357	1,609	8,109
Mediums/Heavies	1,486	0	0	1,486	0	0	0	0	2,432	2,648	2,052	7,132	1,992	1,899	894	4,885	13,503
P-Model	222	586	264	1,072	352	510	500	1,362	483	62	203	748	324	286	415	1,025	4,207
Pickups	11,597	11,272	7,434	30,303	11,683	9,581	10,330	31,594	9,620	11,749	8,432	30,801	11,884	11,982	11,124	35,000	127,698
S-15	5,992	5,763	6,070	17,825	5,015	5,534	4,378	14,927	3,767	4,286	6,516	14,569	1,864	5,219	4,142	11,225	58,546
S-15 Jimmy	4,388	4,617	3,383	12,388	4,455	4,819	4,814	14,088	3,769	4,141	4,212	12,122	3,419	3,719	3,[illegible]	[illegible]	[illegible]
Safari	3,627	3,805	3,602	11,034	4,011	4,033	3,496	11,540	3,044	3,333	4,283	10,660	4,183	5,395	3,538	13,116	46,350
Suburban	2,755	2,570	2,733	8,058	2,722	2,824	2,780	8,326	2,141	2,949	3,007	8,097	2,531	3,876	1,333	7,740	32,221
Vandura/Rally Vans	2,018	2,162	2,252	6,432	2,727	2,596	2,073	7,396	2,148	3,300	2,704	8,152	3,518	3,031	1,632	8,181	30,161
GMC Total	**32,816**	**31,535**	**28,435**	**92,786**	**31,612**	**30,777**	**29,014**	**91,403**	**23,444**	**33,388**	**33,112**	**94,944**	**29,298**	**37,627**	**26,296**	**93,221**	**372,354**
Olds Silhouette	0	0	0	0	0	0	0	0	0	0	0	0	990	1,387	1,353	3,730	3,730
Pontiac Trans Sport	0	0	0	0	0	0	0	0	0	0	0	0	1,974	2,466	2,680	7,120	7,120
GENERAL MOTORS	**144,543**	**145,290**	**145,720**	**435,473**	**130,344**	**142,783**	**138,394**	**411,521**	**129,202**	**135,984**	**121,335**	**386,521**	**125,741**	**143,905**	**112,823**	**382,469**	**1,816,994**
NAVISTAR	**6,832**	**7,326**	**8,133**	**22,291**	**7,172**	**8,282**	**7,197**	**22,651**	**3,806**	**6,223**	**5,791**	**15,820**	**5,954**	**7,114**	**6,117**	**19,185**	**79,947**
NISSAN	**11,809**	**11,008**	**12,212**	**35,029**	**9,330**	**9,957**	**10,976**	**30,265**	**5,404**	**10,983**	**9,578**	**25,965**	**10,229**	**12,184**	**9,405**	**31,798**	**123,057**
SUBARU-ISUZU	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1,909**	**2,171**	**1,728**	**5,799**	**5,799**
AM GENERAL*	**1,890**	**1,900**	**1,980**	**5,670**	**1,800**	**2,016**	**1,944**	**5,760**	**1,800**	**2,070**	**1,800**	**5,670**	**1,980**	**1,980**	**1,440**	**5,400**	**22,500**
MISCELLANEOUS*	**9,000**	**9,200**	**13,540**	**32,400**	**12,000**	**13,500**	**13,000**	**38,500**	**11,300**	**13,000**	**12,000**	**37,700**	**13,200**	**13,200**	**9,000**	**35,000**	**144,000**
U.S. Truck Total	**386,841**	**394,937**	**411,555**	**1,282,333**	**382,861**	**408,480**	**395,956**	**1,186,497**	**228,332**	**366,329**	**320,657**	**915,309**	**346,482**	**357,562**	**286,886**	**990,830**	**4,294,969**

*Automotive News estimate

PRODUCTION

Canadian car production by make - 1989

Company	January	February	March	First Quarter	April	May	June	Second Quarter	July	August	September	Third Quarter	October	November	December	Fourth Quarter	Grand Total
Monaco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,184	1,184	1,184
Premier	4,391	5,129	3,060	12,580	2,295	3,749	3,746	9,790	209	3,387	1,789	5,385	1,559	2,040	1,366	4,965	32,720
CHRYSLER Total	**4,391**	**5,129**	**3,060**	**12,580**	**2,295**	**3,749**	**3,746**	**9,790**	**209**	**3,387**	**1,789**	**5,385**	**1,559**	**2,040**	**2,550**	**6,149**	**33,904**
Tempo	17,671	13,074	14,875	45,620	13,409	8,022	7,950	29,381	655	13,875	12,924	27,454	10,214	12,394	9,016	31,624	134,079
Topaz	5,223	6,708	6,343	18,274	5,718	3,451	3,384	12,553	253	5,969	5,529	11,751	4,362	5,274	4,302	13,938	56,516
Crown Victoria	11,972	10,067	12,778	34,817	10,335	12,669	10,992	33,996	2,547	9,037	8,423	20,007	10,591	11,162	7,327	29,080	117,900
Grand Marquis	11,783	11,989	12,558	36,330	12,564	12,466	10,724	35,754	2,542	9,315	9,661	21,518	11,794	11,988	9,690	33,472	127,074
FORD Total	**46,649**	**41,838**	**46,554**	**135,041**	**42,026**	**36,608**	**33,050**	**111,684**	**5,997**	**38,196**	**36,537**	**80,730**	**36,961**	**40,818**	**30,335**	**108,114**	**435,569**
Celebrity	860	789	845	2,494	1,396	3,637	4,152	9,185	3,519	44	1,342	4,905	3,347	5,149	1,619	10,115	26,699
Cutlass Ciera	16,418	15,327	15,840	47,585	14,799	12,397	10,629	37,825	9,363	150	2,299	11,812	6,124	9,480	9,309	24,913	122,135
Lumina	582	2,708	5,718	9,008	12,446	17,108	23,036	52,590	21,278	12,076	20,288	53,642	26,885	30,725	23,561	81,171	196,411
Regal	4,165	9,642	7,486	21,293	3,903	8,567	6,752	19,222	3,206	4,380	11,592	19,178	6,122	5,449	3,081	14,653	74,346
GM Total	**22,025**	**28,466**	**29,889**	**80,380**	**32,544**	**41,709**	**44,569**	**118,822**	**37,366**	**16,650**	**35,521**	**89,537**	**42,479**	**50,803**	**37,570**	**130,852**	**419,591**
HONDA	**6,442**	**7,169**	**7,493**	**21,104**	**6,592**	**7,251**	**7,498**	**21,341**	**5,175**	**7,534**	**7,108**	**19,817**	**7,954**	**9,556**	**6,581**	**24,091**	**86,353**
HYUNDAI*	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1,290**	**1,320**	**960**	**3,570**	**3,570**
TOYOTA	**0**	**678**	**924**	**1,602**	**1,083**	**1,690**	**1,915**	**4,688**	**1,891**	**1,478**	**1,710**	**5,079**	**2,273**	**3,369**	**2,937**	**8,579**	**19,948**
VOLVO	**756**	**684**	**792**	**2,232**	**720**	**792**	**791**	**2,303**	**684**	**324**	**643**	**1,651**	**756**	**756**	**576**	**2,088**	**8,274**
GRAND TOTAL	**80,263**	**83,964**	**88,712**	**252,939**	**85,260**	**91,799**	**91,569**	**268,628**	**51,322**	**67,569**	**83,308**	**202,199**	**93,272**	**108,662**	**81,509**	**283,443**	**1,007,209**

*Automotive News estimate

Canadian car production by corporation — 20 years

	AMC	Bricklin	Chrysler	Ford	GM	Honda	Hyundai*	Renault	Toyota	Volvo	Total
1989	.....	.....	33,904	435,569	419,591	86,353	3,670	.....	19,948	8,274	1,007,209
1988	.....	.....	59,068	501,813	408,901	49,968	.....	.....	.....	6,573	1,026,323
1987	.....	.....	12,553	433,976	339,226	15,685	.....	.....	.....	8,523	809,943
1986	4,432	.....	.....	517,418	540,526	526	.....	.....	.....	10,390	1,073,312
1985	11,311	.....	.....	495,955	573,687	.....	.....	.....	.....	10,030	1,090,983
1984	22,992	.....	.....	463,296	565,457	.....	.....	.....	.....	10,438	1,062,183
1983	29,551	.....	104,385	272,642	581,896	.....	.....	.....	.....	10,300	968,774
1982	30,344	.....	149,442	283,001	332,038	.....	.....	.....	.....	6,860	801,685
1981	34,535	.....	69,149	191,925	437,622	.....	.....	.....	.....	10,338	743,570
1980	3,077	.....	71,530	249,876	512,330	.....	.....	.....	.....	9,964	846,779
1979	.....	.....	134,086	284,610	517,471	.....	.....	.....	.....	8,766	944,933
1978	26,283	.....	160,085	372,296	564,187	.....	.....	.....	.....	8,199	1,131,050
1977	41,708	.....	219,747	341,329	198,456	.....	.....	.....	.....	4,506	805,746
1976	42,269	.....	245,332	371,305	475,090	.....	.....	.....	.....	9,486	1,143,482
1975	48,373	2,085	261,275	324,783	406,323	.....	.....	.....	.....	13,763	1,056,602
1974	56,032	.....	225,478	387,680	461,586	.....	.....	.....	.....	13,061	1,143,837
1973	74,290	.....	260,722	445,299	443,806	.....	.....	.....	.....	10,446	1,234,563
1972	58,920	.....	265,373	456,672	364,187	.....	.....	7,850	.....	9,448	1,154,850
1971	42,908	.....	232,749	382,433	408,189	.....	.....	11,930	.....	7,560	1,034,469
1970	47,796	.....	239,032	366,243	222,676	.....	.....	8,591	.....	8,200	923,538

*Automotive News estimate

Canadian car output since 1962

1989	1,007,209
1988	1,026,323
1987	809,943
1986	1,073,312
1985	1,090,983
1984	1,062,183
1983	968,774
1982	801,685
1981	642,587
1980	846,777
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,842
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189

1989 Canadian truck production by make and model

Company	January	February	March	First Quarter Total	April	May	June	Second Quarter Total	July	August	September	Third Quarter Total	October	November	December	Fourth Quarter Total	Grand Total
Caravan	13,862	12,628	13,254	39,745	13,136	13,250	12,659	39,045	4,086	12,435	13,734	30,255	13,288	14,007	5,795	33,090	142,135
Caravan C/V	857	825	860	2,542	1,287	1,426	1,655	4,368	150	770	627	1,547	406	416	144	966	9,423
Ram Wagon	2,866	2,735	2,254	7,855	2,012	2,997	2,306	7,315	428	2,286	2,113	4,827	1,819	1,803	1,677	5,299	25,296
Ram Van	7,386	7,001	5,921	20,308	5,198	7,486	5,876	18,560	857	6,261	7,553	14,671	7,269	5,443	5,177	17,889	71,428
Dodge Total	**24,972**	**23,189**	**22,289**	**70,450**	**21,633**	**25,159**	**22,496**	**69,288**	**5,521**	**21,752**	**24,027**	**51,300**	**22,782**	**21,669**	**12,793**	**57,244**	**248,282**
Voyager	11,137	11,587	11,960	34,684	11,596	11,289	12,384	35,269	3,700	10,198	10,503	24,391	10,920	10,465	3,843	25,228	119,572
Plymouth Total	**11,137**	**11,587**	**11,960**	**34,684**	**11,596**	**11,289**	**12,384**	**35,269**	**3,700**	**10,198**	**10,503**	**24,391**	**10,920**	**10,465**	**3,843**	**25,228**	**119,572**
Wrangler	5,110	7,236	8,073	20,419	7,416	7,878	7,950	23,244	3,243	8,258	7,109	18,610	1,240	2,990	3,062	7,292	69,565
Jeep Total	**5,110**	**7,236**	**8,073**	**20,419**	**7,416**	**7,878**	**7,950**	**23,244**	**3,243**	**8,258**	**7,109**	**18,610**	**1,240**	**2,990**	**3,062**	**7,292**	**69,565**
CHRYSLER MOTORS	**41,219**	**42,012**	**42,322**	**125,553**	**40,645**	**44,326**	**42,830**	**127,801**	**12,464**	**40,198**	**41,639**	**94,301**	**34,942**	**35,124**	**19,698**	**89,764**	**437,419**
F-Series	14,611	13,903	15,676	44,190	14,351	15,520	15,402	45,273	3,593	13,098	11,599	28,290	14,107	13,407	10,198	37,712	155,465
FORD MOTOR (lt. trks.)	**14,611**	**13,903**	**15,676**	**44,190**	**14,351**	**15,520**	**15,402**	**45,273**	**3,593**	**13,098**	**11,599**	**28,290**	**14,107**	**13,407**	**10,198**	**37,712**	**155,465**
Light Trucks	14,155	14,460	14,639	43,254	9,990	14,383	15,795	40,168	14,125	9,098	13,871	37,094	15,661	15,611	13,313	44,585	165,101
Vans	6,135	5,728	5,888	17,751	5,769	5,676	5,470	16,915	2,159	2,260	5,162	9,581	6,125	6,989	4,276	17,390	61,637
Chevrolet Total	**20,290**	**20,188**	**20,527**	**61,005**	**15,759**	**20,059**	**21,265**	**57,083**	**16,284**	**11,358**	**19,033**	**46,675**	**21,786**	**22,600**	**17,589**	**61,975**	**226,738**
Light Trucks	6,419	6,987	4,501	17,907	7,977	6,704	5,586	20,267	4,226	4,425	6,858	15,509	6,204	5,884	5,170	17,258	70,941
Vans	2,585	2,871	3,164	8,620	2,711	2,875	2,735	8,321	1,052	945	1,931	3,928	2,166	1,623	2,441	6,230	27,099
GMC Total	**9,004**	**9,858**	**7,665**	**26,527**	**10,688**	**9,579**	**8,321**	**28,588**	**5,278**	**5,370**	**8,789**	**19,437**	**8,370**	**7,507**	**7,611**	**23,488**	**98,040**
GENERAL MOTORS	29,294	30,046	28,192	87,532	26,447	29,638	29,586	85,671	21,562	16,728	27,822	66,112	30,156	30,107	25,200	85,463	324,778
NAVISTAR	**1,151**	**812**	**1,185**	**3,148**	**1,079**	**1,176**	**1,100**	**3,435**	**582**	**606**	**821**	**2,019**	**766**	**750**	**823**	**2,348**	**10,950**
Total Trucks	**86,275**	**86,773**	**87,375**	**260,423**	**82,522**	**90,680**	**86,986**	**262,188**	**38,211**	**78,630**	**81,881**	**198,722**	**79,971**	**79,397**	**55,919**	**215,287**	**928,612**

SALES/REGISTRATIONS

Calendar 1989 was a year of incentive wars, a year of accelerated Japanese car sales in the United States — Honda Accord was the No. 1 seller — and a year when light trucks, particularly minivans, stole market share from automobiles.

Although total U.S. truck sales again passed the five-million mark, light-truck sales slipped to 4,680,335 from the previous year's record 4,872,896.

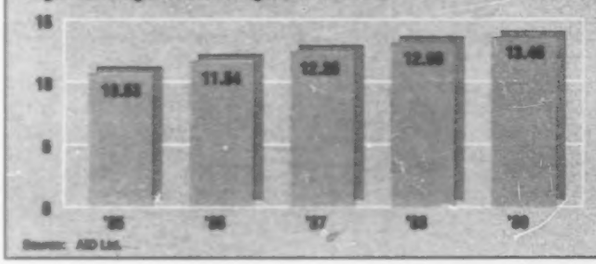
Car sales slumped even worse. Including Japanese transplants, U.S. automakers sold 7,075,042 cars in 1989, down from 7,526,334 in 1988. Import cars fell to 2,792,372 from 3,064,773 in 1988.

In North America, the United States and Canada compiled combined new-car registrations of 10,827,148 in 1989 — 695,910 or 6.04 percent below 1988's 11,523,058.

In Western Europe, records were broken as new-car registrations soared beyond 13 million units.

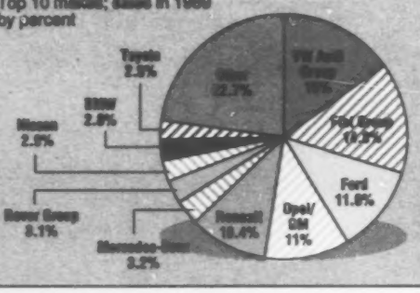
Western Europe car registrations rise 3.63% in 1989

Western Europe kept their lead in worldwide passenger car registrations again in 1989. Figures in millions



Source: AID Ltd.

Top 10 makes; sales in 1989 by percent



Western Europe passenger car registrations by country

Country	1989	% Share	1988	% Share	% Change
Austria	276,065	2.1	253,072	1.9	9.1
Belgium	439,756	3.3	427,172	3.3	2.9
Denmark	78,435	0.6	88,603	0.7	-11.5
Ireland	75,520	0.6	60,788	0.5	24.2
Finland	176,771	1.3	173,519	1.3	1.9
France	2,274,307	16.9	2,217,149	17.0	2.6
Germany	2,831,740	21.0	2,807,939	21.6	0.8
Greece	85,645	0.6	57,666	0.4	48.5
Italy	2,362,355	17.5	2,184,324	16.8	8.2
Luxembourg	30,475	0.2	30,722	0.2	-0.8
Netherlands	495,653	3.7	482,617	3.7	2.7
Norway	54,892	0.4	67,822	0.5	-19.1
Portugal	192,420	1.4	227,064	1.7	-15.3
Sweden	307,104	2.3	343,963	2.6	-10.7
Switzerland	335,094	2.5	319,406	2.5	4.9
Spain	1,146,035	8.5	1,046,456	8.0	9.5
United Kingdom	2,300,944	17.1	2,215,574	17.0	3.9
Total	13,463,211	100.0	13,003,866	100.0	3.5

SOURCE: AID Ltd. Reuse or republication without permission is prohibited.

Western Europe new passenger car sales rank by manufacturer — 1989 vs. 1988

	Year 1989	% Share	Year 1988	% Share	% Change
VW-Audi Group	1,715,204	12.7	1,664,201	12.8	3.1
Seat (VAG)	303,838	2.3	273,182	2.1	11.2
Fiat Lancia	1,759,645	13.1	1,714,622	13.2	2.6
Alfa Romeo (Fiat)	230,790	1.7	214,638	1.7	7.5
PSA	1,701,533	12.6	1,677,713	12.9	1.4
Ford	1,563,542	11.6	1,465,121	11.3	6.7
GM	1,477,441	11.0	1,358,617	10.4	8.7
Renault	1,398,491	10.4	1,313,474	10.1	6.5
Mercedes	433,333	3.2	441,823	3.4	-1.9
Nissan	387,222	2.9	379,806	2.9	2.0
Rover Group	411,693	3.1	446,268	3.4	-7.7
BMW	381,656	2.8	354,446	2.7	7.7
Toyota	343,076	2.5	352,646	2.7	-2.7
Volvo	265,753	2.0	267,332	2.1	-0.6
Mazda	237,699	1.8	248,501	1.9	-4.3
Mitsubishi	163,148	1.2	157,973	1.2	3.3
Honda	136,533	1.0	139,211	1.1	-1.9
Lada	110,914	0.8	117,644	0.9	-3.7
Suzuki	85,534	0.6	87,273	0.7	-2.0
Saab	66,154	0.5	66,095	0.5	0.1
Subaru	50,869	0.4	50,938	0.4	-0.1
Daihatsu	41,374	0.3	35,457	0.3	16.7
Skoda	32,023	0.2	33,717	0.3	-5.0
Jaguar	22,088	0.2	21,856	0.2	1.1
Porsche	18,024	0.1	15,550	0.1	15.9
FSO	2,824	0.0	9,087	0.1	-68.9
Isuzu	9,861	0.1	14,781	0.1	-33.3
Others	112,949	0.8	81,892	0.6	37.9
Totals	13,463,211	100.0	13,003,866	100.0	3.5

SOURCE: AID Ltd. Reuse or republication is prohibited.

Japanese car registrations in Western Europe

Manufacturer	1989	% Share	1988	% Share	% Change
Nissan	387,222	26.6	379,806	25.9	2.0
Toyota	343,076	23.6	352,646	24.0	-2.7
Mazda	237,699	16.3	248,501	16.9	-4.3
Mitsubishi	163,148	11.2	157,975	10.8	3.3
Honda	136,533	9.4	139,211	9.5	-1.9
Suzuki	85,534	5.9	87,273	6.0	-2.0
Subaru	50,869	3.5	50,938	3.5	-0.1
Daihatsu	41,374	2.8	35,457	2.4	16.7
Isuzu	9,861	0.7	14,781	1.0	-33.3
Total Japanese	1,455,316	100.00	1,466,588	100.00	-0.8

SOURCE: AID Ltd. Reuse or republication is prohibited.

World's major vehicle exporters

Country	1988	1988	% change
Japan	5,883,905	6,104,151	3.61
Germany	2,897,705	2,676,891	8.25
Canada	2,329,559	NA	—
France	2,116,622	2,034,841	4.02
U.S.	1,242,903	204,501	507
Spain	1,002,000	NA	—
Italy	846,569	827,338	2.32
U.K.	431,278	331,861	29.96
S. Korea	356,040	576,134	38.20

Source: Auto Strategies International Inc.

Western Europe passenger car registrations by country, make and share — 1989 vs. 1988

Manufacturer	Austria	Belgium	Denmark	Ireland	Finland	France	Luxembourg	Germany	Greece	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	Spain	U.K.	1989 Totals	Market share
Fiat Group	17,413	21,543	4,431	3,370	7,351	165,466	1,765	136,925	12,177	1,350,603	31,442	839	34,444	7,072	32,281	85,828	77,485	1,990,435	14.78
Fiat-Lancia	15,647	17,715	4,234	3,211	6,552	148,810	1,379	115,810	9,210	1,206,808	26,169	834	30,366	5,182	24,500	69,844	73,374	1,759,645	13.1
Alfa Romeo	1,766	3,828	197	159	798	16,656	386	21,115	2,967	143,795	5,273	5	4,078	1,890	7,781	15,984	4,111	230,790	1.7
Peugeot	18,689	65,850	11,421	4,779	14,794	746,110	6,126	192,443	5,350	182,776	58,900	5,014	30,214	15,720	25,162	202,818	205,367	1,701,533	12.6
VW-Audi Group	56,293	72,855	6,789	5,934	14,781	268,795	5,177	800,903	12,193	291,629	55,955	6,563	24,879	37,358	52,490	228,439	138,030	2,019,042	15.0
VW-Audi	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
SEAT (VAG)	1,337	9,235	54	385	1,632	39,329	361	23,778	5,662	81,858	7,354	7	9,365	0	3,982	113,200	10,280	303,838	2.3
Ford	25,502	64,776	8,835	11,534	12,635	160,635	3,733	285,648	2,763	113,805	51,009	5,324	16,308	28,539	23,969	159,525	606,417	1,563,542	11.6
Opel-GM	33,239	49,086	10,863	8,833	19,111	116,025	2,645	497,126	5,584	32,769	88,948	7,186	22,855	25,834	46,013	160,950	349,991	1,477,441	11.0
Renault	10,696	44,910	1,199	3,399	2,699	691,699	3,788	39,699	1,992	107,643	69,999	1,199	29,999	2,199	10,599	641,999	69,111	1,398,491	10.4
Rover Group	210	4,739	170	1,229	0	39,729	312	6,882	789	20,866	4,590	33	5,603	52	1,658	12,516	312,306	411,693	3.1
Mercedes-Benz	9,567	11,348	946	568	3,689	26,421	825	258,644	330	34,919	11,272	766	1,583	8,916	9,375	24,831	26,335	433,333	3.2
Nissan	12,580	20,286	3,613	8,597	16,578	20,197	811	82,530	9,941	2,981	29,327	2,903	3,262	15,493	15,235	5,351	138,437	387,222	2.9
BMW	9,500	11,931	1,333	918	2,937	30,645	1,126	190,730	2,978	27,650	10,378	973	2,175	7,053	13,046	19,321	48,910	381,656	2.8
Toyota	19,707	29,273	10,749	11,772	24,258	14,686	973	81,448	9,884	3,592	27,655	6,285	5,596	20,856	30,707	3,227	42,408	343,076	2.5
Volvo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mazda	32,693	10,172	6,719	2,339	10,429	15,355	570	31,040	269	426	22,735	4,938	185	15,852	10,484	797	22,722	237,699	1.8
Mitsubishi	10,623	6,066	1,366	2,598	6,255	3,457	368	97,269	329	7,802	11,715	3,070	0	11,554	13,221	2,185	10,831	163,148	1.2
Honda	7,482	6,899	1,023	1,605	5,097	10,766	504	45,149	2,628	2,753	9,329	1,446	1,329	4,589	7,427	1,969	27,016	136,533	1.0
Lada	595	58,472	1,503	1,491	10,359	12,599	422	12,695	6,466	6,869	2,489	596	0	1,595	0	6,022	25,031	110,914	0.8
Suzuki	4,989	4,571	304	992	1,006	0	91	27,087	1,722	11,457	17,275	435	0	3,107	5,067	1,353	5,988	85,534	0.6
Saab	363	1,358	848	173	5,667	2,915	219	6,139	0	4,770	1,520	906	142	25,800	1,941	1,269	12,105	66,154	0.5
Subaru	3,195	2,460	190	855	2,261	0	206	13,589	825	1,886	4,598	1,330	21	2,243	12,530	0	4,880	50,869	0.4
Daihatsu	3,203	3,809	857	872	614	0	88	13,963	27	2,083	7,094	354	0	1,532	2,555	0	4,303	41,374	0.3
Skoda	208	1,537	2,334	21	2,106	595	26	2,598	2,716	2,707	2,029	75	0	4	0	1,459	13,606	32,023	0.2
Jaguar	197	966	98	32	0	4,669	66	2,697	0	804	650	54	30	286	788	369	14,249	22,088	0.2
Porsche	361	451	6	7	0	1,556	77	6,580	3	883	112	3	0	275	962	1,769	3,339	18,024	0.1
FSO	0	635	147	116	0	1,388	6	0	0	0	532	0	0	0	0	0	0	2,824	0.0
Isuzu	0	0	0	374	0	0	0	0	0	0	0	0	0	0	0	0	8,560	8,934	0.1
Others	857	598	2	253	0	0	66	6,139	192	499	89	54	0	286	1,499	0	0	10,635	0.1
Others	1,683	3,287	162	1,096	1,962	11,806	351	16,046	5,372	18,115	6,475	91	615	1,096	4,898	5,283	27,682	106,020	0.8
Totals	276,065	439,756	78,435	75,520	176,771	2,274,307	30,475	2,831,740	85,645	2,362,355	495,653	54,892	192,420	307,104	335,094	1,146,035	2,300,944	13,463,211	100.0
Japanese makes in Europe	84,869	85,734	24,823	30,229	88,884	64,484	3,568	428,630	24,477	33,391	138,984	29,819	18,641	76,229	98,625	13,981	256,585	1,455,316	10.8

SOURCE: AID Ltd.; reuse or republication is prohibited.

SALES/REGISTRATIONS

1989 U.S. imported-car sales by month

	January	February	March	April	May	June	July	August	September	October	November	December	Total 1989	Total 1988
ACURA	**9,513**	**9,465**	**11,805**	**12,716**	**13,483**	**14,078**	**12,765**	**14,871**	**12,011**	**10,865**	**10,632**	**9,857**	**142,061**	**128,238**
Integra	4,085	4,659	6,268	7,439	8,404	8,808	8,099	7,977	5,298	5,294	5,677	5,415	77,423	57,468
Legend	5,428	4,806	5,537	5,277	5,079	5,270	4,666	6,894	6,713	5,571	4,955	4,442	64,638	70,770
ALFA ROMEO	**218**	**237**	**581**	**206**	**223**	**241**	**225**	**260**	**305**	**151**	**102**	**171**	**2,920**	**4,476**
Milano	111	113	287	52	47	44	55	100	142	51	28	48	1,078	2,328
Spider	107	124	294	154	176	197	170	160	163	100	74	123	1,842	2,148
ASTON MARTIN	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**34**	**65**
AUDI	**1,809**	**1,458**	**1,360**	**1,064**	**1,722**	**1,899**	**2,658**	**1,718**	**2,182**	**2,114**	**1,409**	**1,890**	**21,283**	**22,943**
4000	10	9	9	4	3	54	2	2	4	8	0	0	105	573
5000	74	36	35	27	22	54	24	17	15	37	9	7	357	7,256
80	**757**	**486**	**375**	**191**	**289**	**342**	**416**	**259**	**348**	**366**	**262**	**400**	**4,590**	**5,702**
90	**507**	**474**	**508**	**241**	**391**	**431**	**559**	**232**	**281**	**309**	**233**	**257**	**4,423**	**6,106**
V8 Quattro	**0**	**0**	**0**	**0**	**0**	**0**	**276**	**130**	**115**	**134**	**141**	**122**	**918**	**0**
Coupe Quattro	**0**	**0**	**0**	**0**	**0**	**0**	**66**	**68**	**56**	**78**	**74**	**342**	**0**	
100/200	**300**	**320**	**331**	**470**	**828**	**765**	**1,115**	**875**	**1,136**	**1,005**	**542**	**786**	**8,473**	**2,429**
100/200 Quattro	**161**	**133**	**102**	**131**	**189**	**253**	**266**	**137**	**215**	**199**	**144**	**145**	**2,075**	**877**
BMW	**5,883**	**5,736**	**6,857**	**5,980**	**5,632**	**5,841**	**5,018**	**5,619**	**4,481**	**5,391**	**5,148**	**4,463**	**64,851**	**73,368**
3-Series	**2,769**	**2,702**	**2,804**	**2,881**	**2,884**	**3,069**	**2,632**	**2,813**	**2,094**	**2,545**	**2,062**	**1,919**	**31,174**	**36,671**
5-Series	**1,700**	**1,771**	**1,941**	**1,829**	**1,808**	**1,792**	**1,415**	**1,476**	**1,077**	**1,759**	**1,951**	**1,700**	**20,219**	**18,629**
635 CSi	**143**	**131**	**124**	**119**	**146**	**171**	**139**	**154**	**106**	**99**	**100**	**80**	**1,483**	**1,863**
7-Series	868	948	951	864	658	670	752	1,059	1,059	886	976	708	10,399	13,308
M3	89	87	118	125	79	82	57	95	49	87	47	64	979	1,675
M5	49	41	49	40	23	29	11	4	9	10	3	5	273	547
M6	65	56	70	42	34	28	21	18	7	5	1	7	354	666
CHEVROLET/GEO	**7,811**	**7,508**	**8,194**	**12,496**	**11,271**	**10,138**	**10,287**	**14,223**	**9,625**	**7,258**	**8,956**	**7,902**	**115,669**	**116,435**
Geo Storm/Spectrum	4,114	3,826	4,239	6,705	5,975	5,336	3,882	10,146	5,032	4,432	5,187	4,003	62,877	68,347
Geo Metro/Sprint	3,697	3,682	3,955	5,791	5,296	4,802	6,405	4,077	4,593	2,826	3,769	3,899	52,792	48,088
CHRYSLER	**9,058**	**8,317**	**11,277**	**10,747**	**9,879**	**7,806**	**7,230**	**8,156**	**8,874**	**9,117**	**6,949**	**4,877**	**102,187**	**128,512**
Colt	4,647	4,882	6,075	6,270	5,515	4,249	4,045	4,230	5,295	6,018	4,288	2,785	58,299	79,885
Conquest	473	381	677	655	670	615	475	387	289	225	165	114	5,026	9,873
Medallion	**612**	**423**	**1,073**	**726**	**429**	**217**	**95**	**76**	**85**	**83**	**44**	**44**	**3,907**	**14,712**
Summit	**2,083**	**1,631**	**2,112**	**1,636**	**1,827**	**1,396**	**1,356**	**2,143**	**1,832**	**1,292**	**1,020**	**793**	**19,121**	**4,603**
Vista	**1,174**	**936**	**1,214**	**1,346**	**1,275**	**1,156**	**1,075**	**1,120**	**1,127**	**1,086**	**848**	**553**	**12,910**	**19,439**
TC	**69**	**64**	**126**	**114**	**163**	**173**	**184**	**200**	**246**	**413**	**584**	**588**	**2,924**	**0**
DAIHATSU	**1,104**	**1,019**	**1,217**	**1,055**	**1,227**	**1,286**	**1,215**	**1,328**	**1,501**	**1,512**	**1,522**	**1,215**	**15,116**	**11,466**
FERRARI	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**805**	**N.A.**
FORD Festiva	**6,453**	**6,226**	**6,575**	**6,426**	**5,660**	**4,986**	**7,001**	**6,330**	**6,225**	**5,123**	**4,128**	**4,103**	**69,328**	**89,167**
HONDA	**15,558**	**16,541**	**16,796**	**25,661**	**26,134**	**15,098**	**25,442**	**26,362**	**16,843**	**24,538**	**21,269**	**20,335**	**251,560**	**265,132**
Civic/CRX	3,711	4,191	4,991	7,779	7,581	3,345	4,629	5,541	5,996	5,029	4,610	3,685	61,088	97,962
Accord	9,016	9,176	8,215	12,132	12,863	9,136	17,403	14,727	8,065	17,163	14,455	15,243	147,599	114,629
Prelude	2,831	3,174	3,590	5,750	5,690	2,609	4,410	6,094	2,782	2,346	2,204	1,402	42,882	52,541
HYUNDAI	**15,174**	**14,056**	**20,461**	**16,808**	**16,254**	**15,537**	**13,598**	**20,552**	**13,602**	**14,663**	**12,008**	**10,548**	**183,261**	**264,282**
Excel	13,092	11,504	17,384	13,513	13,512	12,830	10,413	16,478	11,166	11,543	9,040	8,088	148,563	264,282
Sonata	2,082	2,552	3,077	3,295	2,742	2,707	3,185	4,074	2,436	3,120	2,968	2,460	34,698	0
ISUZU	**1,549**	**1,251**	**1,749**	**1,520**	**1,975**	**1,549**	**1,861**	**2,264**	**845**	**604**	**552**	**577**	**16,296**	**24,520**
I-Mark	1,355	1,065	1,326	1,113	1,356	472	1,335	1,573	671	539	499	512	11,816	17,310
Impulse	194	186	423	407	619	1,077	526	691	174	65	53	65	4,480	7,210
INFINITI	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1,723**	**1,723**	**0**
M30	0	0	0	0	0	0	0	0	0	0	0	651	651	0
Q45	0	0	0	0	0	0	0	0	0	0	0	1,072	1,072	0
JAGUAR	**1,402**	**1,301**	**1,830**	**1,344**	**1,600**	**1,808**	**1,472**	**1,863**	**1,482**	**1,587**	**1,099**	**1,579**	**18,967**	**28,727**
XJ6	1,136	1,027	1,198	981	1,257	1,511	1,168	1,177	1,168	1,252	1,241	1,383	14,509	15,944
XJS	356	334	432	363	383	377	304	386	314	255	458	496	4,458	4,783
LAMBORGHINI	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**167**	**198**
LEXUS	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**4,554**	**3,416**	**3,787**	**4,545**	**16,302**	**0**
ES 250	0	0	0	0	0	0	0	0	1,115	1,001	1,049	1,563	4,728	0
LS 400	0	0	0	0	0	0	0	0	3,439	2,415	2,738	2,982	11,574	0
LOTUS	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**298**	**323**
MASERATI	**22**	**44**	**24**	**21**	**28**	**24**	**17**	**28**	**29**	**29**	**29**	**29**	**299**	**733**
MAZDA	**16,437**	**15,612**	**18,711**	**17,373**	**19,055**	**20,583**	**21,258**	**23,899**	**17,922**	**16,788**	**16,564**	**16,779**	**221,794**	**219,992**
323	6,474	6,359	8,010	6,727	6,006	5,603	4,697	5,056	4,380	3,127	2,484	2,042	60,965	90,822
Protege	0	0	0	0	0	0	0	580	1,762	2,343	2,422	2,828	9,935	0
626	3,847	3,680	4,057	3,716	6,638	5,911	5,747	5,807	3,912	2,863	3,313	3,279	52,770	66,354
MX-6	221	233	435	572	118	391	89	60	20	26	24	33	2,222	8,031
Miata	0	0	0	0	45	1,711	4,105	5,029	2,635	3,145	3,087	3,295	23,052	0
929	1,507	1,441	1,817	2,162	1,924	1,725	1,605	1,895	1,361	1,346	1,420	1,187	19,390	25,981
RX-7	1,917	1,611	1,834	1,442	1,438	1,349	1,199	1,550	1,236	991	941	741	16,249	27,814
MPV	2,471	2,288	2,558	2,754	3,486	3,813	3,816	3,832	2,616	2,939	3,273	3,365	37,211	5,717
MERCEDES BENZ	**5,036**	**5,542**	**6,570**	**5,934**	**6,104**	**7,079**	**6,403**	**6,776**	**6,886**	**5,974**	**6,297**	**7,113**	**75,714**	**83,627**
190	983	846	961	1,051	1,397	1,476	1,439	1,388	1,366	1,096	1,200	1,300	14,503	16,740
300E 2.6/260E	**245**	**226**	**452**	**403**	**398**	**523**	**536**	**562**	**510**	**437**	**477**	**635**	**5,404**	**6,270**
300	**1,394**	**1,947**	**2,294**	**1,809**	**1,632**	**1,977**	**1,584**	**1,784**	**2,185**	**1,996**	**2,008**	**2,040**	**22,650**	**21,168**
300 SE	**548**	**510**	**600**	**525**	**523**	**636**	**602**	**568**	**559**	**375**	**384**	**503**	**6,333**	**5,331**
300SDL Turbo	**0**	**0**	**0**	**0**	**1**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**2**	**90**
300SEL	**256**	**275**	**380**	**353**	**371**	**381**	**330**	**358**	**283**	**240**	**279**	**316**	**3,822**	**4,828**
420SEL	**525**	**529**	**558**	**530**	**474**	**587**	**595**	**692**	**787**	**777**	**725**	**714**	**7,493**	**8,508**
560SEL	**403**	**417**	**446**	**388**	**384**	**429**	**401**	**384**	**459**	**457**	**646**	**646**	**5,460**	**5,828**
560SL	**542**	**600**	**712**	**691**	**729**	**816**	**736**	**833**	**521**	**372**	**334**	**591**	**7,477**	**11,844**
560SEC	**117**	**131**	**125**	**127**	**112**	**132**	**91**	**147**	**165**	**144**	**186**	**225**	**1,702**	**1,652**
Tourist	**23**	**61**	**42**	**57**	**83**	**122**	**88**	**80**	**51**	**80**	**58**	**143**	**888**	**1,398**
MERKUR	**1,081**	**606**	**865**	**729**	**690**	**523**	**1,076**	**436**	**314**	**926**	**1,221**	**298**	**8,765**	**15,261**
XR4Ti	491	269	590	526	499	308	470	321	221	158	103	61	4,017	5,745
Scorpio	590	337	275	203	191	215	606	115	93	768	1,118	237	4,748	9,516
MITSUBISHI	**5,039**	**4,735**	**7,425**	**5,347**	**8,715**	**6,275**	**5,182**	**8,586**	**7,007**	**6,705**	**6,339**	**8,396**	**79,751**	**70,075**
Starion	185	111	107	39	69	37	30	35	24	45	2	2	686	3,016
Cordia	281	22	7	9	8	12	13	6	7	17	0	0	382	5,919
Tredia	5	0	5	0	0	0	0	2	0	0	0	0	12	477
Mirage	756	673	1,175	1,112	3,667	2,000	1,504	2,960	2,869	3,432	3,298	5,689	29,135	11,997
Galant	1,596	2,086	4,256	2,575	3,051	1,896	2,352	3,076	2,474	2,546	2,478	2,125	30,511	20,625
Sigma	322	175	235	160	216	139	138	207	163	149	85	111	2,100	0
Precis	1,659	1,549	1,479	1,312	1,638	2,028	984	2,056	1,313	984	348	305	15,037	21,711
Van/Wagon	225	119	161	140	186	165	161	244	157	122	128	100	1,888	6,328
NISSAN	**39,198**	**39,561**	**46,998**	**34,298**	**38,593**	**41,883**	**33,814**	**38,536**	**36,671**	**30,712**	**31,980**	**21,302**	**485,147**	**560,745**
Sentra	10,557	10,904	13,826	9,277	9,243	11,562	8,990	11,882	11,014	7,687	8,987	4,229	118,158	134,997
Pulsar	1,400	1,665	2,272	3,101	2,571	3,045	2,348	2,819	1,284	950	2,221	453	23,909	44,311
Stanza	2,252	1,965	3,672	4,835	5,547	5,676	3,367	3,486	3,500	3,150	3,011	2,253	42,736	46,665
Axxess	0	0	0	0	756	914	1,095	1,702	865	1,063	1,361	1,229	8,945	0
Maxima	8,407	8,595	10,052	8,107	9,351	9,579	8,787	10,543	10,800	9,503	8,422	7,253	109,429	74,457
240SX/200SX	4,619	5,706	7,135	6,173	7,307	7,277	5,420	6,053	5,731	4,931	4,336	3,325	68,213	31,907
300ZX	1,313	1,378	1,511	1,198	1,988	2,175	1,868	2,050	2,460	2,178	2,060	1,660	23,839	23,367
Hawaii	360	228	438	889	218	457	250	513	372	1,153	1,350	1,142	7,370	9,068
PEUGEOT	**448**	**413**	**565**	**558**	**582**	**501**	**515**	**660**	**520**	**426**	**433**	**474**	**6,095**	**6,712**
PONTIAC LeMans	**3,737**	**3,604**	**4,076**	**4,124**	**5,218**	**6,160**	**5,855**	**4,481**	**4,079**	**1,351**	**1,119**	**917**	**44,641**	**64,837**
PORSCHE	**695**	**536**	**667**	**789**	**1,063**	**956**	**1,168**	**955**	**656**	**698**	**797**	**659**	**9,479**	**15,737**
924S	28	14	12	6	17	5	9	9	8	4	24	0	136	2,321
944	79	62	95	155	147	141	143	118	138	65	95	82	1,320	3,722
944S	4	6	14	21	40	56	69	83	58	91	116	108	666	544
944 Turbo	40	38	63	67	88	61	85	86	86	52	66	76	808	1,880
911 Coupe/Carrera 4/2	178	162	175	180	282	300	221	225	142	281	303	308	2,757	2,962
911 Turbo	90	90	116	105	174	143	108	89	59	32	30	7	1,043	1,104
911 Cabriolet/Speedster	119	183	149	171	158	167	77	202	126	84	74	60	1,371	1,971

SALES/REGISTRATIONS

	January	February	March	April	May	June	July	August	September	October	November	December	Total 1988	Total 1987
928S	76	61	52	84	97	83	56	53	59	79	89	46	835	1,427
ROLLS/BENTLEY	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**N.A.**	**1,216**	**1,214**
SAAB	**2,435**	**2,845**	**2,638**	**2,693**	**3,196**	**2,385**	**3,636**	**3,788**	**2,627**	**2,357**	**1,505**	**1,444**	**31,549**	**37,988**
900	409	373	439	391	449	676	924	1,091	549	439	155	176	6,071	6,089
900S	528	472	690	578	707	448	1,183	1,339	811	559	276	270	7,861	9,982
900 Turbo	747	939	734	780	901	639	827	721	711	684	422	434	8,539	9,331
9000S	208	345	226	209	264	207	263	253	182	223	168	126	2,674	3,596
9000CD	243	250	395	501	542	178	217	185	170	197	229	245	3,352	0
9000 Turbo	291	455	135	211	301	164	216	179	183	243	245	186	2,809	8,262
Tourist	9	11	19	23	32	73	6	20	21	12	10	7	243	726
STERLING	**788**	**612**	**394**	**351**	**653**	**583**	**479**	**385**	**418**	**519**	**492**	**361**	**5,987**	**8,696**
SUBARU	**10,249**	**13,288**	**14,321**	**12,529**	**10,181**	**13,235**	**13,364**	**14,823**	**10,064**	**8,747**	**8,544**	**7,646**	**136,111**	**155,944**
Hatchback	351	293	366	209	112	668	98	162	110	112	95	105	2,681	5,327
3-Door	589	564	660	624	351	3,330	451	421	277	64	67	114	7,512	9,105
4-Door Sedan	4,053	5,149	4,986	2,983	2,816	3,149	1,926	987	707	238	155	251	27,380	34,397
Legacy	0	0	0	603	2,607	2,202	3,714	5,232	4,883	4,279	4,905	4,337	32,762	0
Loyale	0	0	0	938	1,464	753	2,545	1,837	1,141	1,038	1,381	1,103	12,200	0
XT/XT6	621	843	1,151	1,194	617	1,677	1,529	1,878	970	1,120	180	262	12,042	14,077
Station Wagon	3,099	4,010	4,257	3,442	1,011	1,356	1,166	895	309	107	158	188	19,998	65,725
Justy	1,536	2,349	2,921	2,536	1,203	100	1,935	2,611	1,667	1,789	1,603	1,286	21,536	27,313
SUZUKI	**547**	**559**	**480**	**414**	**460**	**349**	**430**	**761**	**618**	**688**	**397**	**306**	**6,009**	**524**
TOYOTA	**36,376**	**29,421**	**39,041**	**40,501**	**44,084**	**49,233**	**39,899**	**58,090**	**39,893**	**41,508**	**37,125**	**39,798**	**494,969**	**616,529**
Corolla	7,930	6,294	9,018	8,793	11,988	12,472	11,538	14,405	8,461	9,210	7,791	10,874	118,774	158,098
Tercel	7,204	7,629	8,408	8,503	8,336	7,990	6,619	10,560	8,654	8,530	7,236	7,908	97,577	104,655
Celica	4,597	3,753	5,003	4,975	4,899	4,932	4,321	5,456	4,465	5,407	7,424	6,704	61,936	66,331
Supra	1,423	1,172	1,653	1,329	1,415	1,365	1,317	1,869	658	781	772	790	14,544	19,596
Camry	10,631	6,522	10,666	12,685	12,821	16,739	9,651	15,334	8,446	9,345	6,348	7,091	126,279	213,365
Cressida	2,126	1,562	1,611	1,641	1,757	1,931	1,438	4,336	3,588	2,567	658	719	23,934	14,195
Land Cruiser	479	431	438	470	439	475	434	479	369	365	368	344	5,091	6,024
Van	499	368	461	363	409	355	352	419	330	406	370	370	4,702	5,341
4Runner SR 5	1,128	1,277	1,300	1,184	1,408	2,450	3,766	4,892	4,463	4,443	5,979	4,837	36,927	20,880
MR2	359	413	483	558	612	524	463	540	459	454	179	161	5,205	8,044
VOLKSWAGEN	**9,829**	**8,825**	**12,834**	**11,388**	**15,279**	**15,736**	**10,424**	**11,117**	**10,825**	**11,356**	**9,127**	**8,511**	**133,650**	**143,057**
Cabriolet	370	686	1,119	1,041	1,467	1,409	916	943	687	358	403	9,891	9,891	492
Corrado	0	0	0	0	0	0	0	100	410	316	308	269	1,403	0
Jetta	3,660	3,589	5,409	4,544	6,174	6,673	3,819	4,393	3,972	4,982	4,192	4,117	55,504	51,032
Golf/GTI	1,453	1,403	1,966	1,764	2,673	2,769	2,342	2,061	1,511	1,820	1,367	1,098	22,247	10,901
Vanagon	275	318	384	502	587	673	571	481	286	371	336	363	5,147	5,416
Quantum	155	112	140	148	129	163	9	26	26	12	9	7	936	3,031
Scirocco	192	160	167	122	96	88	9	11	9	8	2	3	867	3,754
Fox	2,924	2,577	3,629	3,267	4,153	3,961	2,758	3,102	3,124	3,354	2,555	2,251	37,655	56,932
VOLVO	**9,139**	**7,510**	**8,751**	**8,690**	**9,258**	**9,695**	**9,173**	**10,553**	**8,038**	**7,697**	**8,218**	**5,898**	**102,620**	**98,497**
240 Series	3,738	3,287	3,627	3,145	3,714	4,386	3,834	4,234	3,057	2,592	3,200	2,067	40,881	39,597
740 Series	4,446	3,124	3,653	3,571	4,464	4,208	4,154	4,871	3,809	3,476	4,210	3,112	47,098	44,882
760 Series	821	977	1,290	1,718	805	887	896	1,069	915	1,061	737	635	11,811	11,688
780	92	118	148	243	167	132	195	261	245	396	33	27	2,057	1,681
Tourist	42	4	33	13	108	82	94	118	12	172	38	57	773	649
YUGO	**870**	**761**	**827**	**873**	**936**	**1,038**	**1,106**	**937**	**977**	**868**	**755**	**628**	**10,576**	**31,546**
IMPORT TOTAL	**206,368**	**198,369**	**244,887**	**242,555**	**259,737**	**256,096**	**242,762**	**287,987**	**228,485**	**223,571**	**209,188**	**194,717**	**2,797,134**	**3,060,716**

U.S.-built car sales - 12 years

1978	9,307,998
1979	8,315,622
1980	6,578,275
1981	6,206,296
1982	5,756,660
1983	6,795,302
1984	7,951,517
1985	8,204,721
1986	8,214,662
1987	7,081,262
1988	7,526,334
1989	7,072,816

U.S.import sales - 12 years

1978	2,000,500
1979	2,327,932
1980	2,396,934
1981	2,326,376
1982	2,221,517
1983	2,385,734
1984	2,441,713
1985	2,841,063
1986	3,239,043
1987	3,144,042
1988	3,060,716
1989	2,797,134

U.S. car sales - 12 years

1978	11,308,498
1979	10,643,554
1980	8,975,209
1981	8,532,672
1982	7,978,177
1983	9,181,036
1984	10,393,230
1985	11,045,784
1986	11,453,705
1987	10,225,304
1988	10,587,050
1989	9,869,950

Imported new-car sales in U.S. for five years

	1990	1988	1987	1986	1985
Acura	142,061	128,238	109,470	52,869	—
Alfa Romeo	2,920	4,476	6,320	8,201	4,502
Aston Martin	34	65	64	74	0
Audi	21,283	22,941	41,322	59,797	74,061
Bertone	N.A	325	845	1,482	N.A
BMW	64,881	73,359	87,839	96,759	87,832
Geo Storm/Spectrum	62,877	68,347	76,852	99,380	53,968
Geo Metro/Sprint	52,792	48,088	60,359	60,983	30,892
Chrysler Conquest	5,026	9,873	11,217	2,572	—
Chrysler TC Maserati	2,924	—	—	—	—
Daihatsu	15,118	11,460	—	—	—
Dodge Colt	30,040	42,331	41,787	48,249	39,724
Dodge Conquest	—	—	234	2,335	2,716
Dodge Vista	6,653	10,190	15,336	18,101	12,023
Eagle	23,028	19,315	13,991	—	—
Ferrari	805	N.A	1,054	771	—
Ford	69,328	69,167	26,750	—	—
Honda	251,569	265,122	312,218	405,399	406,413
Hyundai	183,261	264,282	263,610	168,882	—
Infiniti	1,723	—	—	—	—
Isuzu	16,296	24,520	39,587	38,910	26,953
Jaguar	18,967	20,727	22,919	24,464	20,528
Lamborghini	167	150	124	107	26
Lexus	16,302	—	—	—	—
Lotus	290	323	170	149	—
Maserati	280	733	932	1,298	1,190
Mazda	221,794	224,719	206,354	222,716	211,093
Mercedes-Benz	75,714	83,627	89,918	99,314	89,098
Merkur	8,765	15,261	14,301	14,315	8,974
Mitsubishi	79,751	69,975	67,954	49,436	49,734
Nissan	405,147	360,745	405,996	493,549	535,372
Peugeot	6,095	6,713	9,422	14,296	15,636
Plymouth Colt	28,259	37,554	37,580	45,094	36,491
Plymouth Conquest	—	—	139	2,182	2,671
Plymouth Vista	6,257	9,249	14,044	16,995	11,588
Pontiac	44,641	64,037	35,564	—	—
Porsche	9,479	15,732	23,632	30,471	25,306
Renault	—	—	—	4,152	7,205
Rolls/Bentley	1,216	2,801	1,208	1,155	1,110
Saab	31,549	38,490	45,106	48,181	39,068
Sterling	5,907	8,901	14,171	—	—
Subaru	136,111	155,946	175,864	183,242	178,175
Suzuki	6,009	524	—	—	—
Toyota	494,969	616,529	583,809	640,155	620,047
Volkswagen	133,650	143,861	130,641	143,318	140,505
Volvo	102,620	98,497	106,539	113,267	104,267
Yugo	10,576	31,545	48,812	35,959	3,895
TOTAL	**2,797,134**	**3,060,716**	**3,144,064**	**3,248,579**	**2,841,063**

Annual U.S. car sales by make — 1989 vs. 1988

	1989	Percent share of market	1988	Percent share of market
Alfa Romeo	2,920	0.03	4,476	0.04
American Honda	783,102	7.94	768,985	7.26
BMW	64,881	0.66	73,359	0.69
Buick	542,917	5.50	581,424	5.49
Cadillac	266,899	2.70	266,548	2.52
Chevrolet	1,348,430	13.67	1,479,616	13.97
Chrysler	196,125	1.99	279,127	2.64
Daihatsu	15,118	0.15	11,460	0.11
Dodge	447,688	4.54	508,308	4.80
Eagle	69,719	0.71	65,997	0.62
Ford	1,502,878	15.23	1,596,671	15.08
Hyundai	183,261	1.86	264,282	2.50
Isuzu	16,296	0.17	24,520	0.23
Jaguar	18,967	0.19	20,727	0.20
Lincoln	200,315	2.03	191,624	1.81
Maserati	280	0.00	733	0.01
Mazda	263,378	2.67	256,050	2.42
Mercedes	75,714	0.77	83,627	0.79
Mercury	474,673	4.81	501,469	4.73
Mitsubishi	111,769	1.13	69,975	0.66
Nissan	510,004	5.17	472,870	4.46
Oldsmobile	600,037	6.08	715,270	6.75
Peugeot	6,095	0.06	6,712	0.06
Plymouth	306,161	3.10	337,862	3.19
Pontiac	678,968	6.88	779,156	7.36
Porsche	9,476	0.10	15,732	0.15
Saab	31,549	0.32	38,490	0.36
Sterling	5,907	0.06	8,901	0.08
Subaru	136,111	1.38	155,946	1.47
Suzuki	6,009	0.06	524	0.00
Toyota	723,659	7.33	688,883	6.50
Volvo	102,620	1.04	98,497	0.93
VWoA	154,933	1.57	191,741	1.81
Yugo	10,576	0.11	31,545	0.30
TOTAL	**9,867,435**	**100.00**	**10,591,107**	**100.00**
TOTAL GM	**3,437,251**	**34.83**	**3,822,014**	**36.09**
TOTAL FORD	**2,177,866**	**22.07**	**2,299,764**	**21.62**
TOTAL CHRYSLER	**1,019,693**	**10.33**	**1,191,294**	**11.25**
TOTAL JAPANESE	**2,565,447**	**26.00**	**2,449,213**	**23.13**
TOTAL EUROPEAN	**483,896**	**4.90**	**574,540**	**5.42**
TOTAL KOREAN	**183,261**	**1.86**	**264,282**	**2.50**

SALES/REGISTRATIONS

Domestic car sales in U.S. for calendar year 1989 vs. 1988

Sales and rankings by model and month

	January	February	March	April	May	June	July	August	September	October	November	December	Total 1989	1989 Position	Total 1988	1988 Position
Alliance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4,418	79
Eagle	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,392	83
Talon	0	0	0	0	0	0	0	783	1,323	1,756	1,574	1,709	7,145	71	0	0
Premier	2,828	3,390	4,936	3,596	3,842	4,697	3,565	5,024	3,412	1,930	1,243	1,083	39,546	55	40,872	53
Total Eagle	2,828	3,390	4,936	3,596	3,842	4,697	3,565	5,807	4,735	3,686	2,817	2,792	46,691	0	46,682	0
Horizon	2,947	2,266	2,555	2,862	2,777	2,525	4,036	8,763	4,818	2,498	1,959	1,309	39,315	56	61,142	45
Laser	455	907	1,424	1,638	2,191	2,203	2,097	2,132	1,529	1,851	2,136	2,535	21,098	64	0	0
Sundance	6,315	7,054	6,797	7,109	7,229	5,554	6,752	12,411	8,610	6,124	6,246	4,134	84,335	37	89,218	37
Turismo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,115	84
Reliant	3,808	2,721	3,309	3,497	3,083	3,059	2,991	3,396	2,776	2,050	1,155	859	32,704	57	109,858	25
Acclaim	2,318	3,934	7,380	9,136	10,835	9,471	8,009	6,757	7,892	10,246	9,363	8,653	82,017	33	3,508	81
Caravelle	136	88	95	58	356	0	0	0	0	0	0	0	733	63	12,903	71
Gran Fury	505	336	166	230	206	0	0	0	0	0	0	0	1,443	80	13,315	70
Total Plymouth	16,484	17,306	21,726	24,533	26,677	22,812	23,885	33,459	25,625	22,769	20,879	15,490	271,645	0	291,059	0
Laser	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LeBaron K	170	107	121	79	310	0	0	0	0	0	0	0	787	82	20,113	65
LeBaron J	6,544	6,523	7,019	9,578	9,639	8,676	6,174	6,083	7,227	7,194	4,126	5,171	83,965	38	99,833	32
LeBaron GTS	554	468	489	490	388	332	382	389	394	366	166	119	4,547	73	15,169	68
Fifth Avenue (rwd)	1,563	980	1,656	1,410	1,162	994	938	1,297	430	264	206	118	11,018	68	15,169	66
Fifth Avenue (fwd)	0	0	0	0	6	0	0	0	2,282	3,494	3,217	2,972	11,985	67	0	0
Imperial	0	0	0	0	0	0	0	0	0	0	777	1,449	2,226	78	0	0
New Yorker C	9,163	8,346	8,453	9,465	8,131	7,065	5,736	4,847	4,067	3,257	777	1,449	70,756	44	83,622	40
New Yorker E	25	11	25	17	159	0	0	0	0	0	2,646	2,254	5,137	72	14,550	68
Total Chrysler	18,019	16,435	17,763	21,040	19,789	17,067	13,240	12,626	14,400	14,575	11,138	12,083	188,175	0	269,254	0
Omni	2,841	2,312	2,536	2,753	3,135	2,704	3,812	9,051	4,646	3,050	1,857	1,488	40,185	53	59,664	46
Shadow	6,010	7,144	7,139	6,485	7,436	5,621	6,829	10,222	6,773	6,264	7,223	5,807	82,953	39	91,090	36
Charger	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,022	85
Daytona	4,599	4,623	7,474	8,431	7,704	6,564	5,447	5,185	4,531	3,881	2,786	2,872	64,097	47	72,171	44
Aries	3,766	2,657	3,138	3,215	3,378	3,574	2,806	2,988	2,491	1,761	977	729	31,480	59	102,489	29
Lancer	375	262	287	293	279	259	305	322	265	240	142	84	3,113	76	10,032	74
Spirit	2,458	4,050	5,388	7,145	8,285	8,534	5,386	4,472	6,195	8,650	7,645	6,543	76,556	42	3,950	80
Diplomat	780	494	302	211	764	0	0	0	0	0	0	0	2,551	77	20,414	64
Dynasty	8,061	10,691	12,142	11,041	12,799	10,261	6,828	6,213	6,548	8,731	8,141	7,794	109,250	25	83,012	41
Dodge 600	124	88	92	78	426	0	0	0	0	0	0	0	808	81	11,943	72
Total Dodge	29,014	32,321	39,079	39,652	45,216	37,517	31,623	38,453	31,449	32,577	28,771	25,323	410,995	0	455,787	0
CHRYSLER MOTORS	66,346	69,462	83,584	88,821	96,524	82,883	72,313	90,345	78,299	73,987	63,985	55,688	917,598	0	1,062,782	0
Escort	30,027	29,242	28,649	27,078	30,036	29,350	31,938	34,522	32,309	23,708	18,536	18,142	333,535	2	387,815	1
Mustang	12,377	16,718	17,319	19,192	16,304	15,870	13,815	14,187	9,987	9,476	9,043	6,860	161,148	11	170,080	11
Tempo	21,518	18,814	19,451	21,172	18,957	19,522	17,402	19,831	16,496	24,833	14,658	15,772	228,426	5	285,441	5
Taurus	25,555	27,407	30,313	35,070	36,194	30,901	29,389	30,957	28,761	27,353	23,731	24,450	348,061	1	374,827	3
Thunderbird	8,619	8,712	13,061	12,897	10,603	8,990	9,506	14,236	10,979	10,203	7,315	5,524	120,645	19	117,866	20
Probe	9,215	9,836	10,879	11,325	15,678	13,713	13,100	13,331	10,032	10,216	8,832	7,493	133,650	17	77,763	42
Crown Victoria	8,209	7,254	10,017	9,745	9,838	9,259	10,782	14,587	8,437	7,016	5,795	7,146	108,085	26	114,212	23
Total Ford Div.	115,520	117,983	129,689	136,479	137,610	127,605	125,910	141,651	115,001	112,805	87,910	85,387	1,433,550	0	1,527,804	0
Lynx/Tracer	4,108	3,859	5,001	5,262	7,006	7,184	6,684	6,417	4,535	3,577	2,606	1,727	57,966	49	58,921	47
Topaz	7,784	7,313	8,713	8,148	7,954	7,586	6,900	7,492	7,164	6,050	4,927	5,701	85,732	36	92,723	35
Sable	7,608	8,397	9,902	12,685	12,026	10,558	9,294	10,628	8,116	8,027	6,802	6,919	110,962	24	119,218	19
Cougar	6,780	6,645	11,457	10,799	9,557	7,480	8,231	12,205	10,097	6,120	5,607	4,695	99,673	30	100,961	31
Grand Marquis	9,016	7,856	9,997	9,376	9,598	8,349	11,747	14,992	9,586	7,360	6,739	6,959	111,575	22	114,385	22
Total Mercury	35,296	34,070	45,070	46,270	46,141	41,157	42,856	51,734	39,498	31,134	26,681	26,001	465,908	0	486,208	0
Continental	5,058	4,267	5,184	5,052	4,624	5,278	4,342	4,116	3,851	4,583	5,097	4,389	56,441	50	47,424	51
Town Car	8,132	7,752	9,866	11,982	9,471	11,857	10,518	10,967	8,577	9,020	11,626	9,486	119,254	20	121,674	18
Mark VII	1,631	1,890	2,556	2,351	3,926	2,915	2,442	1,483	1,399	1,308	1,415	1,104	24,620	61	22,526	62
Total Lincoln	15,019	13,909	17,606	19,385	18,021	20,042	17,802	16,566	13,827	14,911	18,138	14,979	200,315	0	191,624	0
Total L-M Division	50,315	47,979	62,676	65,655	64,162	61,199	60,658	68,300	53,425	46,055	44,819	40,980	666,223	0	677,832	0
FORD MOTOR CO.	165,835	165,962	192,365	202,134	201,772	188,804	186,569	209,951	168,426	158,860	132,729	126,367	2,099,773	0	2,205,636	0
Skyhawk	1,382	1,535	1,999	2,051	2,066	1,914	1,513	1,482	1,347	562	357	224	16,452	66	26,056	58
Skylark/Somerset	3,360	4,488	5,777	5,830	8,301	8,842	5,255	3,367	4,533	4,524	4,619	4,729	63,725	48	58,346	52
Century	10,986	11,791	12,201	12,441	11,556	8,948	9,278	11,909	15,514	9,249	9,859	11,050	134,682	16	131,994	16
Regal	5,198	7,194	6,914	7,636	7,479	6,216	6,101	6,561	8,338	4,083	4,008	4,186	76,002	43	122,871	17
LeSabre	7,078	8,932	10,299	12,155	13,293	15,206	15,468	18,736	14,526	10,158	11,309	10,161	147,321	13	141,440	14
Reatta	403	577	689	847	838	861	696	598	647	826	642	281	7,905	70	4,514	78
Electra	5,254	6,613	7,376	6,786	6,863	6,791	6,703	7,827	8,377	5,111	5,268	4,652	77,621	41	84,453	39
Riviera	1,304	1,349	1,738	2,486	1,854	1,569	1,473	1,618	1,778	1,132	1,519	1,388	19,208	65	11,750	73
Total Buick	34,965	42,479	46,993	50,232	52,270	52,347	46,487	52,018	55,190	35,625	37,641	36,670	542,917	0	581,424	0
Cimarron	95	69	48	15	2	3	0	0	8	0	0	0	240	84	5,884	77
Allante	226	266	331	278	297	269	367	307	296	245	248	146	3,276	75	3,065	82
Seville	1,887	1,596	2,547	1,992	2,685	3,188	903	1,076	1,278	1,441	2,114	2,323	23,030	63	22,439	63
Deville	12,396	14,044	14,615	15,512	16,802	9,486	12,327	17,963	19,684	13,827	13,230	10,558	170,444	10	160,291	12
Brougham	2,324	2,899	3,932	3,072	3,397	3,110	2,371	2,417	3,805	3,878	4,685	3,968	39,858	54	43,670	52
Eldorado	2,174	2,340	3,518	2,886	3,315	2,972	2,929	1,373	2,382	1,789	2,022	1,727	30,051	60	31,196	59
Total Cadillac	19,102	21,214	24,989	23,764	26,498	19,028	17,994	24,336	27,773	21,180	22,299	18,722	266,899	0	266,548	0
Chevette	0	0	0	0	0	0	0	0	0	0	0	0	0	0	205	86
Geo Prizm/Nova	3,794	3,394	3,673	7,119	7,706	8,727	8,585	8,856	8,814	9,610	7,838	11,454	89,575	34	98,868	31
Cavalier	21,946	24,654	26,282	25,586	26,254	27,944	23,884	25,825	26,301	24,053	18,770	22,226	295,715	4	306,267	4
Camaro	7,338	7,950	9,417	12,205	12,358	10,789	9,064	7,795	6,168	4,701	4,313	3,371	95,469	31	101,665	30
Celebrity	17,563	17,587	21,806	18,022	18,423	16,747	9,161	7,561	5,869	2,491	2,465	2,101	141,796	14	252,861	8
Corsica/Beretta	24,216	26,690	35,861	33,197	40,901	38,363	31,990	24,260	24,322	18,232	15,110	14,804	325,006	3	360,301	3
Lumina/Monte Carlo	310	416	132	586	10,736	11,413	12,313	11,781	13,290	18,883	15,447	15,842	111,149	23	28,740	57
Caprice	8,999	10,873	14,770	15,200	18,319	16,167	15,870	15,987	14,508	7,827	7,203	8,041	148,822	19	172,999	13
Corvette	1,164	1,397	1,776	1,930	2,039	1,869	2,448	3,613	2,909	1,367	1,785	1,631	23,928	62	23,281	61
Total Chevrolet	85,290	92,967	113,647	113,947	136,729	133,009	113,618	105,388	101,771	84,904	73,121	78,370	1,232,761	0	1,363,181	0
Firenza	4	2	2	1	3	0	0	0	0	0	0	0	12	85	9,148	75
Calais	6,804	7,254	7,683	8,718	9,709	7,862	8,869	9,901	9,463	6,728	6,524	5,739	95,254	32	106,117	27
Cutlass Ciera	17,035	15,670	16,052	18,380	19,761	16,499	15,748	19,713	26,936	9,127	8,500	7,299	190,720	8	237,386	8
Cutlass Supreme	10,155	10,888	6,403	6,852	8,760	7,878	7,328	8,122	10,415	8,029	6,752	8,316	99,898	29	116,179	21
Olds 88	9,194	12,932	12,828	13,753	14,125	12,077	12,364	14,656	12,185	8,143	8,203	7,897	138,357	15	158,205	13
Olds 98	4,946	5,627	6,829	6,787	7,186	5,691	5,319	6,228	5,327	4,135	4,173	3,423	65,671	46	73,348	43
Toronado	724	720	765	588	617	607	583	870	1,267	984	1,280	1,120	10,125	69	14,887	67
Total Oldsmobile	48,862	53,093	50,562	55,079	60,161	50,614	50,211	59,490	65,593	37,146	35,432	33,794	600,037	0	715,270	0
Fiero	385	228	318	327	987	0	0	0	0	0	0	0	1,845	88	14,121	61
Pontiac 1000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	154	87
Sunbird	5,009	6,083	8,385	10,133	11,785	8,359	8,009	9,098	7,991	12,075	8,358	7,944	101,991	28	85,573	38
Firebird	3,249	3,643	7,132	7,462	7,429	5,950	5,637	4,457	3,165	2,435	2,368	2,052	55,000	51	58,493	49
Grand Am	14,358	17,540	16,684	17,910	20,050	18,436	16,596	18,486	19,759	17,318	12,829	13,689	203,815	7	232,010	7
Pontiac 6000	5,128	5,711	6,644	7,480	7,429	5,983	5,161	5,595	5,474	5,279	3,596	4,068	67,681	45	97,826	35
Grand Prix	11,733	12,606	12,111	10,285	9,968	7,500	7,445	9,449	10,394	7,530	7,971	6,634	113,216	21	102,500	27
Bonneville H	6,073	7,567	8,381	8,994	9,013	7,480	6,363	7,752	8,833	6,526	5,561	5,069	87,642	35	107,655	26
Parts /Safari	308	287	393	480	503	469	428	385	341	131	76	168	3,991	74	6,647	74
Total Pontiac	46,221	54,398	60,330	63,081	68,368	54,176	49,611	55,203	64,837	51,295	39,778	39,824	634,327	0	715,119	0
GENERAL MOTORS	234,440	264,089	296,527	306,183	342,248	309,173	277,921	296,482	305,164	230,150	207,272	207,380	3,276,941	0	3,641,542	0
Civic	10,266	12,912	14,809	17,600	18,840	12,874	14,643	15,206	13,663	15,339	15,623	12,589	174,364	9	127,581	16
Accord	11,832	15,014	19,001	23,244	23,870	12,882	19,121	21,773	15,818	15,378	18,148	19,027	215,108	6	248,044	7
HONDA	22,098	27,926	33,810	40,844	42,710	25,756	33,764	36,979	29,481	30,717	33,771	31,616	389,472	0	375,625	23
MAZDA	2,557	2,978	5,142	4,885	3,988	3,515	3,772	3,795	2,824	2,179	3,116	3,713	41,584	52	31,331	55
MITSUBISHI	887	1,240	1,831	1,939	2,603	2,810	2,883	3,656	3,007	3,754	3,305	3,383	32,018	56	0	0
NISSAN	7,710	9,005	10,374	7,226	6,757	9,534	10,017	14,221	7,060	8,243	8,757	4,221	103,134	27	112,125	24
Corolla	5,153	7,124	7,854	6,398	5,205	5,264	6,561	10,560	5,222	6,247	7,526	8,087	81,201	40	58,579	48
Camry	5,622	4,266	8,224	9,894	9,759	13,724	9,610	19,376	11,540	10,409	13,532	15,231	131,187	18	13,775	69
TOYOTA	10,775	11,390	16,078	16,292	14,964	18,988	16,171	29,936	16,762	16,656	21,058	23,318	212,388	0	72,354	0
VOLKSWAGEN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	24,939	59
TOTAL SALES	518,567	552,942	639,631	667,444	710,478	648,673	603,409	685,365	609,742	524,166	473,613	455,686	7,872,816	0	7,526,334	0

*U.S.-built Volkswagen models sold after June 30, 1988 are included in import totals.

Compiled by Automotive News.

SALES/REGISTRATIONS

U.S. truck sales by manufacturer and segment

	14,000 & Less GVW Class 1-3	14,001-16,000 GVW Class 4	16,001-19,500 GVW Class 5	19,501-26,000 GVW Class 6	26,001-33,000 GVW Class 7	33,001 & Over GVW Class 8	Total 1989	Total 1988
Chrysler	186,755*						186,755	192,273
Dodge	548,429						548,429	571,036
Jeep	249,170						249,170	253,454
Toyota	221,694						221,694	247,077
Nissan	153,412						153,412	169,591
Mazda	78,539						78,539	93,287
Isuzu	103,373						103,373	90,405
Mitsubishi	38,707						38,707	43,516
Suzuki	24,172						24,172	57,064
Range Rover	4,822						4,822	3,427
Ford	1,376,346	25,648		9,526	32,531	13,994	1,458,045	1,523,215
Freightliner						23,381	23,381	24,164
Chevrolet	1,309,837		234	7,424	8,272		1,325,767	1,354,491
GMC	353,788		4,458	5,371	12,780		376,397	386,174
Oldsmobile	2,122						2,122	0
Pontiac	3,226						3,226	0
Kenworth					388	17,806	18,194	17,204
Mack				1,819	2,417	19,035	23,271	26,731
Mercedes-Benz				796	1,241		2,037	3,006
Navistar		226	152	11,795	31,341	34,671	78,185	84,909
Peterbilt					546	16,557	17,103	16,701
Volvo/GM Heavy					1,012	17,340	18,352	18,541
Hino	262		465	503	911		2,141	2,123
Nissan Diesel	582		762	435	611		2,390	2,043
Isuzu Truck	6,066	653	230	743	669		8,361	6,687
Mitsubishi Fuso	1,694		685	317	611		3,306	3,001
Scania						116	116	162
Iveco Trucks	1,422	504	256	175			2,357	2,816
Western Star						1,419	1,419	1,440
Other domestics				224	116	748	1,088	919
Grand Total-1989	4,664,418*	27,031	7,243	39,128	93,446	145,068	4,976,334	5,195,458
1988 Total	4,861,007*	21,181	8,268	53,599	103,042	148,361	5,195,468	4,962,948

SOURCE: Automotive News, MVMA
NOTE: 1988 year-to-date includes 10 Subaru Brats; Class 1-3 sales data reported by individual manufacturers. Class 4-8 reported by Motor Vehicle Manufacturers Association.
*—Class 1-3 sales are for light-duty trucks.

U.S. light truck sales by make model year 1989 vs. 1988

	1989	1988
Vans	176,961	187,591
Aerostar	192,685	177,039
Club Wagon	27,065	27,728
Ranger	273,336	303,666
Bronco	62,913	54,848
Bronco II	111,108	124,917
Pickups	589,772	588,452
Ford	**1,433,840**	**1,464,241**
Vans	120,240	129,148
Sportsvan	10,402	12,842
Geo Tracker	9,448	14
Astro	150,136	160,291
Lumina APV	68	0
S-10	241,866	235,452
S-10 Blazer	193,092	160,586
El Camino	0	2,567
Blazer	24,597	28,540
Suburban	68,414	64,845
Pickups	552,294	489,882
Chevrolet	**1,370,557**	**1,284,167**
Vans	69,788	56,634
Ram Wagon	25,292	26,642
Voyager	184,694	187,715
Caravan	203,786	205,223
Caravan C/V	14,913	19,019
Town & Country	968	0
Ram 50	31,939	56,342
Raider	9,703	9,382
Ramcharger	19,993	19,955
Dakota	88,673	91,850
Pickups	82,642	88,666
Chrysler	**732,391**	**761,428**
Vans	42,014	46,396
Safari	32,430	34,785
S-15	53,003	49,939
S-15 Jimmy	46,388	41,768
Jimmy	7,036	8,179
Caballero	0	325
Suburban	23,393	22,224
Pickups	153,938	137,003
P Model	3,743	4,919
W-4	1,403	1,549
GMC	**363,348**	**347,087**
Wrangler	51,788	39,962
Wagoneer	7,673	9,397
Cherokee	163,236	141,279
Grand Wagoneer	12,338	14,779
Comanche	27,399	39,224
J-10/J-20	0	454
Jeep	**262,434**	**245,095**
Toyota	229,209	257,643
Nissan	157,347	181,122
Mazda	81,047	98,012
Isuzu	98,154	82,633
Mitsubishi	40,028	46,858
Suzuki	26,334	66,607
Subaru	0	81
Range Rover	4,462	3,564
Imports	**636,581**	**736,520**
Industry Total	**4,799,151**	**4,838,538**

SOURCE: Automotive News

Recreational vehicle shipments in U.S. — 8 years

1989
(Total Shipments—395,700)

Travel trailers	90,300
Folding camping trailers	33,300
Truck campers	9,900
Motor homes	61,200
Van conversions	200,400

1988
(Total Shipments—427,300)

Travel trailers	96,900
Folding camping trailers	42,300
Truck campers	11,000
Motor homes	72,900
Van conversions	204,200

1987
(Total Shipments—400,200)

Travel trailers	92,800
Folding camping trailers	41,600
Truck campers	10,100
Motor homes	73,800
Van conversions	181,900

1986**
(Total Shipments—379,500)

Travel trailers	86,000
Truck campers	7,400
Camping trailers	36,500
Motor homes	67,700
Van conversions	181,900

1985**
(Total Shipments—359,200)

Travel trailers	82,900
Truck campers	6,900
Camping trailers	35,900
Motor homes	68,700
Van conversions	164,800

1984**
(Total Shipments—398,200)

Travel trailers	92,400
Truck campers	7,600
Folding camper trailers	40,900
Motor homes	82,000
Van conversions	175,300

1983**
(Total Shipments—358,000)

Travel trailers	90,000
Truck campers	6,800
Folding campers	37,500
Motor homes	69,500
Van conversions	154,200

1982**
(Total Shipments—258,000)

Travel trailers	65,500
Truck campers	5,700
Folding camping trailers	34,300
Motor homes	41,200
Van conversions	111,300

NOTES: **—Pickup covers no longer included in RVIA shipments.
*—Imports of Volkswagen Campmobile motor home included only in 1972-'74 totals.
SOURCE: Recreation Vehicle Industry Assn.

SALES/REGISTRATIONS

U.S. new-car inventories — 8 years

(Compiled by Automotive News)

	Unit Count	Days' Supply
1982		
January 1	1,471,053	107
February 1	1,431,993	97
March 1	1,325,073	70
April 1	1,246,648	58
May 1	1,260,633	66
June 1	1,212,727	52
July 1	1,364,214	78
August 1	1,377,130	83
September 1	1,379,434	88
October 1	1,350,366	69
November 1	1,295,704	69
December 1	1,164,338	52
1983		
January 1	1,125,989	65
February 1	1,180,291	71
March 1	1,248,394	68
April 1	1,235,313	55
May 1	1,193,296	53
June 1	1,194,510	47
July 1	1,209,000	47
August 1	1,102,103	48
September 1	1,108,570	55
October 1	1,195,755	55
November 1	1,224,092	48
December 1	1,307,756	55
1984		
January 1	1,357,995	63
February 1	1,477,399	63
March 1	1,537,290	59
April 1	1,579,155	56
May 1	1,541,985	53
June 1	1,467,214	47
July 1	1,445,799	52
August 1	1,297,864	47
September 1	1,277,484	57
October 1	1,266,201	54
November 1	1,296,182	51
December 1	1,405,417	58
1985		
January 1	1,417,164	63
February 1	1,565,456	65
March 1	1,603,527	59
April 1	1,572,998	53
May 1	1,615,026	52
June 1	1,546,188	50
July 1	1,576,762	58
August 1	1,579,595	65
September 1	1,413,483	51
October 1	1,242,071	36
November 1	1,433,567	65
December 1	1,605,832	78
1986		
January 1	1,629,649	73
February 1	1,767,086	72
March 1	1,867,265	73
April 1	1,906,998	76
May 1	1,945,048	70
June 1	1,866,853	62
July 1	1,859,576	63
August 1	1,725,524	69
September 1	1,557,291	63
October 1	1,291,280	35
November 1	1,412,637	68
December 1	1,531,295	71
1987		
January 1	1,506,557	58
February 1	1,734,299	105
March 1	1,869,591	81
April 1	1,945,438	74
May 1	1,912,132	72
June 1	1,910,805	77
July 1	1,900,096	75
August 1	1,657,974	71
September 1	1,436,835	57
October 1	1,396,454	57
November 1	1,558,931	80
December 1	1,686,501	83
1988		
January 1	1,682,600	79
February 1	1,676,858	79
March 1	1,608,461	62
April 1	1,574,529	58
May 1	1,571,272	63
June 1	1,597,668	57
July 1	1,663,109	60
August 1	1,406,740	58
September 1	1,315,919	59
October 1	1,385,938	60
November 1	1,487,638	66
December 1	1,611,631	73
1989		
January 1	1,585,922	67
February 1	1,724,158	85
March 1	1,797,544	78
April 1	1,822,224	77
May 1	1,835,840	69
June 1	1,844,144	67
July 1	1,847,283	75
August 1	1,565,308	65
September 1	1,449,478	57
October 1	1,439,179	59
November 1	1,549,532	77
December 1	1,658,503	88
1990		
January 1	1,669,374	92
February 1	1,463,881	70
March 1	1,466,579	66
April 1	1,478,891	64

Imported new-car inventories — 5 years

(Compiled by Automotive News)

	Unit Count	Days' Supply
1985		
January 1	259,033	33
February 1	262,990	33
March 1	250,216	31
April 1	221,179	29
May 1	262,444	34
June 1	297,000	29
July 1	310,221	31
August 1	291,871	29
September 1	293,268	31
October 1	280,248	29
November 1	276,006	28
December 1	304,079	31
1986		
January 1	338,315	28
February 1	329,798	36
March 1	333,893	37
April 1	338,084	37
May 1	346,487	38
June 1	387,911	37
July 1	400,106	40
August 1	443,244	40
September 1	437,297	41
October 1	391,724	36
November 1	425,608	42
December 1	455,303	41
1987		
January 1	473,165	38
February 1	471,547	62
March 1	531,520	58
April 1	539,759	57
May 1	567,879	61
June 1	606,583	58
July 1	650,508	60
August 1	628,337	54
September 1	606,500	51
October 1	547,966	48
November 1	565,743	56
December 1	583,128	57
1988		
January 1	677,306	61
February 1	661,940	72
March 1	702,748	75
April 1	670,608	67
May 1	689,099	73
June 1	676,481	63
July 1	634,143	58
August 1	631,517	61
September 1	606,740	58
October 1	582,350	59
November 1	603,043	65
December 1	627,074	66
1989		
January 1	664,909	66
February 1	682,152	82
March 1	720,056	87
April 1	713,783	79
May 1	698,896	72
June 1	661,545	66
July 1	663,418	67
August 1	646,072	67
September 1	585,196	55
October 1	532,265	59
November 1	583,854	68
December 1	621,558	74
1990		
January 1	663,736	86
February 1	650,549	81
March 1	644,857	80
April 1	668,662	79

Light-duty truck sales, 1984 - 1989 — a six-year history of the U.S. market

(U.S. built and import models)

	1984	1985	1986	1987	1988	1989
Vans	174,075	182,079	180,395	184,413	187,710	166,233
Aerostar	—	30,324	150,049	159,149	184,578	188,130
Club Wagon	32,103	31,575	27,374	27,300	27,818	25,566
Ranger	220,687	247,042	269,490	305,295	298,579	284,125
Bronco	47,589	52,281	49,588	51,782	55,124	62,563
Bronco II	98,049	104,934	103,020	120,905	124,109	108,990
Pickups	540,885	562,507	544,969	550,125	584,169	566,387
Total Ford	**1,113,388**	**1,210,742**	**1,324,885**	**1,398,969**	**1,462,087**	**1,401,994**
Vans	155,421	150,809	134,973	114,835	121,691	119,282
Sportvan	21,902	21,005	15,614	11,979	12,336	10,342
Geo Tracker	—	—	—	—	2,145	11,461
Astro	1,768	108,157	147,932	148,206	156,833	143,941
Lumina APV	—	—	—	—	—	9,778
S-10	188,661	210,051	203,416	224,807	248,788	228,691
S-10 Blazer	142,143	187,234	159,820	153,064	164,500	178,691
El Camino	22,997	21,816	21,508	13,743	420	—
Blazer	46,935	45,298	41,883	30,859	27,180	22,816
Suburban	50,843	58,906	61,228	57,982	66,897	85,428
Pickups	461,258	476,048	443,051	418,221	515,637	522,408
Total Chevrolet	**1,091,928**	**1,278,389**	**1,229,437**	**1,173,676**	**1,328,697**	**1,360,837**
Pontiac Trans Sport	—	—	—	—	—	3,226
Oldsmobile Silhouette	—	—	—	—	—	2,122
Vans	70,504	63,250	73,706	64,265	59,341	67,812
Ram Wagon	40,283	40,095	39,843	30,505	25,693	24,055
Voyager	82,793	106,492	110,083	140,799	192,273	184,943
Caravan	85,929	113,550	115,964	153,191	210,918	206,426
Caravan C/V	—	—	—	—	19,222	13,150
Town & Country	—	—	—	—	—	1,812
Mini Ram Van	21,794	22,785	14,587	13,851	—	—
Ram 50	51,298	70,317	78,706	65,593	53,283	28,967
Raider	—	—	4,768	19,539	7,861	9,450
Ramcharger	28,551	29,325	23,006	23,667	19,309	18,973
Dakota	—	—	29,045	99,045	93,396	89,294
Pickups	134,264	160,574	106,451	97,670	82,013	90,302
Total Chrysler	**515,416**	**606,388**	**596,159**	**708,125**	**763,309**	**735,184**
Vans	45,861	40,607	39,622	36,585	45,249	40,534
Safari	217	24,892	31,178	32,232	33,168	31,681
S-15	43,742	46,953	46,084	49,191	52,575	52,601
S-10 Jimmy	34,519	42,239	39,027	38,841	44,533	44,856
Jimmy	8,488	9,094	9,390	8,508	7,820	6,723
Caballero	2,702	2,604	2,542	1,705	60	—
Suburban	16,132	17,888	19,991	19,110	22,744	23,651
Pickups	121,704	121,435	112,799	115,839	141,329	148,661
P Model	7,036	6,422	4,685	5,602	4,145	3,995
W-4	—	80	1,292	1,534	1,576	1,391
Total GMC	**280,601**	**312,274**	**305,099**	**311,317**	**323,900**	**333,766**
Pickups	3,404	1,980	1,515	1,347	—	—
Wrangler/CJ	42,373	39,067	35,334	30,713	42,076	50,726
Wagoneer	19,889	14,102	12,800	12,239	9,138	6,537
Cherokee	69,054	98,874	107,219	111,945	149,566	156,118
Grand Wagoneer	19,081	17,809	17,254	14,102	14,482	10,715
Comanche	—	9,557	33,392	38,094	37,971	25,074
J-10/J-20	—	—	—	—	221	—
Total Jeep	**153,801**	**181,389**	**207,514**	**208,440**	**253,454**	**249,170**
Daihatsu	—	—	—	—	—	295
Toyota	264,183	329,930	384,150	303,783	247,077	221,694
Nissan	203,724	255,601	223,406	216,514	169,591	153,412
Mazda	119,127	115,464	157,127	123,699	93,287	78,539
Isuzu	45,379	78,149	88,720	86,990	90,405	103,373
Mitsubishi	17,613	26,739	34,985	51,862	43,516	38,707
Suzuki	—	2,646	47,732	83,334	57,327	24,172
Subaru	—	—	4,142	1,274	10	—
Range Rover	—	—	—	2,586	3,427	4,822
Total Imports	**650,026**	**808,529**	**940,262**	**870,042**	**704,640**	**625,014**
Total Industry	**3,805,090**	**4,397,705**	**4,604,837**	**4,670,468**	**4,872,896**	**4,680,335**

Compiled by Automotive News

SALES/REGISTRATIONS

U.S. car and light truck sales, shares — 1989 vs. 1988

Company	Car Sales 1989	Car Sales 1988	Truck Sales 1989	Truck Sales 1988	Car & Truck Totals 1989	Car & Truck Totals 1988	% Share of Total Car & Truck Market 1989	% Share of Total Car & Truck Market 1988	Share (Points)	Sales (Percent)	Sales (Units)
Alfa Romeo	2,912	4,476	—	—	2,912	4,476	0.02%	0.03%	– 0.01	– 34.94%	(1,564)
BMW	64,881	73,359	—	—	64,881	73,359	0.45	0.47	– 0.03	– 11.56	(8,478)
Buick	542,917	581,424	—	—	542,917	581,424	3.73	3.76	– 0.03	– 6.62	(38,507)
Cadillac	266,899	266,548	—	—	266,899	266,548	1.83	1.72	0.11	0.13	351
Chevrolet	1,348,430	1,479,616	1,309,837	1,336,407	2,658,267	2,816,023	18.27	18.21	0.06	– 5.60	(157,756)
Chrysler	196,125	279,127	1,812	—	197,937	279,127	1.36	1.81	– 0.44	– 29.09	(81,190)
Daihatsu	15,118	11,460	295	—	15,413	11,460	0.11	0.07	0.03	34.49	3,953
Dodge	447,688	508,308	548,429	571,036	996,117	1,079,344	6.85	6.98	– 0.13	– 7.71	(83,227)
Eagle	69,719	65,997	—	—	69,719	65,997	0.48	0.43	0.05	5.64	3,722
Ford	1,502,878	1,596,671	1,401,994	1,462,087	2,904,872	3,058,758	19.97	19.78	0.19	– 5.03	(153,886)
GMC	—	—	353,788	352,998	353,788	352,998	2.43	2.28	0.15	0.22	790
Honda	783,102	768,985	—	—	783,102	768,985	5.38	4.97	0.41	1.84	14,117
Hyundai	183,261	264,282	—	—	183,261	264,282	1.26	1.71	– 0.45	– 30.66	(81,021)
Isuzu	16,296	24,520	103,373	90,405	119,669	114,925	0.82	0.74	0.08	4.13	4,744
Jaguar	18,967	20,727	—	—	18,967	20,727	0.13	0.13	0.00	– 8.49	(1,760)
Jeep	—	—	249,170	253,454	249,170	253,454	1.71	1.64	0.07	– 1.69	(4,284)
Lincoln	200,315	191,624	—	—	200,315	191,624	1.38	1.24	0.14	4.54	8,691
Maserati	280	733	—	—	280	733	0.00	0.00	0.00	– 61.80	(453)
Mazda	263,378	256,050	78,539	93,287	341,917	349,337	2.35	2.26	0.09	– 2.12	(7,420)
Mercedes	75,714	83,627	—	—	75,714	83,627	0.52	0.54	– 0.02	– 9.46	(7,913)
Mercury	474,673	501,469	—	—	474,673	501,469	3.26	3.24	0.02	– 5.34	(26,796)
Mitsubishi	111,769	69,975	38,707	43,516	150,476	113,491	1.03	0.73	0.30	32.59	36,985
Nissan	510,004	472,870	153,412	169,591	663,416	642,461	4.56	4.15	0.41	3.26	20,955
Oldsmobile	600,037	715,270	2,122	—	602,159	715,270	4.14	4.63	– 0.49	– 15.81	(113,111)
Peugeot	6,054	6,712	—	—	6,054	6,712	0.04	0.04	0.00	– 9.80	(658)
Plymouth	306,161	337,862	184,943	192,273	491,104	530,135	3.38	3.43	– 0.05	– 7.36	(39,031)
Pontiac	678,968	779,156	3,226		682,194	779,156	4.69	5.04	– 0.35	– 12.44	(96,962)
Porsche	9,476	15,732	—	—	9,476	15,732	0.07	0.10	– 0.04	– 39.77	(6,256)
Range Rover	—	—	4,822	3,427	4,822	3,427	0.03	0.02	0.01	40.71	1,395
Saab	31,576	38,490	—	—	31,576	38,490	0.22	0.25	– 0.03	– 17.96	(6,914)
Sterling	5,907	8,901	—	—	5,907	8,901	0.04	0.06	– 0.02	– 33.64	(2,994)
Subaru	136,112	155,946	—	10	136,112	155,956	0.94	1.01	– 0.07	– 12.72	(19,844)
Suzuki	6,009	524	24,172	57,327	30,181	57,851	0.21	0.37	– 0.17	– 47.83	(27,670)
Toyota	723,659	686,883	221,694	247,077	945,353	935,960	6.50	6.05	0.45	1.00	9,393
Volvo	102,620	98,497	—	—	102,620	98,497	0.71	0.64	0.07	4.19	4,123
VW	154,933	191,741	—	—	154,933	191,741	1.06	1.24	– 0.17	– 19.20	(36,808)
Yugo	10,576	31,545	—	—	10,576	31,545	0.07	0.20	– 0.13	– 66.47	(20,969)
Total Chrysler	1,019,693	1,191,294	984,354	1,016,763	2,004,047	2,208,057	13.78	14.26	– 0.50	– 9.24	(204,010)
Total Ford	2,177,886	2,289,764	1,401,994	1,462,087	3,579,880	3,751,851	24.61	24.26	0.35	– 4.58	(171,991)
Total GM	3,437,251	3,822,014	1,668,973	1,689,406	5,106,224	5,511,420	35.10	35.64	– 0.54	– 7.35	(405,196)
Total U.S.	6,634,810	7,303,072	4,055,321	4,168,256	10,690,131	11,471,328	73.48	74.18	– 0.70	– 6.81	(781,197)
Total Europe	483,896	574,540	4,822	3,427	488,718	577,967	3.36	3.74	– 0.38	– 15.44	(89,249)
Total Japan	2,565,447	2,449,213	620,192	701,213	3,185,639	3,150,426	21.90	20.37	1.53	1.12	35,213
Total Asia	2,748,708	2,713,495	620,192	701,213	3,368,900	3,414,708	23.16	22.08	1.08	– 1.34	(45,808)
TOTAL	9,867,414	10,591,107	4,680,335	4,872,896	14,547,749	15,464,003	—	—	—	– 5.93	(916,254)

U.S. car sales by make model year 1989 vs. 1988

	1989	1988
Alfa Romeo	3,306	4,959
American Honda	794,450	776,681
BMW	69,960	73,724
Buick	573,280	566,261
Cadillac	275,600	259,400
Chevrolet	1,408,979	1,468,878
Chrysler	214,720	300,191
Daihatsu	13,763	8,566
Dodge	474,989	480,733
Eagle	75,214	58,327
Ford	1,583,689	1,535,145
Hyundai	201,358	267,099
Isuzu	19,223	28,844
Jaguar	19,696	21,492
Lexus	4,554	0
Lincoln	203,890	183,333
Maserati	304	887
Mazda	262,343	256,823
Mercedes	76,152	86,024
Mercury	495,136	499,881
Mitsubishi	98,742	70,334
Nissan	509,162	479,619
Oldsmobile	653,127	694,464
Peugeot	6,372	7,536
Plymouth	313,097	338,378
Pontiac	734,658	740,928
Porsche	10,609	16,778
Saab	34,901	39,829
Sterling	5,951	10,882
Subaru	150,701	162,932
Suzuki	5,352	0
Toyota	740,371	687,198
Volvo	102,625	93,620
VWoA	156,996	204,233
Yugo	13,895	35,652
TOTAL	10,307,165	10,459,631
TOTAL GM	3,645,644	3,729,931
TOTAL FORD	2,282,715	2,218,359
TOTAL CHRYSLER	1,078,020	1,177,629
TOTAL JAPANESE	2,598,661	2,470,997
TOTAL EUROPEAN	500,767	595,616
TOTAL KOREAN	201,358	267,099

Big 3 totals include their captive imports.

Source: Automotive News

U.S. new car registrations over 15 years

Year	*American Motors	Plymouth	Dodge	**Eagle	Chrysler	Imperial	Chrysler Motors	Ford Div.	Mercury	Lincoln
1975—	307,618	404,408	344,697	.....	212,809	4,764	966,678	1,481,169	332,173	91,496
1976—	247,032	526,957	460,647	.....	271,061	411	1,259,076	1,665,619	408,121	115,801
1977—	182,539	436,027	448,128	.....	303,480	.....	1,187,635	1,791,414	489,160	172,853
1978—	157,797	394,534	427,946	.....	189,631	.....	1,112,111	1,769,077	560,299	178,873
1979—	156,926	323,225	367,387	.....	243,842	.....	934,454	1,475,178	498,326	128,262
1980—	150,878	256,522	250,556	.....	136,385	.....	625,463	1,046,887	326,361	72,749
1981—	133,455	335,891	311,824	.....	87,165	4,940	739,620	975,312	340,868	81,778
1982—	108,708	243,510	252,183	.....	169,275	2,603	667,580	889,470	316,293	87,626
1983—	190,797	258,684	307,633	.....	254,175	1,284	820,492	1,034,732	395,041	97,206
1984—	188,752	281,997	359,722	.....	321,303	.....	982,922	1,286,004	520,698	144,548
1985—	128,318	324,257	425,755	.....	371,292	.....	1,121,304	1,364,829	515,895	164,295
1986—	72,008	351,543	441,694	.....	351,741	.....	1,143,103	1,364,434	477,874	169,805
1987—	44,526*	344,656	408,333	44,740	297,401	.....	1,095,130	1,421,299	464,382	167,290
1988—	.....	333,224	496,416	62,030	283,848	.....	1,175,518	1,577,815	481,396	190,506
1989—	.....	304,911	454,993	70,897	201,117	.....	1,034,153	1,528,647	468,165	197,971

	Ford Motor Co.	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	General Motors	Imports†	Misc. Domestics	Total
1975—	1,904,838	489,290	256,135	1,749,877	604,882	478,142	3,578,326	1,500,928	3,452	8,261,840
1976—	2,189,541	700,778	293,716	2,035,858	867,485	706,460	4,604,297	1,446,637	4,902	9,751,485
1977—	2,453,427	735,396	325,724	2,205,566	953,875	800,230	5,020,791	1,976,512	5,330	10,926,234
1978—	2,508,249	762,532	335,053	2,294,990	967,896	857,083	5,217,554	1,946,094	4,299	10,946,104
1979—	2,101,766	687,182	307,897	2,106,404	931,836	774,525	4,807,844	2,351,053	4,652	10,356,695
1980—	1,445,366	707,344	212,557	1,725,874	807,009	612,794	4,065,769	2,466,780	3,659	8,780,327
1981—	1,377,955	718,304	224,458	1,437,081	630,892	546,936	3,757,681	2,431,680	3,528	8,443,919
1982—	1,293,583	713,671	240,197	1,222,624	775,702	461,149	3,413,343	2,266,631	2,489	7,754,345
1983—	1,526,979	818,256	291,552	1,310,503	971,229	536,404	3,927,944	2,457,357	617	8,924,186
1984—	1,951,420	919,994	310,257	1,546,998	1,038,774	685,381	4,501,394	3,523,974	987	10,139,775
1985—	2,045,019	851,031	301,228	1,577,349	1,067,881	785,098	4,582,587	3,011,132	246	10,888,608
1986—	2,012,113	757,328	300,090	1,367,002	1,044,444	829,650	4,624,746	3,444,190	77	11,139,842
1987—	2,066,470	557,095	258,991	1,496,074	717,262	698,143	3,727,565	3,276,415	80	10,165,660
1988—	2,262,002	578,652	259,772	1,469,632	708,449	759,594	3,776,101	3,265,907	156	10,479,931
1989—	2,205,598	550,060	271,297	1,354,854	609,706	695,437	3,481,611	3,131,061	194	9,852,617

NOTES: 1986 data has been changed because of revisions in Massachusetts' registrations. Manufacturers' sales records were used to compile Oklahoma's numbers in 1986.

*—American Motors was acquired by Chrysler Corp. in 1987. **—Eagle is part of Chrysler Motors.

†—Imports do not include U.S.-based manufacturers' captive imports.

SOURCE: R.L. Polk & Co.

SALES/REGISTRATIONS

New-car registrations in the United States declined 627,314 units to 9,852,617 in 1989. That was 6.00 percent below 1988's 10,479,931 units, third-highest count in the past decade.

Registrations of U.S.-built cars in 1989 slumped to 6,313,174, trailing 1988 by 457,079 units or 6.75 percent. The 1988 total was 6,770,253.

Import-car registrations dropped 170,435 units or 4.60 percent, but captured 35.92 percent of 1989's total U.S. car market.

In 1989, Big 3 captive imports' share of new-car registrations slipped by 35,589 units or 8.02 percent. Captive imports accounted for a slightly lower 11.54 percent share of import-car registrations. Other imports declined by 134,846 units or 4.13 percent to 3,131,061 in 1989.

Record years for car registrations

1973	11,350,995
1986	11,139,842
1978	10,946,104
1985	10,888,608
1977	10,826,234
1972	10,487,794
1988	10,479,931
1979	10,356,695
1984	10,128,729
1987	10,122,154
1989	**9,852,617**
1971	9,830,626
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1983	8,924,186
1980	8,760,937
1974	8,701,094
1981	8,443,919
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1982	7,754,342
1963	7,556,717
1955	7,169,908
1962	6,938,863
1960	6,576,650
1950	6,326,438
1959	6,041,275

U.S. new-car registrations for calendar 1989 vs. 1988

(Based on R.L. Polk & Co. Statistical Report)

	1989	1988
Chrysler Conquest	5,702	9,647
Imperial	1,467	
LeBaron Landau	3	
LeBaron/LeBaron GTS	5,987	35,418
LeBaron SW	63	2,626
LeBaron Coupe/Conv.	86,655	102,566
New Yorker Turbo	271	14,736
New Yorker/Landau	76,910	80,005
Salon	2,020	
Fifth Avenue	11,976	38,850
Fifth Avenue (fwd)	10,063	
Total	201,117	283,848
Plymouth Colt	24,644	32,960
Colt DL SW	4,179	4,772
Colt Vista SW	6,469	9,327
Horizon	39,894	59,777
Sundance	85,907	87,320
Turismo		1,401
Reliant	35,539	94,747
Reliant SW	163	15,777
Laser	18,839	
Caravelle	829	14,542
Gran Fury	1,584	10,328
Acclaim	86,864	2,273
Total	304,911	333,224
Chrysler/Plymouth Total	506,028	617,072
Dodge Colt	26,315	37,108
Colt DL SW	4,503	5,493
Colt Vista SW	6,917	10,273
Omni	40,763	58,344
Shadow	83,575	89,259
Charger		1,630
Daytona	66,719	70,472
Aries	35,427	86,597
Aries SW	142	14,771
Lancer	3,592	10,782
600	894	13,835
Dynasty	111,911	76,834
Diplomat	3,227	18,580
Spirit	71,008	2,438
Monaco		
Total	454,993	496,416
Eagle Summit	19,468	3,631
Alliance		4,714
Eagle	18	1,497
Premier	40,983	37,534
Medallion	4,519	14,654
Talon	5,909	
Total	70,897	62,030
T/C By Maserati	2,235	
Total Chrysler	**1,034,153**	**1,175,518**
Ford Festiva*	69,653	67,577
Escort	309,372	338,088
Escort SW	34,888	46,904
Mustang	164,364	169,567
Probe	135,545	68,129
Tempo	234,595	278,714
Taurus	267,353	286,094
Taurus SW	83,683	90,877
Crown Victoria	97,403	99,231
Crown Victoria SW	10,990	14,118
Thunderbird	120,801	118,516
Total	1,528,647	1,577,815
Lincoln Town Car	118,427	123,808
Mark VII	23,301	22,953
Continental		533
Continental (fwd)	56,243	43,212
Total	197,971	190,506
XR4Ti Total*	4,516	5,869
Scorpio Total*	6,299	6,416
Mercury Lynx		2,241
Lynx SW		760
Tracer	49,897	48,248
Tracer SW	8,744	8,478
Capri*		
Topaz	86,449	85,945
Sable	86,290	92,695
Sable SW	25,987	25,445
Cougar	99,117	102,424
Grand Marquis	104,432	106,172
Grand Marquis SW	7,249	8,988
Total	468,165	481,396
Lincoln-Mercury Total	676,951	684,187
Total Ford	**2,205,598**	**2,262,002**
Buick Reatta	7,929	3,893
Skyhawk	15,972	23,986
Skyhawk SW	1,447	2,094
Somerset/Skylark	63,768	58,037
Century	127,693	120,054
Century SW	8,149	10,329
Regal		9,646
Regal (fwd)	79,315	113,565
LeSabre	140,679	129,827
Electra/Park Avenue	78,072	86,718
Buick SW	7,717	9,214
Riviera	19,319	11,289
Total	550,060	578,652
Cadillac DeVille/Fleetwood	172,360	151,882
Fleetwood 60 Special	2,031	1,324
Cimarron	454	5,907
Brougham/Chassis	39,205	44,518
Eldorado	30,505	30,766
Seville	23,630	22,184
Allante	3,112	3,191
Total	271,297	259,772
Chevrolet Nova/Geo Prizm	87,276	97,073
Sprint/Geo Metro*	53,393	49,577
Spectrum/Storm	62,601	68,288
Storm SW*		
Corsica	190,467	194,709
Beretta	145,718	180,181
Camaro	98,735	99,072
Cavalier	278,277	278,258
Cavalier SW	24,103	28,711
Celebrity	106,779	201,834
Celebrity SW	34,056	50,613
Lumina	101,648	
Monte Carlo	1,250	30,196
Caprice	127,813	138,383
Caprice SW	19,923	29,809
Corvette	22,815	22,928
Total	1,354,854	1,469,632
Oldsmobile Firenza	763	8,468
Firenza SW	96	1,110
Calais	96,960	104,843
Cutlass Ciera	179,463	219,193
Cutlass Ciera SW	14,698	16,329
Cutlass Supreme	1,342	24,451
Cutlass Supreme (fwd)	100,251	87,676
Delta 88	131,171	146,916
98	66,789	73,738
Custom Cruiser SW	8,408	10,671
Toronado	9,765	15,054
Total	609,706	708,449
Pontiac LeMans*	48,071	61,404
Sunbird	102,544	80,624
Sunbird SW	114	1,686
Fiero	2,833	24,111
Firebird	55,666	57,421
Grand Am	208,629	226,053
6000	63,256	87,970
6000 SW	6,203	8,780
Grand Prix		1,643
Grand Prix (fwd)	114,584	96,090
Safari SW	4,138	6,757
Bonneville	89,399	107,055
Total	695,437	759,594
GM Lotus*	257	249
Total GM	**3,481,611**	**3,776,348**
Domestic station wagons	292,235	397,835
Import station wagons	193,919	236,494
Misc. Domestic	**194**	**156**
Domestic Sponsored Imports	**408,382**	**443,971**
Other Imports	**3,131,061**	**3,265,907**
Total	**3,539,443**	**3,709,878**
Grand Total All Registrations	**9,852,617**	**10,479,931**

SOURCE: R.L. Polk & Co.

*Domestic-captive imports

Market shares for 36 years — U.S. car registrations by company

Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard	Kaiser-Frazer, Willys	Miscellaneous Domestic	Imports
1954	50.70	30.83	12.90	2.01	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	——	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	——	0.07	3.46
1958	46.36	26.44	13.92	4.01	1.08	——	0.07	8.12
1959	42.10	28.12	11.36	6.01	2.21	——	0.06	10.17
1960	43.64	26.80	14.61	6.42	1.62	——	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	——	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	——	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	——	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	——	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	——	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	——	0.08	7.31
1967	49.53	22.15	16.05	2.85	——	——	0.10	9.32
1968	46.73	23.70	16.25	2.76	——	——	0.08	10.48
1969	46.79	24.25	14.72	2.94	——	——	0.06	11.23
1970	39.73	26.42	16.69	3.00	——	——	0.05	14.09
1971	45.18	23.82	13.71	2.50	——	——	0.08	15.06
1972	44.40	24.39	13.80	2.83	——	——	0.05	14.53
1973	44.32	23.50	13.33	3.45	——	——	0.08	15.11
1974	41.89	24.96	13.56	3.79	——	——	0.06	15.74
1975	43.31	23.06	11.70	3.72	——	——	0.04	18.17
1976	47.22	22.45	12.91	2.53	——	——	0.05	14.84
1977	46.37	22.66	10.97	1.69	——	——	0.04	18.26
1978	47.67	22.91	10.16	1.44	——	——	0.05	17.78
1979	46.42	20.29	8.02	1.52	——	——	0.06	23.73
1980	46.41	18.51	7.14	1.72	——	——	0.04	26.16
1981	44.59	16.32	8.78	1.59	——	——	0.04	28.68
1982	44.02	16.68	8.61	1.09	——	——	0.03	29.57
1983	44.61	17.11	8.19	2.14	——	——	0.01	27.94
1984	44.44	19.26	9.51	1.86	——	——	0.00	24.93
1985	42.83	18.86	11.23	1.18	——	——	0.00	25.90
1986	41.51	18.19	11.47	0.65	——	——	0.00	28.18
1987	36.70	20.33	10.77	——	——	——	0.00	32.23
1988	36.03	21.58	11.22	——	——	——	0.00	31.17
1989	35.34	22.39	10.50	——	——	——	0.00	**31.77

SOURCE: R.L. Polk & Co. *—And predecessors. (American Motors was acquired by Chrysler Corp. in 1987.) Chart includes domestic-sponsored imports for 1985, 1986 and 1987. **—Imports do not include Big 3 captive imports

SALES/REGISTRATIONS

1989 new car registrations in U.S. by state

(compiled by R.L. Polk & Co.) (compiled by R.L. Polk & Co.)

State	Year	Eagle	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	Acura	Honda	Nissan	Toyota	Misc.	TOTAL INDUSTRY
Alabama	89	898	2,242	3,801	2,486	9,432	15,709	2,136	4,938	22,331	8,375	3,269	19,387	8,306	10,130	49,468	1,283	8,613	7,131	5,799	11,560	116,117
	88	698	3,508	4,667	2,921	11,794	17,707	2,011	5,274	25,070	9,020	3,512	22,770	9,917	12,387	57,610	1,367	9,053	7,829	6,977	13,914	133,614
Alaska	89	256	238	916	695	2,105	3,046	89	711	3,849	358	90	1,854	430	715	3,447	257	1,035	590	887	2,922	15,092
	88	140	329	680	572	1,721	2,312	86	631	3,036	402	124	1,747	503	656	3,432	255	1,110	411	554	2,704	13,223
Arizona	89	634	3,135	3,883	3,458	11,129	16,867	1,743	3,659	22,316	5,862	3,528	14,342	5,039	6,786	35,560	1,270	9,307	9,255	6,995	10,430	106,262
	88	636	3,411	3,795	3,686	11,528	16,338	2,098	3,799	22,312	5,968	2,863	13,507	5,197	7,004	34,543	1,318	8,420	7,653	6,703	12,915	105,392
Arkansas	89	503	1,492	3,341	1,792	7,141	11,061	1,309	3,852	16,250	3,908	2,194	10,792	5,889	5,907	28,690	449	3,849	3,479	2,842	4,361	67,061
	88	490	2,063	3,456	1,755	7,764	10,668	1,173	3,493	15,375	3,960	2,236	10,459	6,592	5,497	28,744	272	3,964	2,625	3,128	5,659	67,531
California	89	5,544	18,978	32,239	21,963	79,542	173,898	18,354	36,322	230,196	34,367	34,904	100,497	38,073	38,549	246,456	36,150	116,186	85,749	134,846	207,305	1,136,430
	88	4,511	28,305	39,517	23,865	96,198	165,187	17,849	34,717	219,395	37,158	31,338	105,731	47,897	46,007	268,172	32,472	116,850	85,308	133,941	254,216	1,206,552
Colorado	89	1,262	2,339	4,818	3,430	11,896	19,671	2,135	4,529	26,586	5,394	2,818	14,530	6,204	6,940	36,988	1,945	10,458	8,881	9,771	19,022	121,377
	88	833	2,504	4,495	3,056	11,380	17,586	1,738	4,618	24,092	5,317	2,279	12,745	5,885	6,780	32,987	1,824	9,676	4,182	8,269	20,476	112,635
Connecticut	89	1,493	2,581	6,995	5,581	16,172	23,691	2,467	6,742	32,440	9,995	3,498	19,854	9,236	8,565	49,484	3,873	13,570	7,804	11,660	30,758	184,983
	88	1,766	4,883	7,366	6,888	20,733	24,008	2,913	7,570	34,673	11,193	3,385	22,074	11,530	9,796	57,983	3,468	15,345	6,803	11,966	38,122	196,945
Delaware	89	334	769	2,129	1,437	4,670	7,121	749	2,380	10,270	2,720	921	7,833	4,046	3,351	18,874	651	2,872	2,569	1,981	8,416	56,249
	88	316	1,291	2,165	1,566	5,177	7,884	770	2,366	10,824	3,171	891	9,016	4,397	3,927	21,402	566	2,829	2,101	1,808	10,080	54,854
D. of Columbia	89	149	382	513	725	1,774	2,316	327	982	3,273	794	525	2,598	952	788	5,496	421	1,761	1,368	3,337	3,357	20,797
	88	161	632	778	904	2,536	3,197	367	985	4,472	799	995	3,066	1,446	945	6,760	368	1,817	2,211	2,289	4,634	25,287
Florida	89	3,892	23,699	43,347	21,643	92,621	166,196	26,323	38,710	165,787	52,938	32,399	128,387	37,906	52,377	255,013	19,522	38,581	36,145	51,474	82,740	778,843
	88	5,282	26,642	46,882	20,813	99,419	165,735	22,469	34,832	163,699	49,294	32,068	123,777	41,844	56,418	285,259	9,863	36,722	37,598	56,786	93,859	806,824
Georgia	89	1,801	4,585	9,725	5,980	22,112	41,480	5,838	11,783	59,309	11,694	7,235	34,516	13,975	18,654	86,080	3,200	20,855	13,188	15,826	31,009	251,579
	88	1,474	7,129	9,469	6,822	24,894	44,107	4,416	12,453	61,263	12,718	6,476	35,610	17,653	20,338	92,805	2,855	19,960	13,668	18,958	37,834	272,237
Hawaii	89	312	710	2,070	1,226	4,320	8,907	1,515	2,641	13,076	2,458	1,267	5,884	2,275	3,484	15,368	1,087	6,775	6,834	6,455	5,978	59,893
	88	172	1,104	2,510	1,359	5,145	7,038	1,012	1,815	9,889	1,725	1,081	3,881	1,703	2,269	10,660	857	6,733	8,802	7,939	6,253	56,278
Idaho	89	289	387	1,129	600	2,412	3,125	258	2,069	5,476	1,257	391	2,582	1,272	1,570	7,072	91	1,531	791	1,528	3,216	22,117
	88	148	672	1,273	740	2,833	2,899	240	1,783	4,950	1,080	345	2,519	1,391	1,392	6,727	58	1,621	676	1,297	3,857	22,019
Illinois	89	3,209	11,159	24,913	16,967	56,387	89,793	11,879	31,332	133,498	39,208	17,181	90,897	42,228	47,487	237,024	6,070	32,024	17,464	28,243	57,684	568,394
	88	2,832	14,778	25,429	16,695	59,734	104,621	10,915	33,413	149,569	39,712	16,439	94,348	48,755	52,286	251,557	6,944	32,264	14,974	26,678	60,936	602,656
Indiana	89	1,540	3,841	8,120	6,257	19,779	28,299	2,654	9,431	40,550	15,383	5,041	33,646	18,381	17,704	90,156	1,049	7,824	4,976	7,708	12,342	184,384
	88	1,436	5,882	8,910	6,688	22,916	29,665	2,432	9,914	42,217	16,027	4,743	34,605	20,659	19,320	95,358	828	8,012	3,883	7,738	11,621	192,573
Iowa	89	629	1,493	4,377	2,840	9,845	14,317	889	5,429	20,894	7,995	1,879	14,466	8,679	7,991	48,799	491	3,583	1,910	3,006	4,186	93,466
	88	558	2,097	5,578	2,486	10,199	14,489	864	5,219	20,812	8,809	1,972	16,229	9,499	8,219	44,239	271	3,605	1,952	2,886	3,820	87,171
Kansas	89	582	1,529	2,961	1,944	6,970	12,981	949	4,114	18,044	4,784	1,468	9,381	5,639	5,035	27,705	854	4,994	2,766	3,883	5,702	76,870
	88	449	2,372	3,847	2,396	8,215	13,791	866	4,609	19,810	5,112	1,888	10,315	6,961	5,515	30,492	895	6,494	2,269	3,864	6,243	79,216
Kentucky	89	748	1,882	5,586	3,157	11,397	19,368	1,975	4,478	27,941	5,979	2,837	16,710	8,778	8,975	41,882	497	5,021	5,309	7,464	6,751	103,465
	88	648	3,139	6,125	3,688	13,357	17,947	1,797	4,797	24,898	6,380	2,831	16,988	8,214	9,372	43,885	346	4,839	5,190	5,980	8,669	105,319
Louisiana	89	1,020	2,307	5,243	3,399	11,949	20,344	2,844	6,368	29,463	6,717	2,958	17,016	8,757	9,102	44,634	1,245	8,660	7,550	12,280	14,680	130,387
	88	833	3,445	5,342	3,552	12,972	20,667	2,888	6,256	29,888	6,303	3,478	18,872	10,596	10,044	49,210	1,885	8,736	7,925	11,886	15,012	136,599
Maine	89	417	540	2,975	1,919	5,854	8,894	582	2,929	11,588	3,691	997	7,534	3,864	2,798	17,785	191	2,035	1,469	2,670	6,919	48,402
	88	277	918	3,514	2,190	6,799	8,155	485	3,118	11,758	2,871	998	8,454	3,665	3,319	18,839	78	1,825	1,260	2,293	7,818	50,553
Maryland	89	2,419	4,378	17,365	8,579	32,772	50,642	3,494	10,227	64,641	13,844	4,620	41,198	18,378	16,889	94,932	4,338	19,363	13,242	20,181	31,749	281,218
	88	1,902	6,837	17,884	10,600	37,223	55,199	3,754	11,575	70,803	13,620	4,353	46,380	21,672	19,671	105,701	3,923	18,046	13,950	19,491	38,340	307,477
Massachusetts	89	2,033	5,451	11,671	10,707	29,898	38,081	5,811	17,898	62,033	12,733	5,534	33,754	16,557	16,688	85,268	3,385	19,329	14,532	25,662	42,126	282,233
	88	2,097	9,130	16,637	12,814	40,678	45,255	7,965	20,856	74,485	16,966	6,019	50,018	20,723	23,020	116,751	3,643	23,032	15,743	25,750	63,098	363,180
Michigan	89	5,115	13,893	29,736	18,136	67,003	94,029	13,404	32,705	142,555	33,318	13,863	71,110	34,724	52,354	205,373	1,802	11,892	4,415	10,197	17,226	460,463
	88	4,121	18,923	29,987	17,126	70,157	93,892	11,254	32,971	140,147	36,459	13,627	71,308	39,484	56,137	217,019	2,002	12,623	3,965	8,892	18,652	473,457
Minnesota	89	961	2,461	9,370	6,188	19,011	28,449	1,765	8,622	38,936	12,294	2,960	24,200	15,324	13,949	68,730	1,319	6,906	2,757	7,640	12,968	158,267
	88	882	4,619	11,106	8,555	25,162	28,552	1,938	8,965	39,566	11,900	2,777	24,619	17,167	14,649	71,112	1,593	7,230	2,244	6,401	12,939	166,247
Mississippi	89	480	1,119	2,300	1,601	5,482	9,609	1,199	3,089	13,924	4,761	1,783	8,593	4,319	5,414	25,370	288	3,206	5,484	4,691	5,369	63,814
	88	393	1,656	2,106	1,593	5,748	9,712	1,255	3,179	14,185	4,552	1,738	9,399	5,274	5,694	26,657	264	3,022	6,869	4,726	5,988	67,459
Missouri	89	1,358	4,086	11,948	6,139	22,412	37,916	3,124	10,202	51,242	11,234	5,471	32,879	15,366	16,232	81,171	1,883	9,822	7,677	12,442	18,852	222,648
	88	969	5,418	10,199	5,988	22,442	37,887	3,822	10,694	51,948	10,889	4,881	30,851	17,416	16,331	79,568	1,494	8,801	5,875	11,145	17,364	197,098
Montana	89	211	380	849	778	2,270	3,272	212	997	4,487	1,441	586	2,888	1,611	1,498	7,986	66	1,539	1,089	1,871	2,539	29,571
	88	181	814	704	711	2,230	2,914	135	852	3,787	1,418	557	2,889	1,849	1,139	7,574	48	1,659	919	985	2,668	19,633
Nebraska	89	198	1,198	1,804	1,516	4,734	7,297	697	2,488	10,482	3,882	1,691	7,388	3,765	4,588	20,320	327	2,832	1,885	1,891	2,898	48,103
	88	266	1,971	2,899	1,822	6,958	8,899	880	2,467	10,913	4,975	1,888	7,381	4,412	4,185	21,886	287	2,888	1,888	1,943	2,412	44,888
Nevada	89	379	1,359	3,338	1,488	6,559	7,898	1,288	2,888	11,588	2,888	2,588	8,488	2,488	2,988	18,388	888	3,416	2,443	3,888	6,888	59,588
	88	215	1,414	3,168	1,887	6,648	7,814	1,288	2,882	11,888	2,887	1,718	8,538	2,488	2,987	14,842	888	3,482	1,888	2,886	7,223	49,288
New Hampshire	89	458	888	2,888	1,882	5,888	7,788	848	2,875	11,570	2,828	888	8,288	3,188	3,887	18,488	875	3,784	2,582	5,374	10,887	58,287
	88	588	1,287	2,884	2,488	8,357	9,377	1,288	3,488	13,888	3,878	848	10,818	3,778	4,887	23,888	847	4,211	3,388	3,841	14,719	73,818
New Jersey	89	2,747	7,875	16,227	13,140	40,065	60,008	11,244	25,532	97,241	21,901	10,494	44,229	21,779	24,078	122,483	6,370	27,905	23,469	31,618	67,342	416,503
	88	2,693	11,824	20,147	13,513	48,177	64,922	12,185	26,930	104,759	25,648	10,372	58,730	27,382	28,309	150,454	5,184	28,636	22,939	27,213	75,283	462,645
New Mexico	89	476	1,114	2,614	1,521	5,733	7,464	908	2,700	11,092	2,291	814	6,627	2,514	3,392	15,640	454	2,250	2,186	2,972	5,197	45,524
	88	296	1,395	2,818	1,694	6,202	9,201	911	2,540	12,683	1,983	757	6,757	2,526	3,368	15,391	431	2,196	1,917	2,840	5,968	47,658
New York	89	6,098	13,298	33,933	26,453	79,885	75,736	15,025	27,945	119,180	31,871	16,183	81,007	37,426	41,417	207,931	15,635	44,320	35,572	45,785	99,274	647,582
	88	5,572	18,737	40,995	30,693	95,997	81,956	16,229	30,374	129,309	37,827	16,020	98,715	47,927	50,368	250,892	12,884	46,007	40,085	39,643	114,784	729,601
North Carolina	89	1,699	3,477	7,335	4,977	17,507	43,802	3,761	8,756	56,433	15,417	5,789	32,702	15,652	17,337	86,903	2,302	19,861	17,874	14,934	29,443	245,257
	88	1,396	5,692	8,240	5,631	20,959	44,852	3,293	8,591	56,895	16,146	5,685	34,894	17,911	19,133	93,772	1,994	19,827	20,258	13,721	31,754	259,180
North Dakota	89	137	299	713	513	1,663	2,177	149	916	3,247	1,468	363	2,795	1,661	1,783	8,071	8	817	362	576	755	15,499
	88	117	360	716	498	1,691	2,267	159	942	3,370	1,543	363	3,162	1,784	1,547	8,399	20	848	229	552	921	16,030
Ohio	89	3,839	9,533	20,084	13,844	46,700	74,510	7,784	24,474	107,348	31,854	15,832	81,388	36,007	45,712	202,303	5,864	28,396	14,387	27,979	32,756	473,891
	88	3,867	13,322	27,299	17,870	61,853	77,799	8,211	27,246	113,063	32,962	11,872	81,013	40,957	42,488	210,292	5,931	27,177	12,054	32,284	36,466	485,251
Oklahoma	89	805	2,861	3,577	2,685	8,259	13,483	2,104	5,448	20,764	5,288	2,470	10,822	6,672	7,832	32,903	89	5,047	4,088	2,837	7,412	81,508
	88	644	2,678	3,722	2,169	9,151	14,889	2,894	5,899	21,188	5,277	2,448	10,483	7,691	8,051	33,324	797	5,957	3,231	2,782	7,799	84,169
Oregon	89	845	1,896	3,913	2,449	8,885	14,302	1,474	3,897	19,888	4,889	2,146	10,891	4,888	4,342	24,816	1,713	10,465	5,882	8,549	12,485	91,011
	88	544	2,283	3,467	2,727	9,021	12,845	1,889	3,788	18,739	4,189	1,888	10,882	4,189	4,888	25,788	1,888	10,278	4,887	8,151	13,888	93,818
Pennsylvania	89	4,377	10,288	28,889	22,888	66,343	88,199	8,575	28,238	160,418	28,573	11,918	70,588	34,488	39,518	181,823	5,888	27,818	18,238	18,588	48,848	473,787
	88	4,885	15,888	30,102	22,947	73,888	73,488	8,888	28,888	188,188	33,884	11,888	88,887	38,888	40,488	210,814	5,888	28,287	15,218	16,884	87,712	527,248
Rhode Island	89	315	754	2,198	1,384	4,883	5,878	488	1,787	8,157	1,884	888	4,483	2,185	2,288	10,833	488	1,848	1,874	4,288	8,888	41,484
	88	387	1,218	2,845	1,888	6,187	5,882	888	2,384	8,784	2,488	848	5,841	2,581	2,142	11,887	484	2,184	1,778	4,887	8,218	47,878
South Carolina	89	665	1,794	3,716	2,350	8,526	19,967	1,709	4,600	26,378	7,325	3,091	17,270	8,564	8,989	45,239	1,032	9,803	8,290	7,434	13,647	120,349
	88	495	2,592	3,827	2,621	9,535	19,401	1,655	4,581	25,741	7,357	2,887	18,154	10,282	9,527	48,207	678	9,222	9,223	6,617	14,621	123,844
South Dakota	89	194	317	933	626	2,071	2,697	185	992	3,864	1,826	372	3,408	1,691	1,769	9,066	28	887	376	358	1,079	17,729
	88	215	431	843	652	2,141	2,889	199	853	3,950	1,887	363	3,368	1,848	1,669	9,135	17	739	293	325	1,167	17,767
Tennessee	89	1,151	3,603	7,695	4,811	17,277	25,261	3,474	7,109	35,959	10,002	6,328	26,815	11,615	15,357	70,123	1,612	11,309	12,701	14,938	15,958	179,877
	88	997	5,374	8,667	6,048	21,086	28,020	3,205	7,693	39,093	10,845	5,896	25,319	13,349	16,518	71,927	1,529	11,858	12,580	15,985	20,538	194,596
Texas	89	3,576	13,875	21,837	13,751	53,147	95,201	14,506	26,761	136,982	26,592	22,203	71,037	40,016	39,181	199,045	8,275	36,473	30,062	32,377	70,327	566,688
	88	2,702	16,957	21,788	13,987	55,414	94,006	13,876	25,339	133,754	25,672	20,192	69,009	42,918	36,389	194,196	6,737	35,153	25,902	27,632	75,170	553,958
Utah	89	340	1,072	1,950	1,516	4,885	6,662	637	2,022	9,371	1,578	798	5,256	1,786	2,770	12,189	502	3,270	2,103	2,823	6,556	41,699
	88	230	1,012	2,199	1,131	4,572	5,762	526	2,152	8,492	2,025	708	5,367	2,258	2,481	12,839	476	3,421	1,410	2,964	7,501	41,675
Vermont	89	307	321	1,015	1,319	3,980	3,340	164	1,254	4,872	1,321	367	3,591	1,196	1,382	7,819	391	1,391	488	2,173	4,487	34,991
	88	299	461	1,819	1,381	3,979	3,719	181	911	4,811	1,834	391	4,849	1,382	1,543	9,389	89	1,642	585	1,987	3,899	37,288
Virginia	89	2,578	5,227	13,110	8,888	29,551	48,284	4,188	9,575	62,396	9,703	5,984	32,948	16,388	16,811	80,847	3,794	21,788	19,472	17,701	36,691	308,249
	88	1,883	6,118	15,832	10,818	33,453	48,885	4,888	10,738	61,848	10,847	5,187	33,151	17,733	18,884	86,248	3,878	20,518	14,387	17,119	38,884	301,886
Washington	89	888	2,183	5,888	4,888	12,178	22,812	1,727	5,882	29,434	4,885	2,387	18,388	4,888	4,888	31,784	3,127	14,788	5,888	12,888	20,352	138,888
	88	788	3,215	5,174	4,888	13,488	21,488	1,388	4,871	27,888	4,881	2,188	17,228	5,888	5,888	35,884	3,881	18,837	5,888	11,487	20,788	145,788
West Virginia	89	484	881	3,838	2,388	7,288	9,388	888	2,874	12,488	3,418	1,878	10,888	4,888	4,881	23,718	188	2,388	2,888	2,128	4,887	64,871
	88	488	1,818	3,831	2,387	8,221	8,888	888	2,481	12,187	3,878	1,887	12,188	4,888	4,788	28,748	87	2,488	1,848	1,381	4,873	67,781
Wisconsin	89	1,284	2,648	10,284	6,888	21,188	28,228	2,318	9,888	38,588	10,388	3,881	23,288	14,848	10,888	63,813	1,183	7,482	4,518	9,882	11,888	177,388
	88	1,278	3,887	10,388	7,288	22,842	28,888	2,387	8,748	37,887	12,888	3,388	28,841	18,817	13,888	88,848	1,188	8,888	3,488	8,488	14,717	196,411
Wyoming	89	125	238	690	364	1,420	1,684	120	779	2,601	888	238	1,574	897	1,128	4,726	27	832	379	672	1,043	11,700
	88	75	400	884	317	1,456	1,889	115	788	2,582	879	184	1,508	923	1,096	4,580	23	887	282	623	1,258	11,701
Federal Government	89	108	33	228	446	815	1,672	7	17	1,697	45	6	8,083	83	100	8,327	2	10	9	8	16	10,884
	88	0	154	476	7,815	8,245	2,119	2	28	2,148	88	2	10,462	80	96	10,708	8	10	8	8	21	21,158
U.S. Total	89	79,887	291,117	464,983	304,911	1,034,153	1,528,647	197,971	468,168	2,295,586	588,888	271,297	1,354,894	688,788	695,437	3,481,811	142,794	688,852	482,888	672,161	1,175,588	9,852,617
	88	62,838	283,848	486,416	333,224	1,175,518	1,577,815	198,588	481,388	2,252,882	578,852	258,772	1,488,632	788,448	758,884	3,778,348	129,818	682,387	472,888	644,887	1,367,171	10,479,931

Notes: Manufacturers' sales records were used to compile Oklahoma figures in 1987. All data is property of R.L. Polk & Co.; may not be copied sold or reprinted without permission from Polk.

SALES/REGISTRATIONS

1989 new truck registrations in U.S. by state

(compiled by R.L. Polk & Co.)

State	Year	Chrysler Corp.	Ford	Daimler-Benz Corp.	Chevrolet	GMC	Navistar	Jeep	Mack Truck Corp.	Paccar Corp.	Volvo GM Corp.*	Toyota	Nissan	Other domestic & imports	TOTAL	Year	State
Alabama	89	7,959	20,880	621	24,080	6,006	1,238	2,667	584	913	448	2,662	2,698	5,859	76,433	'89	Alabama
	88	8,969	22,300	766	27,862	7,418	1,093	2,908	569	919	520	4,323	3,113	5,883	86,643	'88	
Alaska	89	2,408	4,575	13	4,549	1,215	55	859	25	79	62	1,006	392	1,039	16,077	'89	Alaska
	88	1,626	3,495	27	2,923	928	125	476	6	37	26	470	447	933	11,519	'88	
Arizona	89	8,414	21,684	122	19,696	5,459	2,180	3,609	143	384	118	7,942	4,901	5,513	80,145	'89	Arizona
	88	8,474	20,230	94	18,172	7,041	3,742	3,896	61	222	149	4,772	5,550	6,334	78,737	'88	
Arkansas	89	6,818	19,241	376	20,229	5,159	1,080	1,546	281	251	137	2,017	2,414	3,564	63,113	'89	Arkansas
	88	7,329	18,615	288	17,867	5,237	798	1,311	235	191	58	2,329	2,103	2,996	58,357	'88	
California	89	71,363	158,636	3,563	116,334	29,780	5,068	38,383	1,922	4,937	1,501	91,937	30,919	54,886	599,229	'89	California
	88	72,496	154,286	2,653	104,382	27,931	4,712	35,546	840	3,137	1,188	79,081	34,002	63,124	583,178	'88	
Colorado	'89	9,470	18,190	153	17,452	4,636	909	7,984	88	450	171	7,103	2,391	4,953	73,941	'89	Colorado
	'88	8,045	18,406	117	14,580	4,364	885	8,806	91	322	164	5,862	2,941	4,515	67,238	'88	
Connecticut	'89	10,194	12,850	165	14,051	3,315	1,034	5,577	332	369	159	2,940	1,448	5,467	58,502	'89	Connecticut
	'88	11,962	17,777	161	16,271	4,507	1,427	6,840	488	229	181	3,994	2,176	7,276	72,970	'88	
Delaware	'89	3,463	7,370	426	5,662	1,306	885	1,176	87	369	230	726	560	1,221	23,281	'89	Delaware
	'88	3,463	7,252	521	5,820	1,244	786	933	141	210	348	657	525	1,357	23,257	'88	
District of Columbia	'89	610	700	3	583	129	18	480	10	1	3	199	157	393	3,263	'89	District of Columbia
	'88	617	996	8	768	161	18	543	2	7	8	294	263	411	4,016	'88	
Florida	'89	45,264	84,411	875	57,999	15,626	3,934	15,413	1,393	1,468	839	11,899	8,230	24,154	271,486	'89	Florida
	'88	42,574	87,694	833	59,003	16,681	3,696	14,396	1,349	1,159	818	15,423	9,476	22,704	277,542	'88	
Georgia	89	17,184	46,064	835	40,219	9,591	2,003	7,386	757	977	877	6,129	3,860	10,142	146,024	'89	Georgia
	88	19,009	49,015	1,203	43,570	9,571	2,998	8,014	666	1,008	748	7,828	4,802	9,021	157,453	'88	
Hawaii	89	3,493	6,360	0	3,516	1,452	179	2,220	11	109	45	2,035	1,597	3,575	24,592	'89	Hawaii
	88	3,331	5,752	0	2,847	1,256	164	1,587	7	85	42	2,315	1,818	2,972	22,176	'88	
Idaho	89	2,899	6,247	74	6,009	2,718	182	912	20	367	64	1,576	877	1,446	23,391	'89	Idaho
	88	2,945	5,590	49	4,563	2,224	171	1,018	15	288	39	1,304	777	1,252	20,235	'88	
Illinois	89	39,179	66,607	2,733	66,689	16,484	6,952	8,635	1,962	2,143	2,286	5,798	2,935	8,560	230,963	'89	Illinois
	88	38,887	68,793	1,989	63,829	16,293	6,681	7,037	2,093	2,019	1,662	7,087	3,751	7,790	227,911	'88	
Indiana	89	14,467	30,174	909	33,565	12,657	1,836	2,629	517	929	558	3,051	1,350	3,563	106,206	'89	Indiana
	88	15,546	31,531	1,136	35,025	13,240	2,195	2,576	476	910	476	3,970	1,362	3,421	111,864	'88	
Iowa	'89	9,634	19,141	690	18,386	3,593	1,467	1,301	275	732	415	1,841	842	1,861	59,277	'89	Iowa
	'88	9,421	19,282	697	17,375	3,272	1,632	1,142	285	580	276	1,187	790	1,877	57,796	'88	
Kansas	'89	6,980	16,304	186	13,464	4,475	955	1,748	98	558	139	2,038	885	2,133	49,585	'89	Kansas
	'88	7,366	16,776	150	13,884	4,674	665	1,829	105	551	159	2,438	1,058	2,587	52,224	'88	
Kentucky	'89	8,942	20,219	157	21,338	4,428	1,199	1,867	423	225	103	3,267	2,218	2,971	67,101	'89	Kentucky
	'88	10,344	21,785	207	20,958	4,531	980	1,573	372	198	121	3,177	2,149	2,887	69,262	'88	
Louisiana	'89	10,108	27,635	421	24,348	7,563	763	2,290	339	285	183	4,141	3,129	9,291	90,426	'89	Louisiana
	'88	10,585	27,201	476	24,560	6,689	1,235	2,135	370	334	95	5,056	3,576	7,967	90,373	'88	
Maine	'89	4,804	9,507	79	7,541	4,375	564	1,743	122	124	217	1,200	667	1,629	32,562	'89	Maine
	'88	4,962	10,650	98	7,806	4,534	492	1,581	142	182	182	1,502	833	1,570	34,004	'88	
Maryland	89	22,109	34,492	340	27,025	5,931	2,154	7,223	871	395	359	6,124	2,950	6,946	116,819	'89	Maryland
	88	21,800	37,113	405	29,536	6,800	2,314	6,557	928	323	400	6,276	3,587	6,897	122,736	'88	
Massachusetts	89	16,614	23,646	459	21,443	8,090	1,686	8,895	662	264	317	5,587	2,150	7,662	97,485	'89	Massachusetts
	88	21,855	34,217	592	29,430	12,494	2,461	12,769	1,066	326	482	8,073	3,868	9,891	137,304	'88	
Michigan	89	40,472	73,524	511	68,476	27,329	2,325	8,329	430	526	959	2,816	1,147	5,383	232,227	'89	Michigan
	88	40,560	76,992	418	66,406	28,426	2,126	8,222	517	489	567	2,707	1,668	3,530	232,628	'88	
Minnesota	89	16,998	33,341	614	27,811	6,761	2,026	3,306	394	678	441	1,994	854	4,629	99,847	'89	Minnesota
	88	18,038	33,747	785	25,398	6,423	2,014	2,958	370	732	602	1,810	1,028	4,445	98,350	'88	
Mississippi	89	5,064	15,516	336	13,808	3,739	632	1,213	280	269	83	2,799	2,477	3,339	49,555	'89	Mississippi
	88	4,690	15,564	364	14,214	3,538	636	1,226	344	211	60	3,334	3,049	3,264	50,494	'88	
Missouri	'89	17,514	36,758	775	31,056	10,358	1,886	3,649	191	1,781	548	3,471	1,800	5,485	115,257	'89	Missouri
	'88	16,465	35,673	868	28,896	11,235	1,625	3,306	222	1,034	403	3,585	1,883	5,002	110,977	'88	
Montana	'89	2,340	6,886	199	6,313	1,782	169	596	12	487	51	966	1,036	986	21,674	'89	Montana
	'88	1,909	5,850	144	4,801	1,478	136	513	24	523	37	816	840	709	17,901	'88	
Nebraska	'89	4,526	11,358	706	9,683	2,773	612	999	188	1,557	287	770	595	1,289	35,689	'89	Nebraska
	'88	4,713	10,710	970	8,916	2,873	1,056	962	130	1,934	347	536	726	1,189	34,986	'88	
Nevada	'89	4,280	8,355	98	5,789	3,616	273	1,999	9	144	27	2,749	1,196	2,779	31,296	'89	Nevada
	'88	4,180	8,594	29	4,625	2,761	245	1,572	9	133	55	2,534	1,282	2,492	28,566	'88	
New Hampshire	'89	5,380	7,539	86	7,371	2,888	585	1,975	174	170	71	2,325	722	2,203	31,498	'89	New Hampshire
	'88	6,948	9,853	93	9,532	4,364	991	2,792	271	132	98	3,992	1,204	2,407	41,985	'88	
New Jersey	89	22,122	37,475	690	24,572	8,169	2,383	11,563	1,620	868	592	7,153	2,823	9,548	129,578	'89	New Jersey
	88	23,076	42,334	969	27,871	9,806	2,481	10,980	1,654	1,109	779	8,087	4,083	11,498	144,727	'88	
New Mexico	89	4,513	11,235	62	10,050	3,654	403	1,716	61	180	8	2,408	1,638	2,089	38,018	'89	New Mexico
	88	4,603	12,859	32	9,508	3,528	343	1,769	50	196	14	2,398	1,713	2,207	39,221	'88	
New York	89	40,766	55,003	566	52,668	16,406	4,294	18,000	1,812	536	640	8,148	5,228	15,798	219,865	'89	New York
	88	44,941	52,221	989	56,944	19,969	4,994	19,792	2,149	678	760	7,443	7,660	17,808	246,348	'88	
North Carolina	89	16,852	43,031	706	40,250	7,554	1,863	6,598	600	1,843	919	6,952	6,502	11,729	145,399	'89	North Carolina
	88	18,331	46,610	972	38,824	7,990	1,947	6,489	623	1,307	677	7,472	7,100	12,207	150,549	'88	
North Dakota	89	1,807	4,405	85	4,956	1,133	127	330	73	144	77	387	196	554	14,274	'89	North Dakota
	88	1,709	4,200	195	4,155	1,081	133	271	28	276	81	332	152	562	13,175	'88	
Ohio	'89	34,486	59,073	874	64,254	14,060	3,561	5,884	1,183	1,084	878	5,446	3,302	7,063	200,836	'89	Ohio
	'88	35,153	63,812	807	65,257	14,915	3,410	5,189	1,115	1,200	800	5,839	3,086	7,729	208,071	'88	
Oklahoma	'89	7,860	20,602	670	24,074	7,531	2,135	2,429	154	526	62	1,697	2,291	3,176	72,598	'89	Oklahoma
	'88	8,318	20,706	753	22,920	7,383	1,891	2,838	255	699	247	1,573	2,447	3,628	73,409	'88	
Oregon	'89	9,182	20,349	430	16,012	3,998	635	3,434	139	736	348	8,183	3,171	4,824	71,201	'89	Oregon
	'88	8,837	19,959	437	14,309	3,551	493	3,007	148	598	287	6,911	3,679	3,962	64,996	'88	
Pennsylvania	'89	36,535	62,568	1,180	54,145	15,625	3,538	9,980	2,039	1,585	946	6,357	3,426	9,349	209,762	'89	Pennsylvania
	'88	38,833	69,738	1,304	54,870	15,997	3,809	10,333	2,823	1,484	784	6,365	4,426	9,429	219,878	'88	
Rhode Island	'89	2,400	3,807	12	2,867	1,279	302	1,166	168	17	28	1,697	239	1,498	14,480	'89	Rhode Island
	'88	2,948	4,325	29	3,152	1,394	294	1,309	257	54	39	1,723	449	2,153	18,945	'88	
South Carolina	89	7,742	20,321	418	18,274	5,355	866	2,619	378	410	204	3,012	2,567	5,955	68,061	'89	South Carolina
	88	7,988	20,020	369	18,156	5,148	1,825	2,441	392	346	135	3,284	2,734	6,833	69,771	'88	
South Dakota	89	2,033	5,297	100	5,129	1,101	233	520	56	358	34	268	319	486	15,934	'89	South Dakota
	88	1,756	5,421	119	4,468	1,002	226	478	36	386	48	272	253	413	14,878	'88	
Tennessee	89	12,928	29,634	1,338	28,008	10,403	2,073	3,395	748	1,846	931	7,295	5,015	8,072	109,686	'89	Tennessee
	88	14,449	31,967	1,161	27,846	10,384	1,955	3,815	797	1,479	967	9,197	5,261	7,288	116,565	'88	
Texas	89	45,866	112,517	1,553	125,216	34,292	3,905	13,476	1,170	2,186	858	11,915	13,016	26,825	392,795	'89	Texas
	88	44,279	110,204	1,395	114,075	29,950	4,589	13,780	1,107	2,344	662	11,286	12,296	25,111	371,078	'88	
Utah	89	4,016	9,769	492	8,282	2,349	496	2,481	99	693	313	1,929	1,163	2,386	34,468	'89	Utah
	88	3,568	8,114	286	6,679	2,551	263	1,538	66	551	246	1,711	1,053	1,821	28,447	'88	
Vermont	'89	2,114	4,273	15	3,809	1,277	282	956	128	34	77	1,089	210	835	15,166	'89	Vermont
	'88	2,374	4,981	72	4,213	1,858	272	1,137	77	39	64	1,169	279	1,097	17,449	'88	
Virginia	'89	21,180	40,885	288	27,771	7,377	1,292	8,602	799	455	499	7,362	4,133	10,662	131,381	'89	Virginia
	'88	22,724	43,326	284	29,647	8,048	1,751	8,921	913	958	466	8,271	4,777	10,746	149,035	'88	
Washington	'89	12,592	25,572	401	22,745	4,980	825	5,899	388	1,464	567	7,864	3,312	6,088	93,005	'89	Washington
	'88	11,829	22,980	283	19,899	4,281	988	4,399	291	1,396	399	6,158	3,522	6,988	82,880	'88	
West Virginia	'89	4,021	11,987	89	12,239	2,298	498	1,139	238	24	96	1,488	693	1,353	36,865	'89	West Virginia
	'88	5,191	12,981	49	13,859	2,236	533	1,339	166	102	72	1,910	982	1,176	38,597	'88	
Wisconsin	'89	19,882	30,927	538	29,232	9,548	2,178	3,382	566	1,037	664	3,796	1,414	3,736	108,730	'89	Wisconsin
	'88	18,780	31,557	419	25,857	9,982	1,994	3,111	527	1,139	599	3,148	1,660	3,466	101,389	'88	
Wyoming	'89	1,625	4,342	75	4,029	1,740	161	527	9	137	21	645	330	296	13,939	'89	Wyoming
	'88	1,541	4,277	45	3,510	1,562	146	505	11	59	13	609	249	273	12,804	'88	
Federal Government	'89	3,641	5,418	24	27,789	296	1,760	262	2	4	1	4	22	23	39,216	'89	Federal Government
	'88	7,569	706	12	42,211	989	2,434	25	4	2	31	16	6	19	54,024	'88	
U.S. TOTAL	'89	735,796	1,466,929	27,178	1,348,668	373,254	77,959	248,981	25,229	38,898	20,366	272,529	148,684	324,887	5,109,198	'89	U.S. TOTAL
	'88	757,786	1,517,356	27,089	1,331,291	388,864	84,915	245,663	24,929	34,383	18,044	286,248	166,947	333,728	5,211,199	'88	

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*—Includes Volvo, Autocar, Western Star, White and White GMC.

SALES/REGISTRATIONS

Canadian new-car registrations

1960	450,840
1961	440,377
1962	501,030
1963	541,942
1964	607,503
1965	**686,828**
1966	**683,639**
1967	**667,814**
1968	**737,605**
1969	**756,015**
1970	636,206
1971	745,026
1972	812,753
1973	935,533
1974	901,097
1975	**839,942**
1976	**898,253**
1977	**953,078**
1978	**958,414**
1979	**998,004**
1980	948,967
1981	891,558
1982	727,097
1983	830,457
1984	914,679
1985	1,146,251
1986*	1,065,143
1987	1,028,501
1988	1,043,127
1989	974,531

Canadian new-truck registrations

1960	73,682
1961	74,738
1962	81,495
1963	90,608
1964	104,175
1965	**115,660**
1966	**128,506**
1967	**130,964**
1968	**142,201**
1969	**153,277**
1970	129,359
1971	138,876
1972	180,748
1973	234,683
1974	287,619
1975	**265,015**
1976	**305,606**
1977	**333,551**
1978	**349,294**
1979	**382,074**
1980	335,827
1981	281,536
1982	204,794
1983	223,917
1984	292,273
1985	**393,396**
1986*	**406,905**
1987	**450,014**
1988	**500,502**
1989	**480,338**

*—Quebec figures are incomplete
SOURCE R.L. Polk & Co. Ltd

Annual U.S. light, medium, heavy truck registrations for 1989 vs. 1988

Based on R.L. Polk & Co. Statistical Report

	6,000 & less GVW Group 1	6,001-10,000 GVW Group 2	10,001-14,000 GVW Group 3	14,001-16,000 GVW Group 4	16,001-19,500 GVW Group 5	19,501-26,000 GVW Group 6	26,001-33,000 GVW Group 7	33,001- & over GVW Group 8	Total 1989	Total 1988
Chrysler	1,464								1,464	
Dodge	418,779	131,975							550,754	566,854
Plymouth	183,578								183,578	190,932
Jeep	248,220	761							248,981	245,603
Total Chrysler Corp.	**852,041**	**132,736**							**984,777**	**1,003,389**
Ford	**715,207**	**673,553**		**23,330**		**9,048**	**31,375**	**14,216**	**1,466,929**	**1,517,356**
Freightliner								25,123	25,123	24,009
Mercedes-Benz						808	1,247		2,055	3,080
Total Daimler-Benz Corp.						**808**	**1,247**	**25,123**	**27,178**	**27,089**
Chevrolet	771,426	527,904	23,975	2,102	167	7,065	7,684	343	1,340,666	1,331,291
GMC	180,041	167,456	2,373	1,200	4,489	5,674	11,320	701	373,254	386,864
Pontiac	2,218								2,218	
Total GM Corp.	**955,227**	**695,360**	**26,348**	**3,302**	**4,656**	**12,739**	**19,004**	**1,044**	**1,717,680**	**1,718,155**
John Deere		8	398	5,131	1,161				6,698	6,595
Navistar				**97**	**149**	**7,514**	**37,870**	**32,329**	**77,959**	**84,915**
Mack						**2,576**	**3,024**	**19,628**	**25,228**	**24,928**
Kenworth							449	19,028	19,477	17,284
Peterbilt							737	17,866	18,603	17,019
Total Paccar Corp.							**1,186**	**36,894**	**38,080**	**34,303**
Autocar								28	28	293
Volvo							996	256	1,252	1,796
White								141	141	1,883
WhiteGMC								17,414	17,414	12,626
Western Star								1,470	1,470	1,446
Miscellaneous Domestic	702	823	1				6	2,011	3,543	3,369
Other Imports	**712,746**	**1,893**	**9,088**	**1,080**	**2,286**	**2,261**	**2,334**	**128**	**731,818**	**772,957**
Grand Total	**3,235,923**	**1,504,375**	**35,835**	**33,140**	**8,252**	**34,946**	**97,042**	**150,682**	**5,100,195**	**5,211,100**

Compiled from R.L. Polk & Co. data

Annual new U.S. truck registrations for 20 years, by make

	Chevrolet	Chrysler Corp.	Daimler-Benz	Dodge①	Ford	Freightliner②	GMC	Navistar	Jeep	Kenworth③	Mack	Paccar Corp.	Peterbilt	Plymouth	Volvo GM*	Western Star	Total
1970	557,997	.....	.....	137,509	666,613	5,867	125,657	143,195	33,984	5,320	17,740	.....	3,457	.....	12,139	.....	1,790,177
1971	647,258	.....	.....	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	.....	4,296	.....	10,622	.....	1,993,186
1972	802,755	.....	.....	269,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	.....	5,698	.....	11,312	.....	2,513,952
1973	991,099	.....	.....	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	.....	6,869	.....	13,906	.....	3,029,074
1974	860,358	.....	.....	292,213	865,000	11,713	183,755	161,375	96,835	10,489	22,710	.....	8,428	.....	13,582	.....	2,656,918
1975	**815,585**	**—**	**—**	**282,271**	**747,807**	**8,237**	**2,186**	**111,352**	**85,111**	**5,633**	**13,718**	**—**	**4,801**	**—**	**7,137**	**—**	**2,397,417**
1976	**1,052,436**	**—**	**—**	**399,644**	**930,933**	**7,075**	**255,360**	**100,657**	**107,487**	**8,024**	**14,696**	**—**	**5,639**	**—**	**7,348**	**—**	**3,058,009**
1977	**1,133,201**	**—**	**—**	**480,623**	**1,139,224**	**9,928**	**260,776**	**108,753**	**124,843**	**12,330**	**22,994**	**—**	**9,453**	**—**	**10,844**	**—**	**3,509,325**
1978	**1,275,787**	**—**	**—**	**464,470**	**1,314,251**	**11,725**	**329,186**	**116,574**	**163,548**	**14,345**	**27,390**	**—**	**9,454**	**—**	**13,292**	**—**	**3,963,340**
1979	**1,085,855**	**—**	**—**	**371,970**	**1,123,605**	**14,308**	**283,329**	**116,739**	**145,583**	**14,993**	**29,265**	**—**	**8,993**	**—**	**12,512**	**—**	**3,472,209**
1980	737,788	.....	.....	256,829	784,132	11,473	181,252	74,484	81,923	11,163	21,743	.....	7,008	.....	7,664	.....	2,476,777
1981	650,460	.....	.....	166,363	697,213	9,095	160,703	61,792	58,257	10,379	19,698	.....	6,654	.....	2,857	.....	2,185,489
1982	758,107	.....	.....	218,078	733,120	7,292	212,903	45,902	62,097	7,344	15,590	.....	5,781	.....	2,669	.....	2,430,471
1983	904,672	263,687	13,999	253,500	942,568	11,111	247,970	50,526	76,453	7,972	15,038	15,998	8,026	.....	9,439	.....	2,976,556
1984	1,090,178	504,081	18,889	.....	1,162,834	.....	305,206	66,713	148,292	.....	25,617	26,732	.....	.....	10,084	.....	4,048,998
1985	1,256,964	600,951	23,310	.....	1,245,805	.....	347,577	73,463	182,210	.....	29,514	24,286	.....	.....	13,580	.....	4,675,160
1986	1,245,788	575,571	21,573	.....	1,348,986	.....	340,877	68,522	195,973	.....	21,820	21,110	.....	.....	11,919	.....	4,801,081
1987	1,186,155	906,105	27,469	562,930	1,433,910	23,482	337,034	70,491	205,108	14,572	22,686	27,123	12,551	138,089	12,089	131	4,963,894
1988	1,331,291	1,003,389	27,089	566,854	1,517,356	24,009	386,864	84,915	245,603	17,284	24,928	34,303	17,019	160,932	12,626	136	5,211,100
1989	1,340,666	984,777	27,178	550,754	1,466,929	25,123	373,254	77,959	248,981	19,477	25,228	38,080	18,603	183,578	1,252	1,470	5,100,195

NOTE: Totals from 1969-1980 include Brockway and Diamond Reo registrations — not shown here.
SOURCE: R.L. Polk & Co.

* Numbers up to 1983 reflect White Motor as an independent operator. From 1984 through 1987, they reflect combined Volvo White operations. From 1988 on, they reflect Volvo GM heavy trucks as a new joint venture operation in Class 8.
① Dodge included in Chrysler Corp. totals in 1983. 1986 Dodge and Plymouth totals are broken out in 1987 and 1988.
② Freightliner included in White totals until 1970, included in Daimler-Benz beginning in 1983.
③ Kenworth, Peterbilt included in Paccar totals beginning in 1983.

1990-model passenger car specifications

New-car specifications are compiled by Automotive News from information supplied by automakers, car divisions, vehicle importers, the Motor Vehicle Manufacturers Association and other sources. Base models are listed. Upgraded-trim versions with no changes in engines or dimensions are not listed.

Engine classifications are: I — inline; V — V-shaped block; H — horizontally opposed; R — rotary.

Carburetion classifications are: 2V — two-barrel carburetor; 4V — four-barrel carburetor; FI — electronic fuel injection; MFI — multipoint fuel injection; TBI — throttle-body fuel injection; SFI — sequential fuel injection.

Drive system classifications are: F — front-wheel drive; R — rear-wheel drive; 4wd — four-wheel drive.

New-car dimensions and capacities are explained at the top of the chart. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. ft.)
ACURA Integra 2-dr. Hatchback	100.4	172.9	67.4	52.2	2,549	38.5	43.6	58.1	58.1	I-4	3.19 x 3.50	1.8	SFI	9.2	130@6,000	121@5,000	13.2	4.6	4.0	5M	4.40	F	14	33.1
Integra Sedan	102.4	176.5	67.4	52.8	2,604	38.7	43.5	58.1	58.1	I-4	3.19 x 3.50	1.8	SFI	9.2	130@6,000	121@5,000	13.2	4.6	4.0	5M	4.40	F	14	33.7
Legend Coupe	106.5	188.0	68.7	53.9	3,139	37.2	42.9	59.1	59.1	V-6	3.43 x 2.95	2.7	SFI	9.0	160@5,900	162@4,500	18.0	9.3	4.8	5M	4.20	F	15	36.4
Legend Sedan	108.7	190.6	68.9	54.7	3,170	38.4	43.4	59.1	57.5	V-6	3.43 x 2.95	2.7	SFI	9.0	160@5,900	162@4,500	18.0	9.3	4.8	5M	4.20	F	15	37.1
NS-X Coupe*	99.6	173.4	71.3	46.1	N.A.	N.A.	N.A.	59.4	60.0	V-6	N.A.	3.0	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	5M	N.A.	R	15†	N.A.
*The NS-X is scheduled for introduction in mid-1990 as a 1991 model. Specifications are preliminary. †Rear-wheel diameter on NS-X is 16 inches.																								
ALFA ROMEO Spider Convertible*	88.6	167.7	63.9	49.7	2,548	37.0	38.8	52.1	50.1	I-4	3.31 x 3.48	2.0	MFI	9.0	120@5,800	117@2,700	12.2	10.3	4.5	5M	4.10	R	14	35.4
164 Sedan*	104.7	179.4	69.3	54.8	3,325	38.2	39.3	59.6	58.6	V-6	3.66 x 2.86	3.0	MFI	9.5	183@5,800	185@4,400	17.2	N.A.	N.A.	5M	3.11	R	15	35.4
*Spider Convertible and 164 Sedan are 1991 models.																								
OPTIONAL ENGINES: 164										V-6	3.66 x 2.86	3.0	MFI	10.0	200@6,000	189@4,400								
ASTON MARTIN Virage Coupe	102.8	187.0	73.0	52.0	3,947	36.0	50.0	10.0	10.0	V-8	3.94 x 3.35	5.3	SFI	9.5	330@6,000	350@3,700	30.2	18.0	12.0	5M	3.06	R	16	38.0
AUDI 80 Sedan	100.2	176.3	66.7	55.0	2,612	37.8	42.2	55.6	56.3	I-4	3.25 x 3.65	2.0	MFI	10.5	108@5,300	121@3,200	15.9	7.4	3.2	5M	4.11	F	14	33.8
80 Quattro Sedan	99.9	176.3	66.7	54.8	2,954	37.8	42.2	55.6	56.3	I-5	3.25 x 3.40	2.3	MFI	10.0	130@5,500	140@4,500	18.5	8.6	3.7	5M	4.11	4	14	33.8
90 Sedan	100.2	176.3	66.7	54.8	2,789	37.8	42.2	55.6	56.3	I-5	3.25 x 3.40	2.3	MFI	10.0	130@5,500	140@4,500	15.9	8.6	3.7	5M	3.70	F	14	33.8
90 Quattro Sedan	99.9	176.3	66.7	54.8	3,042	37.8	42.2	55.6	56.3	I-5	3.25 x 3.40	2.3	SFI	10.3	164@6,000	157@4,500	18.5	8.6	5.0	5M	4.11	4	14	33.8
Coupe Quattro	100.4	176.0	67.6	54.3	3,174	35.1	42.2	57.1	56.4	I-5	3.25 x 3.40	2.3	SFI	10.3	164@6,000	157@4,500	18.5	8.6	5.0	5M	4.11	4	15	33.8
100 Sedan	105.6	192.7	71.4	55.9	3,042	37.9	41.1	58.1	58.5	I-5	3.25 x 3.40	2.3	MFI	10.0	130@5,500	140@4,000	21.1	8.5	5.0	3A	3.25	F	15	34.2
100 Quattro Sedan	105.9	192.7	71.4	55.9	3,263	37.9	41.1	58.1	58.8	I-5	3.25 x 3.40	2.3	MFI	10.0	130@5,500	140@4,000	20.6	8.5	5.0	5M	4.11	4	15	34.2
200 Sedan	105.6	192.7	71.4	55.9	3,263	37.9	41.1	58.1	58.0	I-5	3.19 x 3.40	2.2	MFI	8.4	162@5,500	177@3,000	21.1	8.5	5.0	3A	3.08	F	15	34.2
200 Quattro Sedan	105.9	192.7	71.4	55.9	3,483	37.9	41.1	58.1	58.8	I-5	3.19 x 3.40	2.2	MFI	8.4	162@5,500	177@3,000	20.6	8.5	5.0	5M	3.89	4	15	34.2
200 Quattro Wagon	105.9	192.7	71.4	55.9	3,572	37.9	41.1	58.1	58.8	I-5	3.19 x 3.40	2.2	MFI	8.4	162@5,500	177@3,000	20.6	8.5	5.0	5M	3.89	4	15	34.2
V-8 Quattro Sedan	106.4	191.9	71.4	55.9	3,946	37.8	41.7	59.6	60.3	V-8	3.19 x 3.40	3.6	SFI	10.6	240@5,800	245@4,000	21.1	11.1	10.0	4A	3.78	4	15	34.4
BENTLEY Bentley Eight Sedan	120.5	207.8	79.1	58.5	5,180	37.5	39.0	61.0	61.0	V-8	4.10 x 3.90	6.8	FI	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	39.9
Continental Convertible	120.5	207.5	77.1	59.8	5,360	37.7	41.2	61.0	61.0	V-8	4.10 x 3.90	6.8	FI	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	39.9
Mulsanne S Sedan	120.5	207.8	79.1	58.5	5,180	37.5	39.0	61.0	61.0	V-8	4.10 x 3.90	6.8	FI	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	41.4
Turbo R Sedan	120.5	207.8	79.1	58.5	5,310	37.5	39.0	61.0	61.0	V-8	4.10 x 3.90	6.8	FI	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	39.9
BMW 318i Coupe*	101.2	170.3	64.8	54.3	2,635	37.7	39.6	55.4	55.7	I-4	3.31 x 3.19	1.8	MFI	10.0	134@6,000	127@4,600	14.5	6.8	4.2	5M	4.10	R	14	34.4
318is Coupe	101.2	170.3	64.8	53.5	2,602	37.7	39.6	55.4	55.7	I-4	3.31 x 3.19	1.8	MFI	10.0	134@6,000	127@4,600	14.5	6.8	4.2	5M	4.10	R	14	34.4
325i Coupe	101.2	170.3	64.8	54.3	2,810	37.7	39.6	55.4	55.7	I-6	3.31 x 2.95	2.5	MFI	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.73	R	14	34.4
325i Sedan	101.2	170.3	64.8	54.3	2,854	37.7	39.6	55.4	55.7	I-6	3.31 x 2.95	2.5	MFI	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.73	R	14	34.4
325i Convertible	101.2	175.2	64.8	53.9	2,990	37.7	39.6	55.4	55.7	I-6	3.31 x 2.95	2.5	MFI	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.73	R	14	34.4
325is Coupe	101.2	170.3	64.8	54.3	2,845	37.7	39.6	55.4	55.7	I-6	3.31 x 2.95	2.5	MFI	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.73	R	14	34.4
325ix Coupe	101.2	170.3	65.4	55.1	3,000	38.5	39.6	55.9	55.7	I-6	3.31 x 2.95	2.5	MFI	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.91	4	15	36.4
325ix Sedan	101.2	170.3	65.4	55.1	3,044	38.5	39.6	55.9	55.7	I-6	3.31 x 2.95	2.5	MFI	8.8	168@5,800	164@4,300	16.4	11.0	4.5	5M	3.91	4	15	36.4
M3 Coupe	101.0	171.1	66.1	53.9	2,865	37.7	39.6	55.6	56.1	I-4	3.68 x 3.31	2.3	MFI	10.5	192@6,750	170@4,750	14.5	10.0	5.2	5M	4.10	R	15	36.4
525i Sedan	108.7	185.8	68.9	55.6	3,395	38.5	42.0	57.7	58.5	I-6	3.31 x 2.95	2.5	MFI	8.8	168@5,800	164@4,300	21.1	11.0	5.0	5M	3.73	R	15	36.1
535i Sedan	108.7	185.8	68.9	55.6	3,530	38.5	42.0	57.7	58.5	I-6	3.62 x 3.39	3.5	MFI	9.0	208@5,700	225@4,000	21.1	12.7	6.1	5M	3.45	R	15	36.1
735i Sedan	111.5	193.3	72.6	55.6	3,835	38.3	42.0	60.1	61.0	I-6	3.62 x 3.39	3.5	MFI	9.0	208@5,700	225@4,000	21.5	6.1	12.7	5M	3.91	R	15	38.1
735iL Sedan	116.0	197.8	72.6	55.1	4,015	38.3	42.0	60.2	61.3	I-6	3.62 x 3.39	3.5	MFI	9.0	208@5,700	225@4,000	24.0	12.7	6.1	4A	3.91	R	15	39.4
750iL Sedan	116.0	197.8	72.6	55.1	4,235	38.3	42.0	60.2	61.3	V-12	3.31 x 2.95	5.0	MFI	8.8	296@5,200	332@4,100	24.0	7.9	15.8	4A	3.15	R	15	39.4
850i Coupe*	105.7	188.2	73.0	52.8	4,123	37.4	N.A.	61.2	61.5	V-12	3.31 x 2.95	5.0	MFI	8.8	296@5,200	332@4,100	23.8	13.7	7.9	6M	2.65	R	16	37.7
M5 Sedan*	106.7	185.9	68.9	55.4	3,804	38.5	41.6	58.0	58.9	I-6	3.39 x 3.68	3.6	MFI	10.0	310@6,900	265@4,750	23.8	14.0	6.0	5M	3.91	R	17	36.1
*318i Coupe, 850i Coupe and M5 Sedan are 1991 models.																								
BUICK Century Coupe	104.8	189.1	69.4	53.7	2,839	38.6	42.1	58.7	58.7	I-4	4.10 x 3.00	2.5	TBI	8.3	110@5,200	135@3,200	15.7	9.8	5.0	3A	2.84	F	14	38.5
Century Sedan	104.8	189.1	69.4	54.2	2,888	38.6	42.1	58.7	58.7	I-4	4.10 x 3.00	2.5	TBI	8.3	110@5,200	135@3,200	15.7	9.8	5.0	3A	2.84	F	14	38.5
Century Wagon	104.8	190.9	69.4	54.2	3,048	38.6	42.1	58.7	58.7	I-4	4.10 x 3.00	2.5	TBI	8.3	110@5,200	135@3,200	15.7	9.8	5.0	3A	2.84	F	14	38.5
Electra Sedan	110.8	196.9	72.4	55.7	3,307	39.3	42.4	60.3	59.8	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.0	N.A.	5.0	4A	2.84	F	14	38.4

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. ft.)
Estate Wagon	115.9	220.5	79.3	59.3	4,339	39.6	42.2	62.2	64.1	V-8	3.80 x 3.39	5.0	4V	8.0	140@3,200	255@2,000	22.0	N.A.	5.0	4A	2.93	R	15	39.7
LeSabre Coupe	110.8	196.5	72.4	54.6	3,234	38.1	42.4	60.3	59.8	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.0	N.A.	5.0	4A	2.84	F	14	39.4
LeSabre Sedan	110.8	196.5	72.4	53.8	3,270	38.9	42.4	60.3	59.8	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.0	N.A.	5.0	4A	2.84	F	14	39.4
Park Avenue Sedan*	110.8	205.2	73.6	55.7	3,607	38.8	42.0	60.8	60.1	V-6	3.80 x 3.40	3.8	SFI	8.5	170@4,800	220@3,200	18.0	16.9	5.0	4A	2.84	F	14	39.4
*Park Avenue Sedan is a 1991 model slated for introduction in summer, 1990.																								
Reatta Coupe	98.5	183.5	73.0	51.2	3,372	36.9	43.1	60.3	60.3	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.8	N.A.	5.0	4A	2.97	F	15	38.0
Reatta Convertible	98.5	183.5	73.0	51.2	3,569	36.9	43.1	60.3	60.3	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.8	N.A.	5.0	4A	2.97	F	15	38.0
Regal Coupe	107.5	192.2	72.5	53.0	3,237	37.8	42.3	59.5	58.0	V-6	3.60 x 3.31	3.1	MFI	8.8	135@4,400	180@3,600	16.5	N.A.	5.0	4A	3.33	F	14	39.0
Regal Sedan	107.5	194.6	72.5	54.5	3,311	38.7	42.4	59.5	58.0	V-6	3.60 x 3.31	3.1	MFI	8.8	135@4,400	180@3,600	16.5	N.A.	5.0	4A	3.33	F	14	39.0
Riviera Coupe	108.0	198.3	73.1	53.6	3,463	37.8	42.7	59.9	59.9	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.8	N.A.	5.0	4A	2.97	F	15	39.4
Skylark Coupe	103.4	180.0	66.6	52.1	2,558	37.7	42.9	55.6	55.2	I-4	4.00 x 3.00	2.5	TBI	8.3	110@5,200	135@3,200	13.6	7.8	5.0	3A	2.84	F	13	35.4
Skylark Sedan	103.4	180.0	66.6	52.1	2,625	37.7	42.9	55.6	55.2	I-4	4.00 x 3.00	2.5	TBI	8.3	110@5,200	135@3,200	13.6	7.8	5.0	3A	2.84	F	13	35.4
OPTIONAL ENGINES: Skylark										I-4	3.63 x 3.35	2.3	MFI	9.5	160@6,200	155@5,200								
Skylark, Century										V-6	3.70 x 3.16	3.3	MFI	9.0	160@5,200	185@2,000								
Regal										V-6	3.80 x 3.40	3.8	SFI	8.5	170@4,800	220@3,200								
CADILLAC Allante Convertible	99.4	178.7	73.5	52.2	3,466	37.2	43.2	60.4	60.4	V-8	3.62 x 3.31	4.5	SFI	9.0	200@4,400	270@3,200	22.0	12.0	7.0	4A	3.21	F	16	40.0
Brougham Sedan	121.5	221.0	76.5	56.7	4,283	39.0	42.0	61.7	60.7	V-8	3.80 x 3.39	5.0	4V	8.0	140@3,200	255@2,000	25.0	15.2	6.0	4A	2.93	R	15	40.5
DeVille Coupe	110.8	202.7	71.7	54.9	3,466	39.3	42.4	60.3	59.8	V-8	3.62 x 3.31	4.5	SFI	9.5	180@4,300	245@3,000	18.0	12.0	4.5	4A	2.97	F	15	40.5
DeVille Sedan	113.8	205.6	71.7	55.2	3,546	39.3	42.4	60.3	59.8	V-8	3.62 x 3.31	4.5	SFI	9.5	180@4,300	245@3,000	18.0	12.0	5.0	4A	2.97	F	15	39.4
Eldorado Coupe	108.0	191.4	72.4	53.7	3,426	37.8	42.4	59.9	59.9	V-8	3.62 x 3.31	4.5	SFI	9.5	180@4,300	245@3,000	18.8	12.0	5.0	4A	2.97	F	15	40.4
Fleetwood Coupe	110.8	202.7	71.7	54.9	3,538	39.3	42.4	60.3	59.8	V-8	3.62 x 3.31	4.5	SFI	9.5	180@4,300	245@3,000	18.0	12.0	5.0	4A	2.97	F	15	39.4
Fleetwood Sedan	113.8	205.6	71.7	55.2	3,618	39.3	42.4	60.3	59.8	V-8	3.62 x 3.31	4.5	SFI	9.5	180@4,300	245@3,000	18.0	12.0	5.0	4A	2.97	F	15	40.4
Fleetwood Sixty Special Sedan	113.8	205.6	71.7	55.2	3,657	39.3	42.4	60.3	59.8	V-8	3.62 x 3.31	4.5	SFI	9.5	180@4,300	245@3,000	18.0	12.0	5.0	4A	2.97	F	15	40.4
Seville Sedan	108.0	190.8	72.0	53.7	3,480	37.8	42.5	59.9	59.9	V-8	3.62 x 3.31	4.5	SFI	9.5	180@4,300	245@3,000	18.8	12.0	5.0	4A	2.97	F	15	39.4
OPTIONAL ENGINES: Brougham										V-8	3.48 x 4.00	5.7	TBI	9.3	175@4,200	400@2,000								
CHEVROLET Beretta Coupe	103.4	187.2	68.2	52.9	2,637	38.0	43.4	55.6	55.1	I-4	3.50 x 3.46	2.2	FI	9.0	95@5,200	120@3,200	15.6	8.7	4.5	5M	3.83	F	14	37.8
Beretta Convertible	103.4	187.2	68.0	53.1	2,745	40.0	43.4	55.6	55.1	V-6	3.60 x 3.40	3.1	MFI	8.8	135@4,200	180@3,600	15.6	13.1	4.5	5M	3.61	F	14	37.8
Camaro Coupe	101.0	192.0	72.8	50.3	3,107	37.0	43.0	60.0	60.9	V-6	3.50 x 3.31	3.1	MFI	8.5	140@4,400	180@3,600	15.5	14.7	4.5	5M	3.42	R	15	38.5
Camaro Convertible	101.0	192.0	72.8	50.3	3,348	37.1	42.9	60.0	60.9	V-8	3.74 x 3.48	5.0	TBI	9.3	170@4,000	255@2,400	15.5	17.3	5.0	5M	3.08	R	15	38.5
Camaro RS Coupe*	101.0	192.6	72.8	50.3	3,095	37.0	43.0	60.0	60.9	V-6	3.50 x 3.31	3.1	MFI	8.8	140@4,400	180@3,600	15.5	14.7	4.5	5M	3.42	R	15	38.5
Camaro RS Convertible*	101.0	192.6	72.8	50.3	3,035	37.1	42.9	60.0	60.9	V-8	3.74 x 3.48	5.0	TBI	9.3	170@4,000	255@2,400	15.5	17.3	5.0	5M	3.08	R	15	38.5
*These preliminary specifications are for the 1991 Camaro																								
Caprice Sedan	115.9	212.2	75.4	56.4	3,803	39.5	42.2	61.7	60.7	V-8	3.74 x 3.48	5.0	FI	9.3	170@4,400	225@2,400	25.0	15.9	5.0	4A	2.73	R	15	38.7
Caprice Sedan*	115.9	214.1	77.0	56.7	3,898	39.3	42.2	61.8	60.7	V-8	3.74 x 3.48	5.0	FI	9.3	170@4,200	225@2,400	23.0	15.9	5.0	4A	2.56	R	15	38.9
*These preliminary specifications are for the 1991 Caprice Sedan																								
Caprice Wagon	116.0	215.7	79.3	58.2	4,324	39.6	42.2	62.2	64.1	V-8	3.80 x 3.39	5.0	4V	8.0	140@3,200	255@2,000	22.0	15.0	5.0	4A	2.93	R	15	39.7
Cavalier Coupe	101.2	178.6	66.0	52.0	2,465	37.8	42.2	55.8	55.2	I-4	3.50 x 3.46	2.2	TBI	9.0	95@5,200	120@3,200	13.6	7.9	4.5	5M	3.45	F	13	34.3
Cavalier Sedan	101.2	178.6	66.0	53.6	2,471	39.1	42.2	55.8	55.2	I-4	3.50 x 3.46	2.2	TBI	9.0	95@5,200	120@3,200	13.6	7.9	4.5	5M	3.45	F	13	34.3
Cavalier Wagon	101.2	178.0	66.0	54.1	2,529	38.9	42.2	55.8	55.2	I-4	3.50 x 3.46	2.2	TBI	9.0	95@5,200	120@3,200	13.6	7.9	4.5	5M	3.45	F	13	34.3
Celebrity Wagon	104.9	190.8	69.3	54.3	2,954	38.6	42.1	58.7	57.0	I-4	4.10 x 3.00	2.5	FI	8.3	110@5,200	135@3,200	15.7	9.8	4.5	3A	2.84	F	14	37.0
Corsica Sedan	103.4	183.4	68.2	53.8	2,635	38.1	43.4	55.8	55.3	I-4	3.50 x 3.46	2.2	FI	9.0	95@5,200	120@3,200	15.6	8.7	4.5	5M	3.83	F	14	35.5
Corvette Coupe	96.2	176.5	71.0	46.7	3,255	36.5	42.6	59.6	60.4	V-8	4.00 x 3.48	5.7	MFI	9.5	245@4,000	345@3,200	20.0	14.5	5.0	4A	2.59	R	17	40.0
Corvette ZR-1 Coupe	96.2	176.5	71.0	46.7	3,479	36.5	42.6	59.6	60.4	V-8	3.90 x 3.66	5.7	MFI	11.0	375@5,800	370@4,800	20.0	16.7	10.0	6M	3.45	R	17	40.0
Corvette Convertible	96.2	176.5	71.0	46.4	3,301	36.5	42.6	59.6	60.4	V-8	4.00 x 3.48	5.7	MFI	9.5	245@4,000	345@3,200	20.0	14.5	5.0	4A	2.59	R	17	40.0
Lumina Coupe	107.5	198.4	71.7	53.3	3,113	37.6	42.4	59.5	58.0	I-4	4.10 x 3.00	2.5	FI	8.3	110@5,200	135@3,200	17.1	9.0	4.5	3A	3.18	F	14	39.0
Lumina Sedan	107.5	197.6	71.0	53.6	3,194	38.8	42.4	59.5	58.0	I-4	4.10 x 3.00	2.5	FI	8.3	110@5,200	135@3,200	17.1	9.0	4.5	3A	3.18	F	14	39.0
OPTIONAL ENGINES: Beretta										V-6	3.60 x 3.40	3.1	MFI	8.8	135@4,200	180@3,600								
Beretta GTZ										I-4	3.63 x 3.35	2.3	MFI	10.0	180@6,200	160@5,200								
Camaro										V-8	3.74 x 3.48	5.0	TBI	9.3	170@4,000	255@2,400								
Camaro IROC-Z										V-8	3.74 x 3.48	5.0	MFI	9.3	210@4,400	285@3,200								
Camaro IROC-Z										V-8	3.74 x 3.48	5.0	MFI	9.3	230@4,400	300@3,200								
Camaro IROC-Z										V-8	4.00 x 3.48	5.7	MFI	9.3	245@4,400	345@3,200								
Camaro RS*										V-8	3.74 x 3.48	5.0	TBI	9.3	170@4,000	255@2,400								
Camaro Z28*										V-8	3.74 x 3.48	5.0	MFI	9.3	210@4,400	285@3,200								
Camaro Z28*										V-8	3.74 x 3.48	5.0	MFI	9.3	230@4,400	300@3,200								
Camaro Z28*										V-8	4.00 x 3.48	5.7	MFI	9.3	245@4,400	345@3,200								
Cavalier Z24										V-6	3.60 x 3.40	3.1	MFI	9.0	140@4,500	185@3,600								
Celebrity										V-6	3.60 x 3.40	3.1	MFI	8.8	135@4,400	180@3,600								

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase with Filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. ft.)
Corsica LTZ										V-6	3.60 x 3.40	3.1	MFI	8.8	135@4,200	180@3,600								
Corvette										V-8	4.00 x 3.48	5.7	MFI	9.5	250@4,400	350@3,200								
Lumina Euro										V-6	3.60 x 3.30	3.1	MFI	8.8	135@4,400	180@3,600								
*This optional engine is available on the 1991 model																								
CHRYSLER Imperial Sedan	109.3	203.0	68.9	55.3	3,570	38.4	43.0	57.6	57.6	V-6	3.66 x 3.19	3.3	MFI	8.9	150@5,000	185@3,600	16.0	9.5	5.0	4A	2.36	F	14	41.4
LeBaron Coupe	100.3	184.9	68.5	51.0	2,863	37.6	42.4	57.5	57.6	I-4	3.44 x 4.09	2.5	FI	8.9	100@4,800	135@2,800	14.0	9.0	4.5	3A	3.02	F	14	37.1
LeBaron Sedan	103.3	181.2	67.3	53.7	3,064	38.4	41.9	57.6	57.2	V-6	3.59 x 2.99	3.0	MFI	8.9	141@5,000	171@2,800	16.0	9.5	4.5	4A	2.36	F	14	38.8
LeBaron Convertible	100.4	184.9	68.5	52.3	3,051	38.3	42.4	57.6	57.6	I-4	3.44 x 4.09	2.5	FI	8.9	100@4,800	135@2,800	14.0	9.0	4.5	3A	3.02	F	14	37.1
New Yorker Salon Sedan	104.3	193.6	68.9	54.8	3,143	38.3	41.9	57.6	57.6	V-6	3.59 x 2.99	3.0	MFI	8.9	141@5,000	171@2,800	16.0	9.5	5.0	4A	2.36	F	14	40.5
New Yorker Fifth Avenue Sedan	109.3	198.6	68.9	55.1	3,452	38.4	43.0	57.6	57.6	V-6	3.66 x 3.19	3.3	MFI	8.9	147@4,800	183@3,600	16.0	9.5	4.5	4A	2.36	F	14	41.4
TC by Maserati Convertible	93.0	175.8	68.5	51.9	3,274	37.4	42.4	57.6	57.7	I-4	3.44 x 3.62	2.2	MFI	7.3	200@5,500	220@3,400	14.0	9.0	4.5	5M	2.64	F	15	39.2
OPTIONAL ENGINES: LeBaron, TC by Maserati										V-6	3.59 x 2.99	3.0	MFI	8.9	141@5,000	171@2,800								
LeBaron Turbo										I-4	3.44 x 4.09	2.5	SFI	7.8	150@4,800	180@2,000								
LeBaron Turbo										I-4	3.44 x 3.62	2.2	SFI	8.0	174@5,200	210@2,400								
DAIHATSU Charade 2-dr. Hatchback	92.1	144.9	63.6	54.5	1,820	37.5	41.1	54.5	53.7	I-3	2.99 x 2.87	1.0	MFI	9.5	53@5,200	58@3,600	10.6	4.1	3.3	5M	4.64	F	13	31.5
Charade Sedan	92.1	159.6	63.6	54.5	2,045	38.6	37.7	54.5	53.7	I-4	2.99 x 2.81	1.3	MFI	9.5	80@6,000	74@4,400	10.6	5.8	3.7	5M	4.64	F	13	31.5
OPTIONAL ENGINES: Charade 2-dr. Hatchback										I-4	2.99 x 2.81	1.3	MFI	9.5	80@6,000	74@4,400								
DODGE Colt 2-dr. Hatchback	93.9	158.7	65.7	51.9	2,194	38.3	41.9	56.3	56.3	I-4	3.23 x 3.23	1.5	FI	9.4	81@5,500	91@3,000	13.2	4.4	3.1	4M	3.45	F	13	30.2
Colt DL Wagon	93.7	169.3	64.4	53.7	2,271	37.7	40.6	55.5	52.8	I-4	3.23 x 3.23	1.5	MFI	9.4	75@5,500	87@2,500	12.4	4.5	3.1	5M	4.02	F	13	32.5
Colt DL 4wd Wagon	93.9	169.3	64.4	56.1	2,568	37.7	40.6	55.5	53.5	I-4	3.39 x 3.44	1.8	MFI	9.0	87@5,000	102@3,000	12.4	5.5	3.6	5M	5.08	4	14	32.5
Colt Vista Wagon	103.3	176.6	64.8	57.3	2,667	38.3	38.8	55.5	54.1	I-4	3.35 x 3.46	2.0	MFI	8.5	96@5,000	113@3,500	13.2	7.4	3.6	5M	4.02	F	13	34.8
Colt Vista 4wd Wagon	103.5	176.6	64.8	59.4	2,965	38.3	38.8	55.3	54.3	I-4	3.35 x 3.46	2.0	MFI	8.5	96@5,000	113@3,500	14.5	7.4	3.6	5M	3.71	4	14	34.8
Daytona 2-dr. Hatchback	97.0	179.2	69.3	50.1	2,798	37.1	42.4	57.5	57.6	I-4	3.44 x 4.09	2.5	FI	8.9	100@4,800	135@2,800	14.0	9.0	4.5	5M	2.51	F	14	35.5
Dynasty Sedan	104.3	192.0	68.9	53.5	3,006	38.3	41.9	57.6	57.6	I-4	3.44 x 4.09	2.5	FI	9.5	100@4,800	135@2,800	16.0	7.6	4.5	3A	3.02	F	14	40.5
Monaco Sedan	106.0	192.8	70.0	54.7	3,083	38.5	43.8	58.1	57.1	V-6	3.66 x 2.87	3.0	MFI	9.3	150@5,000	171@3,600	17.0	8.7	6.0	4A	2.66	F	14	35.9
Shadow Coupe	97.0	171.7	67.3	52.6	2,610	38.3	41.5	57.6	57.2	I-4	3.44 x 3.62	2.2	FI	9.5	93@4,800	122@3,200	14.0	9.0	4.5	5M	2.51	F	14	34.0
Shadow Sedan	97.0	171.7	67.3	52.6	2,650	38.3	41.5	57.6	57.2	I-4	3.44 x 3.62	2.2	FI	9.5	93@4,800	122@3,200	14.0	9.0	4.5	5M	2.51	F	14	34.0
Spirit Sedan	103.3	181.2	67.3	53.5	2,798	38.4	41.9	57.6	57.2	I-4	3.44 x 4.09	2.5	FI	8.9	100@4,800	135@2,800	16.0	9.0	4.5	5M	2.51	F	14	37.6
OPTIONAL ENGINES: Colt										I-4	2.95 x 3.66	1.6	FI	9.2	123@6,500	101@5,000								
Colt DL Wagon										I-4	3.39 x 3.44	1.8	MFI	9.0	87@5,000	102@3,000								
Daytona Turbo, Shadow Turbo										I-4	3.44 x 3.62	2.2	MFI	8.0	174@5,200	210@2,400								
Shadow										I-4	3.44 x 4.09	2.5	FI	8.9	100@4,800	135@2,800								
Daytona Turbo, Shadow Turbo, Spirit Turbo										I-4	3.44 x 4.09	2.5	MFI	7.8	150@4,800	180@2,000								
Daytona, Dynasty, Spirit										V-6	3.59 x 2.99	3.0	MFI	8.9	141@5,000	171@2,800								
Dynasty										V-6	3.66 x 3.19	3.3	MFI	8.9	147@4,800	183@3,600								
EAGLE Premier Sedan	106.0	192.8	70.0	54.7	3,023	38.5	43.8	58.1	57.1	V-6	3.66 x 2.87	3.0	MFI	9.3	150@5,000	171@3,600	17.0	8.7	5.5	4A	2.66	F	14	35.9
Summit Sedan	96.7	170.1	65.7	52.8	2,271	39.1	41.9	56.3	56.3	I-4	2.97 x 3.23	1.5	MFI	9.4	81@5,500	91@3,000	13.2	4.4	3.1	5M	4.02	F	13	30.8
Talon Coupe	97.2	172.4	66.9	52.0	2,711	37.9	42.5	57.7	57.1	I-4	3.35 x 3.46	2.0	MFI	9.0	135@6,000	125@5,000	15.9	7.4	4.0	5M	4.32	F	16	35.4
Talon 4wd Coupe	97.2	172.4	66.9	52.0	3,101	37.9	42.5	57.7	57.1	I-4	3.35 x 3.46	2.0	MFI	7.8	195@6,000	203@3,000	15.9	7.4	4.0	5M	4.93	4	16	35.4
OPTIONAL ENGINES: Summit										I-4	3.24 x 2.95	1.6	MFI	9.2	123@6,500	137@5,000								
Talon Turbo										I-4	3.35 x 3.46	2.0	MFI	7.8	190@6,000	203@5,000								
FERRARI 348 TB/TS Coupe	96.5	166.7	74.6	46.1	3,223	N.A.	N.A.	59.2	62.2	V-8	3.35 x 2.95	3.4	FI	10.4	300@7,000	228@4,000	23.2	N.A.	N.A.	5M	N.A.	R	17	39.2
Testarossa Coupe	100.4	176.6	77.8	44.5	3,660	N.A.	N.A.	59.8	65.4	H-12	3.22 x 3.07	4.9	FI	8.8	380@5,750	354@4,500	26.5	21.0	16.4	5M	3.21	R	16	39.3
Mondial t Coupe	104.3	178.5	70.6	48.6	3,440	N.A.	N.A.	59.9	61.4	V-8	3.35 x 2.95	3.2	FI	10.4	300@7,000	228@4,000	18.5	25.3	10.6	5M	4.06	R	16	38.9
Mondial t Cabriolet	104.3	178.5	70.6	49.8	3,462	N.A.	N.A.	59.9	61.4	V-8	3.35 x 2.95	3.2	FI	10.4	300@7,000	228@4,000	18.5	25.3	10.6	5M	4.06	R	16	38.9
FORD Escort 2-dr. Hatchback	94.2	169.4	65.9	53.7	2,242	38.1	41.5	54.7	56.0	I-4	3.23 x 3.46	1.9	FI	9.0	90@4,600	106@3,400	11.5	7.9	4.0	4M	2.85	F	14	35.7
Escort 4-dr. Hatchback	94.2	169.4	65.9	53.7	2,310	38.1	41.5	54.7	56.0	I-4	3.23 x 3.46	1.9	FI	9.0	90@4,600	106@3,400	13.0	7.9	4.0	4M	2.52	F	14	35.7
Escort Wagon	94.2	169.4	65.9	53.4	2,313	38.1	41.5	54.7	56.0	I-4	3.23 x 3.46	1.9	FI	9.0	90@4,600	106@3,400	13.0	7.9	4.0	5M	2.52*	F	14	35.7
*This rear axle utilizes dual transfer ratios, with 2.61 for the first through fourth gears and a lower 2.52 for fifth.																								
Escort 2-dr. Hatchback*	98.4	170.9	66.7	52.5	2,321	38.4	41.7	56.5	56.5	I-4	3.23 x 3.46	1.9	SFI	9.0	88@4,400	108@3,800	13.2	5.3	4.0	5M	3.41	F	13	31.5
Escort 4-dr. Hatchback*	98.4	170.9	66.7	52.5	2,361	38.4	41.7	56.5	56.5	I-4	3.23 x 3.46	1.9	SFI	9.0	88@4,400	108@3,800	13.2	5.3	4.0	5M	3.62	F	13	31.5
Escort Wagon*	98.4	171.3	66.7	53.6	2,446	38.4	41.7	56.5	56.5	I-4	3.23 x 3.46	1.9	SFI	9.0	88@4,400	108@3,800	13.2	5.3	4.0	5M	3.62	F	13	31.5
*This Escort, a 1991 model, will be added mid-year																								
Festiva 2-dr. Hatchback	90.2	140.5	63.2	55.3	1,785	38.8	40.6	55.1	54.5	I-4	2.79 x 3.29	1.3	MFI	9.7	63@5,000	73@3,000	10.0	5.3	4.0	5M	3.78	F	12	28.9
LTD Crown Victoria Sedan	114.3	211.0	77.5	55.6	3,821	38.3	42.5	62.2	63.3	V-8	4.00 x 3.00	5.0	SFI	8.9	150@3,200	270@2,000	18.0	14.4	6.0	4A	2.73	R	15	39.1
LTD Country Squire Wagon	114.3	215.7	79.3	56.5	3,978	39.2	42.5	62.2	63.3	V-8	4.00 x 3.00	5.0	SFI	8.9	150@3,200	270@2,000	18.0	14.4	6.0	4A	3.08	R	15	39.1
Mustang Coupe	100.5	179.6	68.3	52.1	2,759	37.0	41.7	56.6	57.0	I-4	3.78 x 3.12	2.3	MFI	9.5	88@4,000	132@2,600	15.4	8.6	5.0	5M	3.45	R	14	37.4
Mustang 2-dr. Hatchback	100.5	179.6	68.3	52.1	2,824	37.0	41.7	56.6	57.0	I-4	3.78 x 3.12	2.3	MFI	9.5	88@4,200	132@2,600	15.4	8.6	5.0	5M	3.45	R	14	37.4

NOTE: This table has been compiled from information supplied by factories, distributors and directed sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with: Heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia./ft.)
Mustang Convertible	100.5	179.6	68.3	52.1	2,960	37.6	41.7	56.6	57.0	I-4	3.78 x 3.12	2.3	MFI	9.5	88@4,200	132@2,600	15.4	8.6	5.0	5M	3.45	R	14	37.4
Probe GL 2-dr. Hatchback	99.0	177.0	67.9	51.8	2,730	37.3	42.5	57.3	57.7	I-4	3.39 x 3.70	2.2	MFI	8.6	110@4,700	130@3,000	15.1	7.9	5.1	5M	4.10	F	14	34.8
Probe LX 2-dr. Hatchback	99.0	177.0	67.9	51.9	2,970	37.3	42.5	57.3	57.7	V-6	3.50 x 3.10	3.0	MFI	9.3	140@4,800	160@3,000	15.1	9.9	4.5	5M	3.85	F	14	34.8
Probe GT 2-dr. Hatchback	99.0	177.0	68.3	52.0	3,000	37.3	42.5	57.3	57.7	I-4	3.39 x 3.70	2.2	MFI	7.8	145@4,300	190@3,500	15.1	7.9	5.1	5M	4.10	F	15	34.8
Taurus Sedan	106.0	188.4	70.8	54.6	2,956	38.3	41.7	61.6	60.5	I-4	3.70 x 3.60	2.5	FI	9.0	90@4,400	130@2,600	16.0	8.5	4.5	3A	3.26	F	14	38.1
Taurus Wagon	106.0	191.9	70.8	55.4	3,244	38.6	41.7	61.6	59.9	V-6	3.50 x 3.10	3.0	FI	9.3	140@4,800	160@3,000	16.0	10.0	4.5	4A	3.37	F	14	38.1
Tempo Coupe	99.9	176.7	68.3	52.8	2,529	37.5	41.5	54.9	57.6	I-4	3.70 x 3.30	2.3	MFI	9.0	98@4,400	124@2,200	15.9	8.1	5.0	5M	2.56*	F	14	36.9
Tempo Sedan	99.9	177.0	68.3	52.9	2,587	37.5	41.5	54.9	57.6	I-4	3.70 x 3.30	2.3	MFI	9.0	98@4,400	124@2,200	15.9	8.1	5.0	5M	2.56*	F	14	36.9
*This rear axle utilizes dual transfer ratios, with 3.33 for the first through fourth gears and a lower 2.56 for fifth.																								
Tempo 4wd Sedan	99.9	177.0	68.3	52.9	2,808	37.5	41.5	54.9	57.6	I-4	3.70 x 3.30	2.3	MFI	9.0	100@4,400	130@2,600	14.2	8.1	5.0	3A	3.07	4	14	40.3
Thunderbird Coupe	113.0	198.7	72.7	52.7	3,581	38.1	42.5	61.6	60.2	V-6	3.80 x 3.40	3.8	SFI	9.0	140@3,800	215@2,400	19.0	10.8	4.5	4A	3.27	R	15	34.9
Thunderbird Super Coupe	113.0	198.7	72.7	52.7	3,809	38.1	42.5	61.6	60.2	V-6	3.80 x 3.40	3.8	SFI	8.2	210@4,000	315@2,600	19.0	10.8	4.5	5M	2.73	R	16	34.9
OPTIONAL ENGINES: Escort GT*										I-4	2.27 x 3.35	1.8	MFI	9.0	127@6,500	114@4,500								
LTD Crown Victoria										V-8	4.00 x 3.00	5.0	SFI	8.9	160@3,400	280@2,200								
Mustang										V-8	4.00 x 3.00	5.0	SFI	9.0	225@4,200	300@3,200								
Taurus										V-6	3.80 x 3.40	3.8	SFI	9.0	140@3,800	215@2,200								
Taurus SHO										V-6	3.50 x 3.15	3.0	SFI	9.8	220@6,200	200@4,800								
Tempo										I-4	3.70 x 3.30	2.3	MFI	9.0	100@4,400	130@2,600								
*This optional engine is available on the 1991 model																								
GEO Metro Coupe	89.2	146.1	62.0	51.9	1,620	39.7	42.5	53.7	52.8	I-3	2.91 x 3.03	1.0	FI	9.5	55@5,700	58@3,300	10.6	4.1	3.3	5M	4.10	F	12	30.2
Metro Sedan	93.1	150.0	62.7	53.5	1,693	38.8	42.5	53.7	52.8	I-3	2.91 x 3.03	1.0	FI	9.5	55@5,700	58@3,300	10.6	4.1	3.3	5M	4.10	F	12	30.2
Metro Convertible	89.2	146.1	62.7	51.9	1,753	39.7	42.4	53.7	52.8	I-3	2.91 x 3.03	1.0	FI	9.5	55@5,700	58@3,300	10.6	4.1	3.3	5M	4.10	F	13	30.2
Prizm Sedan	95.7	170.7	65.2	52.4	2,347	38.3	40.9	56.3	55.5	I-4	3.20 x 3.00	1.6	MFI	9.5	102@5,800	101@4,800	13.2	5.9	3.2	5M	3.72	F	13	31.5
Prizm Hatchback Sedan	95.7	170.7	65.2	52.4	2,397	38.3	40.9	56.3	55.5	I-4	3.20 x 3.00	1.6	MFI	9.5	102@5,800	101@4,800	13.2	5.9	3.2	5M	3.72	F	13	31.5
Storm Coupe	96.5	163.4	66.7	51.1	2,282	37.5	43.8	56.3	55.2	I-4	3.15 x 3.11	1.6	MFI	9.1	95@5,800	97@4,800	12.4	7.2	3.8	5M	3.83	F	14	32.2
OPTIONAL ENGINES: Metro XFI										I-3	2.91 x 3.03	1.0	FI	9.5	49@4,700	58@3,300								
Prizm GSI										I-4	3.20 x 3.00	1.6	MFI	10.3	130@6,800	105@6,000								
Storm GSI										I-4	3.15 x 3.11	1.6	MFI	9.8	130@7,000	102@5,800								
HONDA Accord Coupe	107.1	184.8	67.9	53.9	2,738	38.8	42.9	58.1	58.3	I-4	3.35 x 3.74	2.2	MFI	8.8	125@5,200	137@4,000	17.0	7.4	5.2	5M	4.06	F	14	36.1
Accord Sedan	107.1	184.8	67.9	54.7	2,733	38.9	42.6	58.1	58.3	I-4	3.35 x 3.74	2.2	MFI	8.8	125@5,200	137@4,000	17.0	7.4	5.2	5M	4.06	F	14	36.1
Civic 2-dr. Hatchback	98.4	157.1	66.3	52.5	2,127	38.2	43.3	57.1	57.3	I-4	2.95 x 3.33	1.5	SFI	9.2	70@5,500	83@3,000	11.9	5.3	4.2	4M	3.89	F	13	32.4
Civic Sedan	98.4	168.8	66.7	53.5	2,262	38.5	43.1	57.1	57.3	I-4	2.95 x 3.33	1.5	SFI	9.2	92@6,000	89@4,500	11.9	5.8	4.2	5M	4.06	F	13	32.4
Civic Wagon	98.4	161.7	66.1	56.1	2,335	39.4	41.2	56.9	57.2	I-4	2.95 x 3.33	1.5	SFI	9.2	92@6,000	89@4,500	11.9	5.7	4.2	5M	4.06	F	14	32.1
Civic 4wd Wagon	98.4	161.7	66.1	56.9	2,628	39.4	41.2	56.8	57.2	I-4	2.95 x 3.54	1.6	MFI	9.1	108@6,000	100@5,000	11.9	5.7	4.2	6M	4.43	4	14	32.1
CRX Coupe	90.6	148.5	65.9	50.1	1,967	37.0	40.8	57.1	57.3	I-4	2.95 x 3.33	1.5	SFI	9.6	62@4,500	90@2,000	10.6	5.5	4.2	5M	2.95	F	13	30.4
Prelude 2.0 S Coupe	101.0	177.6	67.3	51.0	2,566	36.9	43.1	58.3	57.9	I-4	3.19 x 3.74	2.0	2V	9.1	105@5,800	111@4,000	15.9	6.3	5.1	5M	4.27	F	13	34.8
OPTIONAL ENGINES: Accord EX										I-4	3.35 x 3.74	2.2	MFI	8.8	130@5,200	142@4,000								
Civic DX Hatchback, CRX Coupe										I-4	2.95 x 3.33	1.5	SFI	9.2	92@6,000	89@4,500								
Civic Si Hatchback, Civic EX Sedan, CRX Si Coupe										I-4	2.95 x 3.54	1.6	MFI	9.1	108@6,000	100@5,000								
Prelude										I-4	3.19 x 3.74	2.0	MFI	9.0	135@6,200	127@4,000								
Prelude										I-4	3.27 x 3.74	2.0	MFI	9.4	140@5,800	135@6,000								
HYUNDAI Excel 2-dr. Hatchback	93.9	161.4	63.2	54.5	2,040	37.8	41.7	54.7	52.8	I-4	2.97 x 3.23	1.5	MFI	9.4	81@5,500	91@3,000	11.9	4.9	3.6	4M	4.02	F	13	31.7
Excel 4-dr. Hatchback	93.9	161.4	63.2	54.5	2,040	37.8	41.7	54.7	52.8	I-4	2.97 x 3.23	1.5	MFI	9.4	81@5,500	91@3,000	11.9	4.9	3.6	4M	4.02	F	13	31.7
Excel Sedan	93.9	168.3	63.2	54.5	2,040	37.8	41.7	54.7	52.8	I-4	2.97 x 3.23	1.5	MFI	9.4	81@5,500	91@3,000	11.9	4.9	3.6	4M	4.02	F	13	31.7
Sonata Sedan	104.3	184.3	68.9	55.4	2,717	38.5	42.4	57.3	56.7	I-4	3.41 x 3.94	2.4	MFI	8.5	116@4,500	142@3,500	15.9	11.6	4.2	5M	4.07	F	14	35.7
V-6 Sonata Sedan	104.3	184.3	68.9	55.4	2,834	38.5	42.4	57.3	56.7	V-6	3.59 x 2.99	3.0	MFI	8.9	142@5,000	188@2,500	17.2	11.6	4.4	4A	3.70	F	15	35.7
INFINITI M30 2-dr. Coupe	103.0	188.8	66.5	54.3	3,333	36.8	42.2	56.5	56.5	V-6	3.43 x 3.27	3.0	SFI	9.0	162@5,200	180@3,600	17.2	8.5	4.5	4A	3.92	R	15	32.2
Q45 4-dr. Sedan	113.2	199.8	71.9	56.3	3,950	38.2	43.9	61.8	61.8	V-8	3.66 x 3.26	4.5	SFI	10.2	278@6,000	282@4,000	22.5	10.1	7.0	4A	3.54	R	15	37.3
ISUZU Impulse XS Coupe	96.5	166.0	66.7	51.1	2,411	37.5	43.8	56.3	55.4	I-4	3.15 x 3.11	1.6	MFI	9.8	130@6,800	102@4,600	12.4	7.3	4.8	5M	4.12	F	14	32.2
JAGUAR XJ-S Coupe	102.0	191.7	70.6	47.8	4,015	36.1	41.3	58.6	59.2	V-12	3.54 x 2.76	5.3	FI	11.5	262@5,000	290@3,000	24.0	21.0	10.5	4A	2.88	R	15	39.4
XJ-S Convertible	102.0	191.7	70.6	47.8	4,190	36.1	41.3	58.6	59.2	V-12	3.54 x 2.76	5.3	FI	11.5	262@5,000	290@3,000	21.6	21.0	10.5	4A	2.88	R	15	39.4
XJ-6 Sedan	113.0	196.4	78.9	54.3	3,903	36.6	41.7	59.1	59.0	I-6	3.58 x 4.02	4.0	FI	9.6	223@4,750	278@3,650	23.2	13.0	7.9	4A	3.58	R	15	40.8
LAMBORGHINI Diablo Coupe	104.3	175.6	80.3	43.5	3,640	N.A.	N.A.	59.4	64.6	V-12	3.43 x 3.15	5.7	SFI	10.1	485@7,000	428@5,200	26.4	N.A.	N.A.	5M	2.41	R	17	N.A.
LEXUS ES 250 Sedan	102.4	183.1	66.9	53.1	3,164	37.8	42.9	58.1	56.9	V-6	3.44 x 2.74	2.5	FI	9.0	156@5,600	160@4,400	15.9	10.0	4.1	5M	3.93	F	15	36.1
LS 400 Sedan	110.8	196.7	71.7	55.3	3,759	38.6	43.8	61.6	61.6	V-8	3.44 x 3.25	4.0	MFI	10.0	250@5,600	260@4,400	22.5	11.2	5.3	4A	3.62	R	15	36.1
LINCOLN Continental Sedan	109.0	205.1	72.7	55.6	3,663	38.7	41.7	62.3	61.1	V-6	3.80 x 3.40	3.8	SFI	9.0	140@3,800	215@2,200	18.6	12.1	4.5	4A	3.37	F	15	38.0
Mark VII Coupe	108.5	202.8	70.9	54.2	3,779	37.8	42.0	58.4	59.0	V-8	4.00 x 3.00	5.0	SFI	9.0	225@4,200	300@3,200	22.1	14.1	5.0	4A	3.08	R	15	40.1
Town Car Sedan	117.4	220.2	78.1	56.7	4,025	39.0	42.5	62.8	63.3	V-8	4.00 x 3.00	5.0	SFI	8.9	150@3,200	270@2,000	18.0	14.4	6.0	4A	3.08	R	15	40.0

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia./ft.)
OPTIONAL ENGINES: Town Car										V-8	4.00 x 3.00	5.0	SFI	8.9	160@3,400	280@2,200								
LOTUS Esprit Turbo	96.0	170.5	73.2	45.3	2,820	37.0	31.0	60.0	61.2	I-4	3.75 x 3.00	2.2	MFI	8.0	228@6,500	218@4,000	18.5	12.5	7.0	5M	3.89	R	15	36.0
OPTIONAL ENGINES: Lotus Turbo SE										I-4	3.75 x 3.00	2.2	MFI	8.0	264@6,500	261@3,900								
MASERATI 228 Coupe	102.4	175.6	73.4	52.4	3,019	N.A.	N.A.	60.6	61.0	V-6	3.70 x 2.64	2.8	FI	7.7	225@5,600	246@3,500	17.4	9.0	6.0	5M	2.88	R	15	34.5
430 Sedan	102.4	173.2	68.1	53.5	2,915	N.A.	N.A.	56.8	57.2	V-6	3.70 x 2.64	2.8	FI	7.7	225@5,600	246@3,500	20.0	9.0	6.0	5M	3.31	R	15	34.9
Spyder Convertible	94.5	159.2	67.5	51.6	2,780	N.A.	N.A.	59.1	58.1	V-6	3.70 x 2.64	2.8	FI	7.7	225@5,600	246@3,500	18.0	9.0	6.0	5M	3.31	R	15	34.9
MAZDA 323 2-dr. Hatchback	96.5	163.6	65.7	54.3	2,238	38.6	42.2	56.3	56.5	I-4	3.07 x 3.29	1.6	MFI	9.3	82@5,000	92@2,500	13.2	5.3	3.6	5M	3.85	F	13	31.5
323 Protege Sedan	98.4	171.5	65.9	54.1	2,359	38.4	42.2	56.3	56.5	I-4	3.27 x 3.35	1.8	MFI	8.9	103@5,500	111@4,000	14.5	5.3	3.8	5M	3.62	F	13	32.2
323 Protege 4wd Sedan	98.4	171.5	65.9	54.5	2,634	38.4	42.2	56.3	56.5	I-4	3.27 x 3.35	1.8	MFI	8.9	103@5,500	111@4,000	15.9	5.3	3.8	5M	4.39	4	14	32.2
626 Sedan	101.4	179.3	66.5	55.5	2,610	39.0	43.7	57.3	57.7	I-4	3.39 x 3.70	2.2	FI	8.6	110@4,700	130@3,000	15.9	8.0	4.8	5M	4.11	F	14	36.0
626 4-dr. Hatchback	101.4	179.3	66.5	54.1	2,710	38.7	43.6	57.3	57.7	I-4	3.39 x 3.70	2.2	FI	8.6	110@4,700	130@3,000	15.9	8.0	4.8	5M	4.11	F	14	36.0
929 Sedan	106.7	193.9	67.9	54.5	3,477	37.8	43.3	56.9	57.5	V-6	3.50 x 3.00	3.0	MFI	8.5	158@5,500	170@4,000	18.5	10.0	5.6	4A	3.91	R	15	35.4
MX-5 Miata Convertible	89.2	155.4	65.9	48.2	2,182	37.1	42.7	55.5	56.2	I-4	3.10 x 3.30	1.6	MFI	9.4	116@6,500	100@5,500	11.9	5.0	4.0	5M	4.30	R	14	30.6
MX-6 Coupe	99.0	177.0	66.5	53.5	2,560	38.4	43.6	57.3	57.7	I-4	3.39 x 3.70	2.2	FI	8.6	110@4,700	130@3,000	15.9	8.0	4.8	5M	4.11	F	14	35.3
RX-7 Coupe	95.7	169.9	66.5	49.8	2,800	37.2	43.7	57.1	56.7	R	—	1.3	FI	9.7	160@7,000	140@4,000	18.5	9.2	6.1	5M	4.10	R	15	32.2
OPTIONAL ENGINES: 323 Protege										I-4	3.27 x 3.35	1.8	MFI	9.0	125@6,500	114@4,500								
626 GT										I-4	3.39 x 3.70	2.2	FI	7.8	145@4,300	190@3,500								
929 S										V-6	3.50 x 3.00	3.0	MFI	8.5	190@5,600	191@4,500								
RX-7 Turbo										R	—	1.3	FI	9.0	200@6,500	196@3,500								
MERCEDES-BENZ 190 E 2.6 Sedan	104.9	175.1	66.5	54.1	2,955	36.9	41.9	56.7	55.9	I-6	3.26 x 3.16	2.6	FI	9.2	158@5,800	162@4,600	14.5	10.6	6.3	5M	3.27	R	15	35.0
300 D 2.5 Turbo Sedan	110.2	187.2	68.5	56.3	3,390	36.9	41.7	59.1	58.7	I-5	3.43 x 3.31	2.5	FI	22.0	121@4,600	165@2,400	18.5	10.5	7.9	4A	2.65	R	15	36.7
300 E 2.6 Sedan	110.2	187.2	68.5	56.3	3,265	36.9	41.7	59.1	58.7	I-6	3.26 x 3.16	2.6	FI	9.2	158@5,800	162@4,800	18.5	10.6	6.9	4A	3.07	R	15	36.7
300 E Sedan	110.2	187.2	68.5	56.3	3,315	36.9	41.7	59.1	58.7	I-6	3.46 x 3.16	3.0	FI	9.2	177@5,700	188@4,400	18.5	10.6	6.9	4A	2.87	R	15	36.7
300 E 4wd Sedan	110.2	187.2	68.5	57.1	3,615	36.9	41.7	58.9	58.5	I-6	3.46 x 3.16	3.0	FI	9.2	177@5,700	188@4,400	18.5	10.6	6.9	4A	3.07	4	15	39.9
300 CE Coupe	106.9	183.9	68.5	54.9	3,505	36.0	41.9	59.1	58.7	I-6	3.46 x 3.16	3.0	FI	10.0	217@6,400	195@4,600	18.5	10.6	7.9	4A	3.27	R	15	35.8
300 TE Wagon	110.2	188.2	68.5	59.8	3,560	37.4	41.7	58.9	58.6	I-6	3.46 x 3.16	3.0	FI	9.2	177@5,700	188@4,400	19.0	10.6	6.9	4A	3.27	R	15	36.7
300 TE 4wd Wagon	110.2	188.2	68.5	60.2	3,835	37.4	41.7	58.9	58.5	I-6	3.46 x 3.16	3.0	FI	9.2	177@5,700	188@4,400	19.0	10.6	6.9	4A	3.29	4	15	39.9
300 SE Sedan	115.6	202.6	71.7	56.6	3,740	37.2	41.9	61.5	60.4	I-6	3.46 x 3.16	3.0	FI	9.2	177@5,700	188@4,400	23.8	10.6	6.9	4A	3.46	R	15	39.0
300 SEL Sedan	121.1	208.1	71.7	56.7	3,785	37.3	41.9	61.5	60.4	I-6	3.46 x 3.16	3.0	FI	9.2	177@5,700	188@4,400	23.8	10.6	6.9	4A	3.46	R	15	40.6
350 SDL Turbo Sedan	121.1	208.1	71.7	56.7	3,820	37.3	41.9	61.5	60.4	I-6	3.50 x 3.60	3.5	FI	22.0	134@4,000	228@2,000	23.8	10.6	8.5	4A	2.82	R	15	40.6
420 SEL Sedan	121.1	208.1	71.7	56.7	3,915	37.3	41.9	61.5	60.4	V-8	3.62 x 3.10	4.2	FI	9.0	201@5,200	228@3,600	23.8	13.7	8.5	4A	2.47	R	15	40.6
560 SEL Sedan	121.1	208.1	71.7	56.3	4,100	37.3	41.9	61.5	60.4	V-8	3.80 x 3.73	5.6	FI	9.0	238@4,800	287@3,500	23.8	13.7	8.5	4A	2.47	R	15	40.6
300 SL Coupe	99.0	176.0	71.3	50.7	3,970	37.1	42.4	60.4	60.0	I-6	3.48 x 3.16	3.0	FI	10.0	228@6,300	201@4,600	21.1	12.2	7.9	5M	3.46	R	16	35.4
500 SL Coupe	99.0	176.0	71.3	50.7	4,145	37.1	42.4	60.4	60.0	V-8	3.80 x 3.35	5.0	FI	10.0	322@5,500	332@4,000	21.1	13.7	8.5	4A	2.65	R	16	35.4
560 SEC Coupe	112.2	199.2	72.0	55.0	3,915	36.8	41.9	61.5	60.4	V-8	3.80 x 3.73	5.6	FI	9.0	238@4,800	287@3,500	23.8	13.7	8.5	4A	2.47	R	15	38.1
MERCURY Cougar Coupe	113.0	198.7	72.7	52.7	3,608	38.1	42.5	61.6	60.2	V-6	3.80 x 3.40	3.8	SFI	9.0	140@3,800	215@2,400	19.0	12.3	4.5	4A	3.27	R	15	34.9
Cougar XR-7 Coupe	113.0	198.7	72.7	52.7	3,805	38.1	42.5	61.6	60.2	V-6	3.80 x 3.40	3.8	SFI	8.2	210@4,000	315@2,600	19.0	10.7	4.5	5M	2.73	R	16	34.9
Grand Marquis Sedan	114.3	213.6	77.5	55.5	3,832	38.3	42.5	62.2	63.3	V-8	4.00 x 3.00	5.0	SFI	8.9	150@3,200	270@2,000	18.0	14.4	6.0	4A	2.73	R	15	39.1
Grand Marquis Colony Park Wagon	114.3	218.0	79.3	56.5	4,006	39.2	42.5	62.2	63.3	V-8	4.00 x 3.00	5.0	SFI	8.9	150@3,200	270@2,000	18.0	14.4	6.0	4A	3.08	R	15	39.1
Sable Sedan	106.0	192.2	70.8	54.3	3,131	38.3	41.7	61.6	60.5	V-6	3.50 x 3.10	3.0	MFI	9.3	140@4,800	160@3,000	16.0	10.0	4.5	4A	3.37	F	15	38.1
Sable Wagon	106.0	192.2	70.8	55.1	3,260	38.6	41.7	61.6	59.9	V-6	3.50 x 3.10	3.0	MFI	9.3	140@4,800	160@3,000	16.0	10.0	4.5	4A	3.37	F	15	38.1
Topaz Coupe	99.9	176.7	68.3	52.8	2,546	37.5	41.5	54.9	57.6	I-4	3.70 x 3.30	2.3	MFI	9.0	98@4,400	124@2,200	15.9	8.1	5.0	5M	3.33*	F	14	36.9
Topaz Sedan	99.9	177.0	68.3	52.9	2,602	37.5	41.5	54.9	57.6	I-4	3.70 x 3.30	2.3	MFI	9.0	98@4,400	124@2,200	15.9	8.1	5.0	5M	3.33*	F	14	36.9
*This rear axle utilizes dual transfer ratios, with 3.33 for the first through fourth gears and a lower 2.56 axle ratio for fifth.																								
Topaz 4wd Sedan	99.9	177.0	68.3	52.9	2,763	37.5	41.5	54.9	57.6	I-4	3.70 x 3.30	2.3	MFI	9.0	100@4,400	130@2,600	14.2	8.1	5.0	3A	3.07	4	14	40.3
Tracer 2-dr. Hatchback*	94.7	162.0	65.2	53.0	2,205	38.3	41.5	54.9	56.0	I-4	3.07 x 3.29	1.6	MFI	9.3	82@5,000	92@2,500	11.9	5.3	4.1	5M	3.85	F	13	30.8
Tracer 4-dr. Hatchback*	94.7	162.0	65.2	53.0	2,240	38.3	41.5	54.9	56.0	I-4	3.07 x 3.29	1.6	MFI	9.3	82@5,000	92@2,500	11.9	5.3	4.1	5M	3.85	F	13	30.8
Tracer Wagon*	94.7	169.7	65.2	53.7	2,335	38.2	41.5	54.9	56.0	I-4	3.07 x 3.29	1.6	MFI	9.3	82@5,000	92@2,500	11.9	5.3	4.1	5M	4.10	F	13	30.8
*Tracer is a 1989½ model.																								
Tracer Sedan**	98.4	170.9	66.7	52.7	2,356	38.4	41.7	56.5	56.5	I-4	3.23 x 3.46	1.9	SFI	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.62	F	13	31.5
Tracer Wagon**	98.4	171.3	66.7	53.6	2,468	38.4	41.7	56.5	56.5	I-4	3.23 x 3.46	1.9	SFI	9.0	88@4,400	108@3,800	11.9	5.3	4.0	5M	3.62	F	14	31.5
OPTIONAL ENGINES: Cougar										V-6	3.80 x 3.40	3.8	SFI	8.2	210@4,000	315@2,600								
Grand Marquis										V-8	4.00 x 3.00	5.0	SFI	8.9	160@3,400	280@2,200								
Sable										V-6	3.80 x 3.40	3.8	SFI	9.0	140@3,800	215@2,200								
Topaz										I-4	3.70 x 3.30	2.3	MFI	9.0	100@4,400	130@2,600								
Tracer**										I-4	3.27 x 3.35	1.8	FI	9.0	127@6,500	114@4,500								
**The new 1991 Tracer will be introduced in mid-year.																								
MITSUBISHI Eclipse Coupe	97.2	170.5	66.5	51.4	2,524	37.9	43.9	57.7	57.1	I-4	3.20 x 3.40	1.8	MFI	9.0	92@5,000	105@3,500	15.9	6.6	4.1	5M	4.32	F	14	34.1

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SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. ft.)
Eclipse 4wd Coupe	97.2	172.4	66.5	52.0	3,095	37.9	43.8	57.7	57.3	I-4	3.35 x 3.46	2.0	MFI	7.8	195@6,000	203@3,000	15.9	7.6	4.6	5M	4.93	4	16	35.4
Galant Sedan	102.4	183.9	66.7	53.5	2,667	38.6	41.9	57.5	57.1	I-4	3.34 x 3.46	2.0	MFI	8.5	102@5,000	116@4,500	15.9	7.6	4.1	5M	3.16	F	14	34.8
Galant 4wd Sedan	102.4	183.9	66.7	55.5	3,087	39.0	41.9	57.5	57.1	I-4	3.34 x 3.46	2.0	MFI	9.0	135@6,000	125@5,000	15.9	7.6	4.6	5M	4.19	4	15	34.8
Mirage 2-dr. Hatchback	93.9	158.7	65.7	52.0	2,205	38.3	41.9	56.3	56.3	I-4	2.97 x 3.23	1.5	MFI	9.4	81@5,500	91@3,000	13.2	5.3	3.6	5M	4.02	F	13	30.2
Mirage Sedan	96.7	170.1	65.7	52.8	2,271	39.1	41.9	56.3	56.3	I-4	2.97 x 3.23	1.5	MFI	9.4	81@5,500	91@3,000	13.2	5.3	3.6	5M	4.02	F	13	30.8
Precis 2-dr. Hatchback	93.8	161.4	63.3	54.5	2,336	37.8	41.6	54.7	52.8	I-4	2.97 x 3.23	1.5	MFI	9.4	76@5,500	87@2,500	11.9	5.6	3.2	4M	4.02	F	13	31.8
Sigma Sedan	102.4	185.8	66.7	51.6	3,108	37.5	40.3	56.9	55.7	V-6	3.59 x 2.99	3.0	MFI	8.9	142@5,000	168@2,500	15.9	9.7	4.5	4A	3.71	F	15	34.8
OPTIONAL ENGINES: Eclipse										I-4	3.30 x 3.50	2.0	MFI	9.0	135@6,000	125@3,000								
Eclipse Turbo										I-4	3.30 x 3.50	2.0	MFI	7.8	190@6,000	203@3,000								
Galant										I-4	3.30 x 3.50	2.0	MFI	9.0	135@6,000	125@3,000								
NISSAN Axxess Wagon	102.8	171.9	66.5	64.6	2,877	39.7	38.6	57.5	56.3	I-4	3.50 x 3.78	2.4	SFI	8.6	138@5,600	148@4,400	17.2	7.9	3.8	5M	3.90	F	14	34.8
Axxess 4wd Wagon	102.4	171.9	66.5	64.6	3,146	39.7	38.6	57.5	56.3	I-4	3.50 x 3.78	2.4	SFI	8.6	138@5,600	148@4,400	15.9	7.9	3.8	5M	4.47	4	14	35.4
240SX Coupe	97.4	178.0	66.5	50.8	2,651	37.8	42.0	57.7	57.5	I-4	3.50 x 3.78	2.4	SFI	8.6	140@5,600	152@4,400	15.9	7.1	3.7	5M	4.08	R	15	30.8
300ZX Coupe	96.5	169.5	70.5	49.2	3,219	36.8	43.0	58.9	60.4	V-6	3.43 x 3.27	3.0	SFI	10.5	222@6,400	198@4,800	18.7	10.6	4.6	5M	4.08	R	16	34.1
300ZX 2 + 2 Coupe	101.2	178.0	70.9	49.4	3,313	37.1	43.0	58.9	60.4	V-6	3.43 x 3.27	3.0	SFI	10.5	222@6,400	198@4,800	18.7	10.6	4.6	5M	4.08	R	16	35.4
300ZX Turbo Coupe	96.5	169.5	70.5	49.4	3,414	36.8	43.0	58.9	61.2	V-6	3.43 x 3.27	3.0	SFI	8.5	300@6,400	280@6,400	18.7	10.6	4.4	5M	3.69	R	16	34.1
Maxima Sedan	104.3	187.6	69.3	55.1	3,086	39.5	43.7	59.4	58.7	V-6	3.43 x 3.27	3.0	SFI	9.0	160@5,200	181@2,800	18.5	9.4	4.1	5M	3.65	F	15	36.7
Pulsar NX XE 2-dr. Hatchback	95.7	166.5	66.1	51.0	2,388	38.0	42.0	56.9	56.9	I-4	2.99 x 3.46	1.6	FI	9.4	90@6,000	96@3,200	13.2	5.8	3.4	5M	4.47	F	13	31.5
Sentra Coupe	95.7	166.5	65.6	52.2	2,304	37.0	41.6	56.5	56.5	I-4	2.99 x 3.46	1.6	FI	9.4	90@6,000	96@3,200	13.2	5.8	3.4	5M	4.17	F	13	31.5
Sentra 2-dr. Sedan	95.7	168.7	64.6	54.3	2,156	38.2	41.8	56.3	56.3	I-4	2.99 x 3.46	1.6	FI	9.4	90@6,000	96@3,200	13.2	5.8	3.4	4M	3.69	F	13	30.2
Sentra Sedan	95.7	168.7	64.6	54.3	2,208	38.2	41.8	56.3	56.3	I-4	2.99 x 3.46	1.6	FI	9.4	90@6,000	96@3,200	13.2	5.8	3.4	5M	3.90	F	13	30.2
Sentra Wagon	95.7	172.2	64.6	54.3	2,301	38.2	41.8	56.3	56.3	I-4	2.99 x 3.46	1.6	FI	9.4	90@6,000	96@3,200	13.2	5.8	3.4	5M	3.90	F	13	30.2
Stanza Sedan	100.4	179.9	66.9	54.1	2,788	38.6	42.6	57.5	56.7	I-4	3.50 x 3.78	2.4	SFI	8.6	138@5,600	148@4,400	16.4	7.9	3.8	5M	3.65	F	14	35.4
OLDSMOBILE Custom Cruiser Wagon	116.0	220.3	79.8	58.5	4,221	39.6	42.2	62.1	64.1	V-8	3.80 x 3.39	5.0	4V	8.0	140@3,200	255@2,000	22.0	15.3	4.0	4A	2.93	R	15	39.7
Cutlass Calais Coupe	103.4	178.8	66.6	52.4	2,518	37.9	42.9	55.8	55.2	I-4	4.10 x 3.00	2.5	TBI	8.3	110@5,200	135@3,200	13.6	7.8	4.0	5M	3.35	F	13	37.8
Cutlass Calais Sedan	103.4	178.8	66.6	52.4	2,586	37.9	42.9	55.8	55.2	I-4	4.10 x 3.00	2.5	TBI	8.3	110@5,200	135@3,200	13.6	7.8	4.0	5M	3.35	F	13	37.8
Cutlass Ciera Coupe	104.9	193.2	69.5	54.1	2,736	38.6	42.1	58.7	57.0	I-4	4.10 x 3.00	2.5	TBI	8.3	110@5,200	135@3,200	15.7	9.8	4.0	3A	2.84	F	14	38.1
Cutlass Ciera Sedan	104.9	193.2	69.5	54.1	2,764	38.6	42.1	58.7	57.0	I-4	4.10 x 3.00	2.5	TBI	8.3	110@5,200	135@3,200	15.7	9.8	4.0	3A	2.84	F	14	38.1
Cutlass Cruiser Wagon	104.9	194.4	69.5	54.5	2,913	38.6	42.1	58.7	57.0	I-4	4.10 x 3.00	2.5	TBI	8.3	110@5,200	135@3,200	15.7	9.9	4.0	3A	2.84	F	14	38.1
Cutlass Supreme Coupe	107.5	192.3	71.0	53.3	3,133	37.8	42.3	59.5	58.0	I-4	3.62 x 3.35	2.3	MFI	10.0	180@6,200	160@5,200	16.5	12.5	4.0	5M	3.61	F	14	37.5
Cutlass Supreme Sedan	107.5	192.2	71.0	54.8	3,221	38.8	42.4	59.5	58.0	I-4	3.62 x 3.35	2.3	MFI	10.0	180@6,200	160@5,200	16.5	12.5	4.0	5M	3.61	F	14	37.5
Cutlass Supreme Convertible	107.5	192.3	71.0	54.3	3,485	38.8	42.3	59.5	58.0	V-6	3.60 x 3.30	3.1	MFI	8.8	135@4,400	180@3,600	16.5	13.1	4.5	4A	3.33	F	15	39.0
88 Royale Coupe	110.8	196.3	72.6	53.9	3,248	38.1	42.4	60.3	59.8	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.0	11.7	4.0	4A	2.84	F	14	39.4
88 Royale Sedan	110.8	196.3	72.6	54.5	3,293	38.9	42.4	60.3	59.8	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.0	11.7	4.0	4A	2.84	F	14	39.4
98 Regency Sedan	110.8	196.3	72.6	54.8	3,325	39.3	42.4	60.3	59.8	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.0	11.7	4.0	4A	2.84	F	14	39.4
Touring Sedan	110.8	196.3	72.6	54.8	3,497	39.3	42.4	60.3	59.8	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.0	11.7	4.0	4A	2.84	F	16	39.6
Toronado Coupe	108.0	200.3	72.8	53.0	3,462	37.8	43.0	59.9	59.9	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.0	12.0	4.0	4A	2.84	F	15	39.4
Trofeo 2-dr. Coupe	108.0	200.3	72.8	53.0	3,556	37.8	43.0	59.9	59.9	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.3	12.0	4.0	4A	2.84	F	16	39.4
OPTIONAL ENGINES: Cutlass Calais Quad 442										I-4	3.62 x 3.35	2.3	MFI	10.0	180@6,200	160@5,200								
Cutlass Calais, Cutlass Ciera, Cutlass Cruiser										V-6	3.70 x 3.16	3.3	MFI	9.0	160@5,200	185@2,000								
Cutlass Calais, Cutlass Supreme										I-4	3.62 x 3.35	2.3	MFI	9.5	160@6,200	155@5,200								
Cutlass Supreme										V-6	3.60 x 3.30	3.1	MFI	8.8	135@4,400	180@3,600								
PEUGEOT 405 Sedan	105.1	177.7	67.6	55.4	2,460	36.5	41.4	57.1	56.8	I-4	3.27 x 3.46	1.9	FI	8.4	110@5,200	120@4,250	17.2	7.0	5.3	5M	4.06	F	14	34.8
405 Mi 16 Sedan	105.1	177.7	67.6	55.4	2,715	36.5	41.4	56.7	56.4	I-4	3.27 x 3.46	1.9	FI	9.5	150@6,400	128@5,000	17.2	7.6	5.6	5M	4.43	F	14	34.8
405 Wagon	105.1	175.1	67.5	56.0	2,635	38.4	41.5	57.1	56.8	I-4	3.27 x 3.46	1.9	FI	8.4	110@5,200	120@4,250	17.2	7.0	5.3	5M	4.06	F	14	34.8
505 DL Wagon	114.2	194.5	67.7	60.1	3,230	38.1	40.0	58.7	57.1	I-4	3.46 x 3.50	2.2	FI	8.8	120@5,000	131@3,500	18.0	7.9	5.8	5M	4.11	R	15	36.8
505 SW8 Wagon	114.2	194.5	67.7	60.1	3,296	38.1	40.0	58.7	57.1	I-4	3.46 x 3.50	2.2	FI	8.8	120@5,000	131@3,500	18.0	7.9	5.8	5M	4.11	R	15	36.8
PLYMOUTH Acclaim Sedan	103.3	181.2	67.3	53.5	2,798	38.4	41.9	57.6	57.2	I-4	3.44 x 4.09	2.5	FI	8.9	100@4,800	135@2,800	16.0	9.0	4.5	5M	2.51	F	14	37.8
Colt 2-dr. Hatchback	93.9	158.7	65.7	51.9	2,194	38.3	41.9	56.3	56.3	I-4	3.23 x 3.23	1.5	FI	9.4	81@5,500	91@3,000	13.2	4.4	3.1	4M	3.45	F	13	30.2
Colt DL Wagon	93.7	169.3	64.4	53.7	2,271	37.7	40.6	55.5	52.8	I-4	3.23 x 3.23	1.5	MFI	9.4	75@5,500	87@2,500	12.4	4.5	3.1	5M	4.02	F	13	32.5
Colt DL 4wd Wagon	93.9	169.3	64.4	56.1	2,568	37.7	40.6	55.5	53.5	I-4	3.39 x 3.44	1.8	MFI	9.0	87@5,000	102@3,000	12.4	5.5	3.6	5M	5.08	4	14	32.5
Colt Vista Wagon	103.3	176.6	64.8	57.3	2,667	38.3	38.8	55.5	54.1	I-4	3.35 x 3.46	2.0	MFI	8.5	96@5,000	113@3,500	13.2	7.4	3.6	5M	4.02	F	13	34.8
Colt Vista 4wd Wagon	103.5	176.6	64.8	59.4	2,965	38.3	38.8	55.3	54.3	I-4	3.35 x 3.46	2.0	MFI	8.5	96@5,000	113@3,500	14.5	7.4	3.6	5M	3.71	4	14	34.8
Laser 2-dr. Hatchback	97.2	170.5	66.5	51.4	2,524	37.9	42.5	57.7	57.1	I-4	3.17 x 3.39	1.8	MFI	9.0	92@5,000	105@3,500	15.9	5.3	4.4	5M	4.32	F	14	34.7
Sundance Coupe	97.0	171.1	67.3	52.6	2,615	38.3	41.5	57.6	57.2	I-4	3.44 x 3.62	2.2	FI	9.5	93@4,800	122@3,200	14.0	9.0	4.5	5M	2.51	F	14	34.0
Sundance Sedan	97.0	171.7	67.3	52.6	2,655	38.3	41.5	57.6	57.2	I-4	3.44 x 3.62	2.2	FI	9.5	93@4,800	122@3,200	14.0	9.0	4.5	5M	2.51	F	14	34.0
OPTIONAL ENGINES: Acclaim Turbo, Sundance Turbo										I-4	3.44 x 4.09	2.5	SFI	7.8	150@4,800	180@2,000								
Acclaim										V-6	3.59 x 2.99	3.0	MFI	8.9	141@5,000	171@2,800								

NOTE: This table has been compiled from information supplied by factories, distributors and directed sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. ft.)
Colt										I-4	2.95 x 3.66	1.6	FI	9.2	123@6,500	101@5,000								
Colt DL Wagon										I-4	3.39 x 3.44	1.8	MFI	9.0	87@5,000	102@3,000								
Laser										I-4	3.35 x 3.45	2.0	MFI	9.0	135@6,000	125@5,000								
Laser Turbo										I-4	3.35 x 3.45	2.0	MFI	7.8	190@6,000	203@3,000								
Sundance										I-4	3.44 x 4.09	2.5	FI	8.9	100@4,800	135@2,800								
PONTIAC Bonneville Sedan	110.5	198.7	72.1	54.1	3,309	38.9	42.4	60.3	59.8	V-6	3.80 x 3.40	3.8	SFI	8.5	165@4,800	210@2,000	18.0	N.A.	5.0	4A	2.84	F	14	39.7
Firebird Coupe	101.0	188.1	72.4	50.0	3,106	37.0	43.0	60.7	61.6	V-6	3.50 x 3.31	3.1	MFI	8.5	140@4,400	180@3,600	15.5	14.7	5.0	5M	3.42	R	15	39.4
Grand Am Coupe	103.4	179.2	66.5	56.2	2,566	37.9	42.9	55.8	55.2	I-4	4.00 x 3.00	2.5	TBI	9.0	110@5,200	135@3,200	13.6	7.8	5.0	5M	3.35	F	14	36.6
Grand Am Sedan	103.4	179.2	66.5	52.6	2,623	37.9	42.9	55.8	55.2	I-4	4.00 x 3.00	2.5	TBI	9.0	110@5,200	135@3,200	13.6	7.8	5.0	5M	3.35	F	14	36.6
Grand Prix Coupe	107.5	194.5	71.9	53.3	3,189	37.8	42.3	59.5	58.0	I-4	3.62 x 3.35	2.3	MFI	9.5	160@6,200	155@5,200	16.0	N.A.	5.0	3A	3.18	F	14	39.0
Grand Prix Sedan	107.5	194.5	71.9	54.8	3,280	38.2	42.4	59.5	58.0	I-4	3.62 x 3.35	2.3	MFI	9.5	160@6,200	155@5,200	16.0	N.A.	5.0	3A	3.18	F	14	39.0
LeMans 2-dr. Hatchback	99.2	163.7	65.5	53.5	2,136	38.8	42.0	55.1	55.4	I-4	3.10 x 3.20	1.6	TBI	8.6	74@5,600	90@2,800	13.2	N.A.	N.A.	4M	3.72	F	13	32.8
LeMans Sedan	99.2	172.4	65.7	53.7	2,235	38.8	42.0	55.1	55.4	I-4	3.10 x 3.20	1.6	TBI	8.6	74@5,600	90@2,800	13.2	N.A.	N.A.	5M	3.72	F	13	32.8
6000 Sedan	104.9	188.9	72.0	53.7	2,837	38.6	42.1	58.7	57.0	I-4	4.00 x 3.00	2.5	TBI	9.0	110@5,200	135@3,200	15.7	9.8	5.0	3A	2.84	F	14	37.0
6000 4wd Sedan	104.9	188.9	72.0	53.7	3,295	38.6	42.1	58.7	57.0	V-6	3.60 x 3.40	3.1	MFI	8.8	140@4,400	185@3,600	15.7	13.1	5.0	3A	3.18	4	15	38.5
6000 Wagon	104.9	193.2	72.0	54.1	3,156	38.6	42.1	58.7	57.0	V-6	3.60 x 3.40	3.1	MFI	8.8	140@4,400	185@3,600	15.7	13.1	5.0	4A	3.33	F	14	37.0
Sunbird Coupe	101.2	178.2	66.3	52.0	2,478	37.7	42.2	55.8	55.2	I-4	3.39 x 3.39	2.0	TBI	8.8	96@4,800	118@3,600	13.6	7.8	4.2	5M	3.45	F	14	34.3
Sunbird Sedan	101.2	181.3	65.0	53.6	2,500	39.1	42.2	55.8	55.2	I-4	3.39 x 3.39	2.0	TBI	8.8	96@4,800	118@3,600	13.6	7.8	4.2	5M	3.45	F	14	34.3
Sunbird Convertible	101.2	178.2	66.3	52.0	2,431	39.1	42.9	55.8	55.2	I-4	3.39 x 3.39	2.0	TBI	8.8	96@4,800	118@3,600	13.6	7.8	4.7	5M	3.45	F	14	34.3
OPTIONAL ENGINES: LeMans GSE										I-4	3.39 x 3.39	2.0	TBI	8.8	96@4,800	118@3,600								
Sunbird GT Turbo										I-4	3.39 x 3.39	2.0	MFI	8.0	165@5,600	175@4,000								
Grand Am										I-4	3.62 x 3.35	2.3	MFI	9.5	160@6,200	155@5,200								
Grand Am										I-4	3.62 x 3.35	2.3	MFI	10.0	180@6,200	180@5,200								
Grand Prix										V-6	3.50 x 3.31	3.1	MFI	8.8	135@4,400	180@3,600								
Grand Prix Turbo										V-6	3.50 x 3.31	3.1	MFI	8.8	205@4,800	220@3,200								
Firebird Formula										V-8	3.74 x 3.48	5.0	TBI	9.3	170@4,000	255@2,400								
Firebird Trans Am										V-8	3.74 x 3.48	5.0	MFI	9.3	205@4,400	285@3,200								
Firebird Trans Am GTA										V-8	4.00 x 3.48	5.7	MFI	9.3	240@4,400	340@2,800								
PORSCHE 911 Carrera Coupe	89.4	168.3	65.0	52.0	3,031	N.A.	N.A.	54.3	54.1	H-6	3.94 x 3.01	3.6	FI	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.44	R	16	39.2
911 Carrera Convertible	89.4	168.3	65.0	52.0	3,031	N.A.	N.A.	54.3	54.1	H-6	3.94 x 3.01	3.6	FI	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.44	R	16	39.2
911 Carrera 4wd Coupe	89.4	168.3	65.0	52.0	3,252	N.A.	N.A.	54.3	54.1	H-6	3.94 x 3.01	3.6	FI	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.44	4	16	39.2
911 Carrera 4wd Convertible	89.4	168.3	65.0	52.0	3,252	N.A.	N.A.	54.3	54.1	H-6	3.94 x 3.01	3.6	FI	11.3	247@6,100	228@4,800	20.3	N.A.	12.2	5M	3.44	4	16	39.2
928 2-dr. Hatchback	98.4	178.1	72.3	50.5	3,505	N.A.	N.A.	61.5	61.6	V-8	3.94 x 3.11	5.0	FI	10.0	326@6,200	317@4,100	22.7	16.9	8.0	5M	2.73	R	16	38.4
944 S2 2-dr. Hatchback	94.5	168.9	68.3	50.2	2,998	N.A.	N.A.	58.2	57.1	I-4	4.09 x 3.46	3.0	FI	10.9	208@5,800	207@4,100	21.1	8.2	6.9	5M	3.88	R	16	35.3
944 S2 2-dr. Convertible	94.5	168.9	68.3	50.2	3,109	N.A.	N.A.	58.2	57.1	I-4	4.09 x 3.46	3.0	FI	10.9	208@5,800	207@4,100	21.1	8.2	6.9	5M	3.88	R	16	35.3
OPTIONAL ENGINES: 928 automatic										V-8	3.94 x 3.11	5.0	FI	10.0	316@6,000	317@3,000								
ROLLS-ROYCE Corniche III Convertible	120.5	207.5	77.1	59.8	5,360	37.7	41.2	60.5	60.5	V-8	4.10 x 3.90	6.8	FI	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	39.5
Silver Spirit II Sedan	120.5	207.8	79.1	58.5	5,160	37.5	39.0	60.5	60.5	V-8	4.10 x 3.90	6.8	FI	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	39.5
Silver Spur II Sedan	124.5	211.8	79.1	58.5	5,240	37.5	39.0	60.5	60.5	V-8	4.10 x 3.90	6.8	FI	8.0	N.A.	N.A.	28.5	19.0	10.4	3A	2.69	R	15	41.0
SAAB 900 2-dr. Hatchback	99.1	182.8	66.5	55.1	2,732	37.8	41.7	56.4	56.8	I-4	3.54 x 3.07	2.0	FI	10.1	128@6,000	128@3,000	18.0	10.5	4.2	5M	3.89	F	15	33.8
900 Sedan	99.1	182.5	66.5	55.1	2,787	37.8	41.7	56.4	56.8	I-4	3.54 x 3.07	2.0	FI	10.1	128@6,000	128@3,000	18.0	10.5	4.2	5M	3.89	F	15	33.8
900S 2-dr. Hatchback	99.1	182.8	66.5	55.1	2,790	37.8	41.7	56.3	56.7	I-4	3.54 x 3.07	2.0	FI	10.1	128@6,000	128@3,000	18.0	10.5	4.2	5M	3.89	F	15	33.8
900S Sedan	99.1	182.5	66.5	55.1	2,821	37.8	41.7	56.3	56.7	I-4	3.54 x 3.07	2.0	FI	10.1	128@6,000	128@3,000	18.0	10.5	4.2	5M	3.89	F	15	33.8
900 Turbo 2-dr. Hatchback	99.1	182.8	66.5	55.1	2,901	37.8	41.7	56.3	56.7	I-4	3.54 x 3.07	2.0	FI	9.0	160@5,500	188@3,000	18.0	10.5	4.5	5M	3.89	F	15	33.8
900 Turbo Sedan	99.1	182.5	66.5	55.1	2,946	37.8	41.7	56.3	56.7	I-4	3.54 x 3.07	2.0	FI	9.0	160@5,500	188@3,000	18.0	10.5	4.5	5M	3.89	F	15	33.8
900 Turbo Convertible	99.1	182.5	66.5	54.6	2,967	37.8	41.7	56.3	56.7	I-4	3.54 x 3.07	2.0	FI	9.0	160@5,500	188@3,000	18.0	10.5	4.5	5M	3.89	F	15	33.8
900 Turbo SPG 2-dr. Hatchback	99.1	182.8	66.7	54.8	2,945	37.8	41.7	57.3	57.7	I-4	3.54 x 3.07	2.0	FI	9.0	175@5,500	195@3,000	18.0	10.5	4.5	5M	3.89	F	15	33.8
9000 CD Sedan	104.2	188.2	69.4	55.9	3,022	38.6	41.5	59.9	58.7	I-4	3.54 x 3.54	2.3	FI	10.1	150@5,500	156@3,800	17.4	9.5	4.1	5M	4.45	F	15	35.8
9000S 4-dr. Hatchback	104.2	181.9	69.4	55.9	3,004	38.6	41.5	59.9	58.7	I-4	3.54 x 3.54	2.3	FI	10.1	150@5,500	156@3,800	17.4	9.5	4.1	5M	4.45	F	15	35.8
9000 Turbo 4-dr. Hatchback	104.2	181.9	69.4	55.9	3,147	38.6	41.5	59.9	58.7	I-4	3.54 x 3.07	2.0	FI	9.0	165@5,500	195@3,000	17.4	9.5	4.1	5M	4.05	F	15	35.8
9000 CD Turbo Sedan	104.2	188.2	69.4	55.9	3,151	38.6	41.5	59.9	58.7	I-4	3.54 x 3.07	2.0	FI	9.0	165@5,500	195@3,000	17.4	9.5	4.1	5M	4.05	F	15	35.8
STERLING 827Si Sedan	108.6	188.8	68.1	54.8	3,153	37.8	41.2	58.7	57.1	V-6	3.43 x 2.53	2.7	MFI	9.0	160@5,900	162@4,500	17.0	9.1	4.8	5M	4.20	F	15	36.6
827SLi 4-dr. Hatchback	108.6	188.8	68.1	54.8	3,285	37.8	41.2	58.7	57.1	V-6	3.43 x 2.53	2.7	MFI	9.0	160@5,900	162@4,500	17.0	9.1	4.8	4A	4.20	F	16	36.6
SUBARU Justy 2-dr. Hatchback	90.0	145.5	60.4	55.9	1,820	38.0	41.5	52.4	50.8	I-3	3.07 x 3.27	1.2	MFI	9.1	73@5,600	71@2,800	9.2	4.9	3.0	5M	4.80	F	12	29.5
Justy 4wd 2-dr. Hatchback	90.0	145.5	60.4	55.9	1,920	38.0	41.5	52.4	50.8	I-3	3.07 x 3.27	1.2	MFI	9.1	73@5,600	71@2,800	9.2	4.9	3.0	5M	4.80	4	13	29.5
Justy 4wd 4-dr. Hatchback	90.0	145.5	60.4	55.9	2,045	38.0	41.5	52.4	50.8	I-3	3.07 x 3.27	1.2	MFI	9.1	73@5,600	71@2,800	9.2	4.9	3.0	5M	4.80	4	13	29.5
Loyale RS 4wd Coupe	97.2	174.6	65.4	53.4	2,475	37.6	42.2	55.5	56.1	H-4	3.62 x 2.64	1.8	FI	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	4	13	31.5
Loyale RS 4wd Turbo Coupe	97.2	174.6	65.4	53.4	2,680	37.6	42.2	55.5	56.1	H-4	3.62 x 2.64	1.8	MFI	7.7	115@5,200	134@2,800	15.9	5.8	4.2	5M	3.70	4	13	31.5
Loyale Sedan	97.2	174.6	65.4	52.5	2,275	37.6	41.7	56.1	56.1	H-4	3.62 x 2.64	1.8	FI	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	F	13	31.5
Loyale 4wd Sedan	97.0	174.6	65.4	54.3	2,425	37.6	41.7	55.5	56.1	H-4	3.62 x 2.64	1.8	FI	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	4	13	31.5
Loyale Turbo Sedan	97.2	174.6	65.4	52.5	2,425	37.6	41.7	56.1	56.1	H-4	3.62 x 2.64	1.8	MFI	7.7	115@5,200	134@2,800	15.9	5.8	4.2	3A	3.36	F	13	31.5
Loyale 4wd Turbo Sedan	97.0	174.6	65.4	54.3	2,625	37.6	41.7	55.5	56.1	H-4	3.62 x 2.64	1.8	MFI	7.7	115@5,200	134@2,800	15.9	5.8	4.2	5M	3.70	4	13	31.5
Loyale Wagon	97.0	176.8	65.4	53.0	2,405	37.6	41.7	55.9	56.1	H-4	3.62 x 2.64	1.8	FI	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	F	13	31.5

NOTE: This table has been compiled from information supplied by factories, distributors and directed sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

SPECIFICATIONS

Make and Model	Dimensions									Engines							Capacities			Miscellaneous				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase with filter (qts.)	Transmission (standard)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. ft.)
Loyale 4wd Wagon	96.9	176.8	65.4	54.9	2,550	37.6	41.7	55.5	56.1	H-4	3.62 x 2.64	1.8	FI	9.5	90@5,200	101@2,800	15.9	5.8	4.2	5M	3.90	4	13	31.5
Loyale Turbo Wagon	97.0	176.8	65.4	53.0	2,555	37.6	41.7	55.9	56.1	H-4	3.62 x 2.64	1.8	MFI	7.7	115@5,200	134@2,800	15.9	5.8	4.2	3A	3.35	F	13	31.5
Loyale 4wd Turbo Wagon	96.9	176.8	65.4	54.9	2,765	37.6	41.7	55.5	56.1	H-4	3.62 x 2.64	1.8	MFI	7.7	115@5,200	134@2,800	15.9	5.8	4.2	5M	3.70	4	13	31.5
XT Coupe	97.0	177.6	66.5	49.4	2,455	37.4	43.3	56.5	56.1	H-4	3.62 x 2.64	1.8	MFI	9.5	97@5,200	103@3,200	15.9	5.8	4.2	5M	3.70	F	13	31.8
XT6 Coupe	97.0	177.6	66.5	49.4	2,815	37.4	43.3	56.9	56.2	H-6	3.62 x 2.64	2.7	MFI	9.5	145@5,200	156@4,000	15.9	7.4	5.3	5M	3.90	F	14	34.1
XT6 4wd Coupe	97.0	177.6	66.5	52.6	2,885	37.4	43.4	56.5	56.7	H-6	3.62 x 2.64	2.7	MFI	9.5	145@5,200	156@4,000	15.9	7.4	5.3	5M	3.90	4	14	34.1
Legacy Sedan	101.6	177.6	66.5	54.3	2,620	38.2	42.3	57.5	57.1	H-4	3.82 x 2.95	2.2	MFI	9.5	130@5,400	137@4,400	15.9	6.3	4.8	5M	3.70	F	14	33.5
Legacy 4wd Sedan	101.6	177.6	66.5	55.1	2,830	38.2	42.3	57.5	57.1	H-4	3.82 x 2.95	2.2	MFI	9.5	130@5,400	137@4,400	15.9	6.3	4.8	5M	4.11	4	14	33.5
Legacy Wagon	101.6	181.1	66.5	55.9	2,750	38.2	42.3	57.5	56.9	H-4	3.82 x 2.95	2.2	MFI	9.5	130@5,400	137@4,400	15.9	6.3	4.8	5M	3.70	F	14	33.5
Legacy 4wd Wagon	101.6	181.1	66.5	56.7	2,960	38.2	42.3	57.5	56.9	H-4	3.82 x 2.95	2.2	MFI	9.5	130@5,400	137@4,400	15.9	6.3	4.8	5M	4.11	4	14	33.5
SUZUKI Swift 2-dr. Hatchback	89.2	146.1	62.0	53.1	1,716	37.8	42.5	53.7	52.8	I-4	2.91 x 2.97	1.3	FI	9.5	70@6,000	74@3,500	10.6	5.0	3.5	5M	3.52	F	13	30.2
Swift GT 2-dr. Hatchback	89.2	146.1	62.4	53.1	1,870	37.8	42.5	53.7	52.8	I-4	2.91 x 2.97	1.3	MFI	10.0	100@6,500	83@5,000	10.6	5.0	3.5	5M	4.11	F	14	30.2
Swift Sedan	93.1	160.4	63.0	54.3	1,848	39.1	42.5	53.7	52.8	I-4	2.91 x 2.97	1.3	FI	9.5	70@6,000	74@3,500	10.6	5.0	3.5	5M	3.52	F	13	31.4
TOYOTA Camry Sedan	102.4	182.1	67.4	54.1	2,690	37.9	42.9	58.3	57.1	I-4	3.39 x 3.39	2.0	FI	9.3	115@5,200	124@4,400	15.9	N.A.	N.A.	5M	3.74	F	14	34.8
Camry 4wd Sedan	102.4	182.1	67.4	54.1	3,086	37.9	42.9	58.3	57.1	I-4	3.39 x 3.39	2.0	FI	9.3	115@5,200	124@4,400	15.9	N.A.	N.A.	5M	4.24	4	14	34.8
Camry Wagon	102.4	183.1	67.4	54.5	2,910	38.2	42.9	58.3	57.1	I-4	3.39 x 3.39	2.0	FI	9.3	115@5,200	124@4,400	15.9	N.A.	N.A.	4A	3.74	F	14	34.8
Celica Coupe	99.4	176.0	67.1	50.6	2,500	37.7	42.9	57.9	56.5	I-4	3.19 x 3.03	1.6	FI	9.5	103@6,000	102@3,200	15.9	N.A.	3.7	5M	4.31	F	13	36.1
Celica 2-dr. Hatchback	99.4	173.6	67.1	50.6	2,696	37.7	42.9	57.9	56.5	I-4	3.43 x 3.58	2.2	FI	9.5	130@5,400	140@4,400	15.9	N.A.	4.4	5M	3.74	F	14	36.1
Celica 4wd 2-dr. Hatchback*	99.4	174.0	68.7	50.4	3,272	37.7	42.9	58.3	56.9	I-4	3.39 x 3.39	2.0	FI	8.8	200@6,000	200@3,200	15.9	N.A.	4.3	5M	4.29	4	15	36.1
*Axle ratio for the rear axle on Celica 4wd Hatchback is 2.93.																								
Corolla Coupe	95.7	172.2	65.6	49.6	2,414	37.9	42.9	56.3	55.5	I-4	3.19 x 3.03	1.6	FI	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	3.72	F	13	N.A.
Corolla Sedan	95.7	170.3	65.2	52.4	2,390	38.4	40.9	56.3	55.5	I-4	3.19 x 3.03	1.6	FI	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	3.72	F	13	N.A.
Corolla 4wd Sedan*	95.7	170.3	65.2	53.0	2,650	38.4	40.9	56.7	54.3	I-4	3.19 x 3.03	1.6	FI	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	4.56	4	13	N.A.
*Axle ratio for the rear axle on Corolla 4wd Sedan is 2.93.																								
Corolla Wagon	95.7	171.5	65.2	54.5	2,436	39.6	40.9	56.3	55.5	I-4	3.19 x 3.03	1.6	FI	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	3.72	F	13	N.A.
Corolla 4wd Wagon*	95.7	172.1	65.2	56.7	2,736	40.6	40.9	56.7	54.3	I-4	3.19 x 3.03	1.6	FI	9.5	102@5,800	101@4,800	13.2	N.A.	3.9	5M	4.24	4	13	N.A.
*Axle ratio for the rear axle on Corolla 4wd Wagon is 2.93.																								
Cressida Sedan	105.5	189.6	67.3	54.5	3,417	38.4	42.8	57.3	57.3	I-6	3.27 x 3.58	3.0	FI	9.2	190@5,600	185@4,400	18.5	N.A.	5.3	4A	3.91	R	15	32.8
MR2 Coupe*	94.5	164.2	66.9	48.8	2,599	37.5	43.4	57.9	57.1	I-4	3.43 x 3.58	2.2	FI	9.5	130@5,400	140@4,400	14.3	13.8	4.2	5M	4.18	R	14	32.2
*MR2 is a 1991 model.																								
Supra 2-dr Hatchback	102.2	181.9	68.7	51.2	3,463	37.5	43.6	58.5	58.5	I-6	3.27 x 3.58	3.0	FI	9.2	200@6,000	188@3,600	18.5	N.A.	N.A.	5M	4.30	R	16	35.4
Tercel Coupe	93.7	166.7	64.0	51.8	2,020	37.8	40.2	54.5	54.1	I-4	2.88 x 3.43	1.5	1V	9.3	78@6,000	87@4,000	11.9	5.5	3.6	5M	3.72	F	13	31.2
Tercel 2-dr. Hatchback	93.7	157.3	64.0	52.6	1,990	38.4	40.2	54.5	54.1	I-4	2.88 x 3.43	1.5	1V	9.3	78@6,000	87@4,000	11.9	5.5	3.6	5M	3.72	F	13	31.2
OPTIONAL ENGINES: Camry V-6										V-6	3.44 x 2.74	2.5	FI	9.0	156@5,600	160@4,400								
Corolla GT-S										I-4	3.19 x 3.03	1.6	FI	10.3	130@6,800	105@6,000								
MR2 Turbo										I-4	3.39 x 3.39	2.0	FI	8.8	200@6,000	200@3,200								
Supra Turbo										I-6	3.27 x 3.58	3.0	FI	8.4	232@5,600	254@3,200								
VOLKSWAGEN Corrado 2-dr. Hatchback	97.3	159.4	65.9	51.9	2,655	37.0	41.7	56.5	56.2	I-4	3.19 x 3.40	1.8	FI	8.0	158@5,600	166@4,000	14.5	7.3	4.3	5M	3.68	F	15	34.4
Cabriolet Convertible	94.5	153.1	64.6	55.6	2,307	37.4	39.4	55.3	54.0	I-4	3.19 x 3.40	1.8	FI	10.0	94@5,400	100@3,000	13.8	5.1	4.3	5M	3.67	F	14	31.2
Fox Coupe	92.8	163.4	63.0	53.7	2,172	36.6	41.1	53.1	53.9	I-4	3.19 x 3.40	1.8	FI	9.0	81@5,500	93@3,250	12.4	6.4	3.7	4M	3.89	F	13	31.5
Fox Sedan	92.8	163.4	63.0	53.7	2,238	36.6	41.1	53.1	53.9	I-4	3.19 x 3.40	1.8	FI	9.0	81@5,500	93@3,250	12.4	6.4	3.7	4M	3.89	F	13	31.5
Fox 2-dr. Wagon	92.8	163.4	63.9	54.5	2,249	36.6	41.1	53.1	53.9	I-4	3.19 x 3.40	1.8	FI	9.0	81@5,500	93@3,250	12.4	6.4	3.7	4M	3.89	F	13	31.5
Golf GL 2-dr. Hatchback	97.3	158.0	65.5	55.7	2,220	38.1	39.5	56.3	56.0	I-4	3.19 x 3.40	1.8	FI	10.0	100@5,400	107@3,400	14.5	7.3	4.3	5M	3.67	F	13	34.4
Golf GL 4-dr. Hatchback	97.3	158.0	65.5	55.7	2,270	38.1	39.5	56.3	56.0	I-4	3.19 x 3.40	1.8	FI	10.0	100@5,400	107@3,400	14.5	7.3	4.3	5M	3.67	F	13	34.4
GTI 2-dr. Hatchback	97.3	158.0	66.1	55.7	2,355	38.1	39.5	56.3	56.0	I-4	3.19 x 3.40	1.8	FI	10.0	105@5,400	110@3,400	14.5	7.3	4.3	5M	3.67	F	14	34.4
Jetta GL Sedan	97.3	171.7	65.5	55.7	2,275	38.1	39.5	56.3	56.0	I-4	3.19 x 3.40	1.8	FI	10.0	100@5,400	107@3,400	14.5	7.3	4.3	5M	3.67	F	14	34.4
Jetta Carat Sedan	97.3	171.7	66.1	55.7	2,428	38.1	39.5	56.3	56.0	I-4	3.19 x 3.40	1.8	FI	10.0	105@5,400	110@3,400	14.5	7.3	4.3	5M	3.67	F	14	34.4
Jetta GL Diesel Sedan	97.3	171.7	65.5	55.7	2,375	38.1	39.5	56.3	56.0	I-4	3.01 x 3.40	1.6	FI	23.0	52@4,800	71@2,000	14.5	7.3	4.7	5M	3.94	F	14	34.4
Jetta GLI 16-V Sedan	97.3	171.7	66.1	55.7	2,438	38.1	39.5	56.3	56.0	I-4	3.25 x 3.65	2.0	FI	10.8	134@5,800	133@4,400	14.5	7.3	4.3	5M	3.67	F	15	34.4
Passat Sedan	103.3	180.0	67.1	56.2	2,985	38.2	42.5	58.2	55.9	I-4	3.25 x 3.65	2.0	FI	10.8	134@5,800	133@4,400	18.5	7.3	4.3	5M	3.94	F	14	35.1
Passat Wagon	103.3	179.9	67.1	56.2	3,094	38.7	42.5	58.2	55.9	I-4	3.25 x 3.65	2.0	FI	10.8	134@5,800	133@4,400	18.5	7.3	4.3	4A	4.39	F	14	35.1
VOLVO 240 Sedan	104.3	189.9	67.3	56.3	2,919	37.9	40.1	56.3	53.5	I-4	3.78 x 3.15	2.3	FI	9.8	114@5,400	136@2,750	15.8	8.0	4.7	5M	3.31	R	14	32.2
240 Wagon	104.3	190.7	67.7	57.1	3,051	37.9	40.1	56.3	53.5	I-4	3.78 x 3.15	2.3	FI	9.8	114@5,400	136@2,750	15.8	8.0	4.7	5M	3.31	R	14	32.2
740 Sedan	109.1	188.4	69.3	55.5	2,954	38.6	41.0	57.9	57.5	I-4	3.78 x 3.15	2.3	FI	9.8	114@5,400	136@2,750	15.8	8.0	4.7	5M	3.31	R	15	32.5
740 Wagon	109.1	188.4	69.3	56.5	3,082	38.6	41.0	57.9	57.5	I-4	3.78 x 3.15	2.3	FI	9.8	114@5,400	136@2,750	15.8	8.0	4.7	5M	3.31	R	15	32.5
760 GLE Sedan	109.1	188.4	69.3	55.5	3,303	38.6	41.0	57.9	59.8	V-6	3.58 x 2.87	2.8	FI	9.5	144@5,100	173@3,750	21.0	10.0	6.8	4A	3.73	R	15	32.5
780 Coupe	109.1	188.8	69.3	55.1	3,415	37.2	41.0	57.9	57.5	V-6	3.58 x 2.87	2.8	FI	9.5	144@5,100	173@3,750	21.0	10.0	6.8	4A	3.73	R	15	32.5
OPTIONAL ENGINES: 740 GLE										I-4	3.78 x 3.15	2.3	FI	10.0	153@5,700	150@4,450								
740 Turbo and 760 Turbo										I-4	3.78 x 3.15	2.3	FI	8.7	162@4,800	195@3,450								
780 Turbo										I-4	3.78 x 3.15	2.3	FI	8.7	188@5,100	206@3,900								
YUGO Cabrio Convertible	84.6	139.0	60.7	55.2	1,947	37.0	39.0	51.8	52.0	I-4	3.40 x 2.18	1.3	2V	9.2	61@5,000	68@4,000	8.0	7.0	4.5	5M	3.76	F	13	31.2
GV Plus 2-dr. Hatchback	84.6	139.0	60.7	54.1	1,870	37.0	39.0	51.8	52.0	I-4	3.40 x 2.18	1.3	MFI	9.1	67@5,500	74@3,750	12.0	7.0	4.5	5M	3.76	F	13	31.2

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SPECIFICATIONS

1990-model light-duty truck specifications

Make and Model	Dimensions and Capacities										Standard Engine					
	Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload Range (lbs.)	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters)	Carburetion	Horsepower	4 WD Availability	Optional Engines
CHEVROLET/GMC Astro/Safari Van	110.0	—	177.0	187.0	—	—	5,000- 6,000	—	15	27.0	V-6	4.3	FI	150	X	4.3, FI, V-6, 175 HP
C/K 1500, Sierra 1500 Pickup	117.5	131.5	194.1	212.9	N.A.	N.A.	5,200-10,000	1,711-5,456	15	25.0	V-6	4.3	FI	160	X	5.0, FI, V-8; 5.7, FI, V-8, 185 HP; 7.4, FI, V-8, 230 HP; 6.2, diesel, V-8, 130 HP
Lumina APV Cargo Van* *Lumina APV is sold exclusively by Chevrolet.	109.8	—	194.2	—	73.9	65.2	4,806	1,186	14	20.0	V-6	3.1	FI	120		
S-10 Blazer Sport Utility Vehicle* *The S-10 four-door Blazer is a 1991 model.	108.3	122.9	178.2	194.2	64.8	61.3	4,200	994-1,107	15	20.0	V-6	4.3	FI	160	X	
S-10 Blazer/S-15 Jimmy Sport Utility Vehicle	108.3	122.9	178.2	194.2	64.8	61.3	4,200- 4,650	835-1,045	15	20.0	V-6	4.3	FI	160	X	5.7, FI, V-8, 210 HP; 6.2, FI, diesel V-8, 145 HP
S-10/S-15 Sonoma Pickup	108.3	122.9	178.2	194.2	64.8	61.3	4,200- 5,150	582-1,924	14	20.0	I-4	2.5	FI	105	X	2.8, FI, V-6, 125 HP; 4.3, FI, V-6, 160 HP
Sportvan/Rally G10-G30/G1500-G3500 Vans	110.0	146.0	178.2	202.2	79.5	79.1	4,900- 8,600	1,126-3,676	15	22.0	V-6	4.3	FI	150		5.0, FI, V-8; 5.7, FI, V-8, 190 HP; 7.4, FI, V-8; 6.2, FI, diesel V-8, 145 HP; 6.2, FI, diesel V-8, 155 HP
Suburban 1500-2500 Sport Utility Vehicle	129.5	—	219.1	—	79.6	72.0	6,100- 8,600	1,524-3,099	15	37.0	V-8	5.7	FI	210	X	5.7, FI, V-8, 190 HP; 7.4, FI, diesel V-8, 230 HP; 6.2, FI, diesel V-8, 145 HP; 6.2, FI, diesel V-8, 155 HP
V Blazer/ V Jimmy Sport Utility Vehicle	106.5	—	184.8	—	79.6	73.8	6,100- 6,250	1,358-1,560	15	31.0	V-8	5.7	FI	210	X	6.2, FI, diesel V-8, 145 HP
CHRYSLER Town & Country Van	119.1	—	191.4	—	72.0	64.8	3,817	—	15	20.0	V-6	3.3	MFI	150		3.0, MFI, V-6, 141 HP
DAIHATSU Rocky Sport Utility Vehicle	85.6	—	148.2	—	68.5	67.7	2,778- 2,833	650	15	15.9	I-4	1.6	MFI	94	X	
DODGE Caravan Van	112.0	119.0	175.9	190.5	72.2	64.6	4,070- 5,090	1,215-2,005	14	20.0	I-4	2.5	FI	100		2.5, FI, Turbo I-4, 150 HP; 3.0, FI, V-6, 142 HP; 3.3, FI, V-6, 150 HP
Dakota Pickup	112.0	131.0	185.9	204.4	68.4	64.4	4,240- 5,930	1,250-2,800	15	22.0	I-4	2.5	FI	117	X	3.9, FI, V-6, 125 HP
Ram B150/B250/B350 Van/Wagon	109.6	127.6	178.9	222.9	N.A.	N.A.	5,300- 8,510	1,161-3,890	15	22.0	V-6	3.9	FI	125		5.2, FI, V-8, 190 HP; 5.2, FI, V-8, 170 HP; 5.9, FI, V-8, 205 HP
Ram 50 Pickup	105.1	116.5	176.9	193.5	65.1	60.8	4,165- 4,845	1,415-1,720	14	13.7	I-4	2.6	N.A.	N.A.	X	3.0, V-6, 170 HP
Ram Pickup D/W 150	115.0	133.0	N.A.	N.A.	N.A.	N.A.	1,480- 6,400	1,480-2,250	15	22.0	V-6	3.9	FI	125	X	5.2, FI, V-8, 170 HP; 5.9, FI, V-8, 190 HP
Ram Pickup D/W 250	131.0	149.0	N.A.	N.A.	N.A.	N.A.	7,400- 8,510	3,005-4,675	16	22.0	V-6	3.9	FI	125	X	5.2, FI, V-8, 170 HP; 5.9, FI, V-8, 190 HP; 5.9, diesel, I-6
Ram Pickup D/W 350	131.0	—	N.A.	N.A.	N.A.	N.A.	8,700-11,000	3,855-6,270	16	22.0	V-8	5.9	FI	190	X	5.9, diesel, I-6, 190 HP
Ramcharger Sport Utility Vehicle	106.0	—	184.6	—	79.5	69.7	5,600- 6,400	1,335-1,755	15	34.0	V-8	5.2	FI	170	X	5.9, FI, V-8
FORD Aerostar Van/Wagon	118.9	—	174.9	190.3	71.7	72.9	N.A.	1,600-1,950	14	21.0	V-6	3.0	FI	145	X	4.0, FI, V-6
Explorer Sport Utility Vehicle* *Explorer is a 1991 model.	102.1	111.9	174.4	184.3	70.2	68.3	3,606- 3937	750- 900	15	19.0	V-6	4.0	FI	155	X	
F-150/F-250 Econoline Van/Club Wagon	124.0	138.0	186.6	226.8	79.9	N.A.	N.A.	1,560-4,070	15	N.A.	I-6	4.9	FI	145		5.0, FI, V-8, 185 HP; 5.8, FI, V-8, 210 HP; 7.3, diesel, V-8, 180 HP; 7.5, FI, V-8, 230 HP
F-150 Pickup	116.8	155.0	194.1	232.2	79.0	69.9	5,250- 6,250	1,610-2,240	15	18.2	I-6	4.9	FI	145	X	5.0, FI, V-8, 185 HP; 5.8, FI, V-8, 210 HP
F-250 Pickup	133.0	155.0	210.2	232.2	79.0	N.A.	6,600- 8,800	2,470-4,420	15	N.A.	I-6	4.9	FI	145	X	5.0, FI, V-8, 185 HP; 5.8, FI, V-8, 210 HP; 7.3, Diesel V-8, 180 HP; 7.5, FI, V-8, 230 HP
F-350 Pickup	133.0	208.0	210.2	245.7	79.0	N.A.	9,200-11,000	4,120-6,685	16	N.A.	I-6	4.9	FI	145	X	5.8, FI, V-8, 210 HP; 7.3, Diesel V-8, 180 HP; 7.5, FI, V-8, 230 HP
Ranger Pickup	107.9	125.0	176.5	193.6	66.8	N.A.	4,080- 4,780	1,200-1,700	14	N.A.	I-4	2.3	MFI	100	X	2.9, MFI, V-6, 140 HP; 4.0, MFI, V-6
GEO Tracker Sport Utility Vehicle	86.6	—	142.5	—	64.2	65.0	2,238	—	15	11.1	I-4	1.6	FI	80	X	
ISUZU Amigo Sport Utility Vehicle	91.7	—	164.2	168.1	70.1	65.2	3,850- 4,200	865- 960	15	21.9	I-4	2.3	2V	96	X	2.6, MFI, I-4, 120 HP
Pickup	105.6	119.2	177.3	193.8	66.6	62.3	4,300- 5,400	1,375-1,675	14	14.0	I-4	2.3	2V	96	X	2.6 MFI, I-4, 120 HP
Trooper/Trooper II Sport Utility Vehicle	90.6	104.3	162.3	176.0	65.0	71.7	4,740	975-1,035	15	21.9	I-4	2.6	MFI	120	X	2.8, TBI, V-6, 120 HP
JEEP Cherokee/Wagoneer Wagon	101.4	—	165.3	—	70.5	63.3	N.A.	1,150	15	20.2	I-4	2.5	FI	121	X	4.0, MFI, I-6, 177 HP
Comanche Pickup	112.9	119.6	179.2	194.0	71.7	63.7	4,650- 5,550	1,475-2,205	15	N.A.	I-4	2.5	TBI	121	X	4.0, MFI, I-6, 177 HP
Grand Wagoneer Wagon	108.7	—	186.4	—	74.8	66.4	N.A.	1,300	15	20.3	V-8	5.9	2V	144	X	
Wrangler Sport Utility Vehicle	93.4	—	152.6	—	66.0	72.0	N.A.	N.A.	15	15.0	I-4	2.5	TBI	117	X	4.2, 4V, I-6, 112 HP
LAFORZA Laforza Sport Utility Vehicle	106.2	—	179.9	—	78.7	72.6	5,250	—	16	27.5	V-8	5.0	MFI	185	X	
LAMBORGHINI LM 002 Sport Utility Vehicle	122.4	—	193.0	—	78.7	72.8	5,720	N.A.	17	73.0	V-12	5.2	2V	450	X	
MAZDA B2200/B2600i Pickup	108.7	117.5	177.6	198.8	65.7	61.8	4,460	1,400	14	14.8	I-4	2.2	2V	85	X	2.6, FI, I-4, 121 HP
MPV Van	110.4	—	175.8	—	71.9	68.1	—	—	14	15.9	I-4	2.6	FI	121	X	3.0, FI, V-6, 150 HP
MITSUBISHI Mighty Max Pickup	105.1	116.1	177.2	193.7	65.2	58.3	N.A.	1,484-2,285	14	13.7	I-4	2.4	MFI	116	X	3.0, MFI, V-6, 143 HP
Montero Sport Utility Vehicle	92.5	106.1	155.1	183.1	66.1	72.8	N.A.	N.A.	15	19.8	V-6	3.0	MFI	143	X	
Wagon/Van	88.0	—	171.7	175.2	66.5	71.3	N.A.	1,576-1,951	14	14.2	I-4	2.4	MFI	107		
NISSAN Hardbody Pickup	104.3	116.1	174.6	195.5	65.0	62.0	4,400- 5,200	1,400-2,000	14	15.9	I-4	2.4	MFI	134	X	3.0, MFI, V6, 153 HP
Pathfinder Sport Utility Vehicle	104.3	—	171.9	—	66.5	65.7	4,570- 5,000	1,150	15	21.1	V-6	3.0	MFI	153	X	
OLDSMOBILE Bravada Sport Utility Vehicle* *The Bravada, a 1991 model, will be introduced in late 1990.	107.0	—	178.9	—	65.2	65.5	N.A.	5,500	15	20.0	V-6	4.3	TBI	160	X	
Silhouette Van	109.8	—	194.2	—	73.9	65.2	3,648	—	14	20.0	V-6	3.1	TBI	120		
PLYMOUTH Voyager/Grand Voyager Van	112.0	119.1	175.9	190.5	72.0	64.6	4,070- 5,090	1,215-2,005	14	20.0	I-4	2.5	FI	100		2.5, FI, Turbo I-4; 3.0, FI, V-6, 142 HP; 3.3, FI, V-6, 150 HP
PONTIAC Trans Sport Van	109.8	—	194.5	—	74.6	65.2	3,553	4,873-4,906	14	20.0	V-6	3.1	TBI	120		
RANGE ROVER Sport Utility Vehicle	100.0	—	175.0	—	71.4	70.8	5,997	1,625	16	20.0	V-8	3.9	MFI	178	X	
SUZUKI Samurai Sport Utility Vehicle	79.9	—	135.0	—	60.6	65.6	2,932	807	15	10.6	I-4	1.3	FI	66	X	
Sidekick Sport Utility Vehicle	86.6	—	142.5	—	64.2	65.6	3,080- 3,197	854- 946	15	11.1	I-4	1.6	TBI	80	X	
TOYOTA 4Runner Sport Utility Vehicle	103.3	—	176.0	196.5	66.5	66.1	5,350	300	15	17.2	I-4	2.4	MFI	116	X	3.0, MFI, V-6, 150 HP
Land Cruiser Sport Utility Vehicle* *Land Cruiser is a 1991 model.	112.2	—	188.2	—	72.0	70.3	6,526	1,929	15	25.1	I-6	4.0	FI	155	X	
Pickup	103.0	121.5	174.6	193.1	66.5	61.0	4,600	1,640	14	17.2	I-4	2.4	2V	102	X	2.4, MFI, I-4, 116 HP; 3.0, MFI, V-6, 150 HP
Previa Van* *Previa is a 1991 model.	112.8	—	187.0	—	70.9	68.7	5,215	1,435-1,760	14	19.8	I-4	2.4	MFI	138	X	
VOLKSWAGEN Vanagon Van	96.9	—	179.9	—	72.6	75.9	5,160- 5,500	—	14	15.9	H-4	2.1	FI	90	X	

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Listings for carburetion include 2V for two-barrel, 4V for four-barrel, FI for electronic fuel injection, MFI for multi-port fuel injection and TBI for throttle body fuel injection. Engine classifications include I for in-line and H for horizontally opposed.

SPECIFICATIONS

1990 EPA mileage specifications

Car Line	Est. MPG City	Hwy	Displ. (liters)	Trans	Fuel Sys
Two Seaters					
Alfa Romeo Spider	23	30	2.0	M5	FI
Buick Reatta	18	27	3.8	L4	FI
Cadillac Allante	15	22	4.5	L4	FI
Chevrolet Corvette	16	25	5.7	M6	FI
Chevrolet Corvette	16	24	5.7	L4	FI
Chevrolet Corvette	16	25	5.7	M6	FI
Chrysler TC by Maserati	18	25	2.2	M5	FI
Chrysler TC by Maserati	17	24	3.0	L4	FI
Nissan 300ZX	19	24	3.0	L4	FI
Nissan 300ZX Turbo	18	24	3.0	L4	FI
Nissan 300ZX Turbo	18	24	3.0	M5	FI
Nissan 300ZX	18	24	3.0	M5	FI
Ferrari Testarossa	10	15	4.9	M5	FI
Honda Civic CRX	29	35	1.5	L4	FI
Honda Civic CRX	32	35	1.5	M5	FI
Honda Civic CRX	28	33	1.6	M5	FI
Honda Civic CRX HF	49	52	1.5	M5	FI
Honda Civic CRX HF	43	49	1.5	M5	FI
Lamborghini Countach	6	10	5.2	M5	FI
Lotus Esprit Turbo	17	27	2.2	M5	FI
Maserati Karif Turbo	15	18	2.8	L4	FI
Maserati Karif Turbo	15	20	2.8	M5	FI
Maserati Spyder Turbo	15	18	2.8	L4	FI
Maserati Spyder Turbo	15	20	2.8	M5	FI
Mazda RX-7	17	23	1.3	L4	FI
Mazda RX-7 Turbo	16	24	1.3	M5	FI
Mazda RX-7	17	25	1.3	M5	FI
Mazda MX-5 Miata	25	30	1.6	M5	FI
Minicompact Cars					
Nissan 240SX	20	25	2.4	L4	FI
Nissan 240SX	20	27	2.4	M5	FI
Maserati 222E Turbo	15	18	2.8	L4	FI
Maserati 222E Turbo	15	20	2.8	M5	FI
Porsche 911 Carrera	16	24	3.6	M5	FI
Porsche 911 Carrera 4wd	15	22	3.6	M5	FI
Porsche 928 S4	15	19	5.0	A4	FI
Porsche 928 S4	13	19	5.0	M5	FI
Porsche 944 S2	17	26	3.0	M5	FI
Volkswagen Cabriolet	23	28	1.8	A3	FI
Volkswagen Cabriolet	25	32	1.8	M5	FI
Subcompact Cars					
Acura Integra	23	27	1.8	L4	FI
Acura Integra	24	28	1.8	M5	FI
Audi Coupe Quattro	18	24	2.3	M5	FI
Audi 80	23	27	2.0	A3	FI
Audi 80	22	30	2.0	M5	FI
Audi 80 Quattro	18	24	2.3	M5	FI
Audi 90	19	22	2.3	A3	FI
Audi 90	20	26	2.3	M5	FI
Audi 90 Quattro 20V	18	24	2.3	M5	FI
BMW M3	17	29	2.3	M5	FI
BMW 325i Convertible	18	23	2.5	L4	FI
BMW 325i Convertible	18	25	2.5	M5	FI
BMW 325i/325is	18	22	2.5	L4	FI
BMW 325i/325is	18	23	2.5	M5	FI
BMW 325ix	19	22	2.5	L4	FI
BMW 325ix	17	23	2.5	M5	FI
Chevrolet Camaro	18	27	3.1	L4	FI
Chevrolet Camaro	17	26	5.0	L4	FI
Chevrolet Camaro	17	24	5.0	L4	FI
Chevrolet Camaro	16	26	5.0	M5	FI
Chevrolet Camaro	17	25	5.0	M5	FI
Chevrolet Camaro	16	24	5.7	L4	FI
Chevrolet Sprint	38	39	1.0	A3	FI
Chevrolet Sprint	46	50	1.0	M5	FI
Chevrolet Turbo Sprint	37	42	1.0	M5	FI
Chrysler LeBaron Convertible Turbo	20	28	2.2	M5	FI
Chrysler LeBaron Convertible Turbo	19	23	2.5	A3	FI
Chrysler LeBaron Convertible	22	27	2.5	L3	FI
Chrysler LeBaron Convertible	19	27	3.0	M5	FI
Daihatsu Charade	38	42	1.0	M5	FI
Daihatsu Charade	31	34	1.3	A3	FI
Daihatsu Charade	35	39	1.3	M5	FI
Nissan Pulsar NX	25	31	1.6	L3	FI
Nissan Pulsar NX	26	34	1.6	M5	FI
Nissan Pulsar NX	21	30	1.8	L4	FI
Nissan Pulsar NX	23	30	1.8	M5	FI
Nissan Sentra	26	31	1.6	L3	FI
Nissan Sentra	29	36	1.6	M4	FI
Nissan Sentra	28	36	1.6	M5	FI
Nissan Sentra Coupe	26	30	1.6	L3	FI
Nissan Sentra Coupe	28	36	1.6	M5	FI
Nissan 300ZX 2+2	19	24	3.0	L4	FI
Nissan 300ZX 2+2	18	24	3.0	M5	FI
Dodge Colt	27	29	1.5	L3	FI
Dodge Colt	31	36	1.5	M4	FI
Dodge Colt	28	34	1.5	M5	FI
Dodge Colt	23	28	1.6	L4	FI
Dodge Colt	23	28	1.6	M5	FI
Dodge Daytona Turbo	20	28	2.2	M5	FI
Dodge Daytona Turbo	19	23	2.5	A3	FI
Dodge Daytona	22	27	2.5	L3	FI
Dodge Daytona Turbo	20	29	2.5	M5	FI
Dodge Daytona	24	32	2.5	M5	FI
Dodge Daytona	19	27	3.0	M5	FI
Dodge Omni	25	30	2.2	L3	FI
Dodge Omni	25	34	2.2	M5	FI
Eagle Talon	22	27	2.0	L4	FI
Eagle Talon Turbo 4wd	20	25	2.0	M5	FI
Eagle Talon Turbo	22	29	2.0	M5	FI
Eagle Talon	22	29	2.0	M5	FI
Ford Festiva	31	33	1.3	A3	FI
Ford Festiva	35	41	1.3	M5	FI
Ford Mustang	21	27	2.3	L4	FI
Ford Mustang	23	20	2.3	M5	FI
Ford Mustang	17	25	5.0	L4	FI
Ford Mustang	17	24	5.0	M5	FI
Geo Metro	37	40	1.0	A3	FI
Geo Metro	46	50	1.0	M5	FI
Geo Metro LSi	37	39	1.0	A3	FI
Geo Metro LSi	46	50	1.0	M5	FI
Geo Metro XFi	53	58	1.0	M5	FI
Geo Prizm	25	29	1.6	L3	FI
Geo Prizm	23	30	1.6	L4	FI
Geo Prizm	25	31	1.6	M5	FI
Geo Prizm	28	34	1.6	M5	FI
Geo Storm	25	31	1.6	A3	FI
Geo Storm	24	32	1.6	L4	FI
Geo Storm	31	36	1.6	M5	FI
Geo Storm	26	34	1.6	M5	FI
Honda Civic	28	33	1.5	L4	FI
Honda Civic	33	37	1.5	M4	FI
Honda Civic	31	34	1.5	M5	FI
Honda Civic	25	29	1.6	L4	FI
Honda Civic	28	32	1.6	M5	FI
Hyundai Excel	28	32	1.5	L4	FI
Hyundai Excel	29	33	1.5	M4	FI
Hyundai Excel	29	36	1.5	M5	FI
Hyundai Precis	28	32	1.5	L4	FI
Hyundai Precis	29	33	1.5	M4	FI
Hyundai Precis	29	36	1.5	M5	FI
Isuzu Impulse	24	32	1.6	L4	FI
Isuzu Impulse	26	34	1.6	M5	FI
Isuzu 4wd Turbo	22	28	1.6	M5	FI
Infiniti M30	19	25	3.0	L4	FI
Maserati 430 Turbo	15	18	2.8	L4	FI
Maserati 430 Turbo	15	20	2.8	M5	FI
Mitsubishi Eclipse	23	30	1.5	L4	FI
Mitsubishi Eclipse	22	32	1.8	M5	FI
Mitsubishi Eclipse 4wd	22	27	2.0	L4	FI
Mitsubishi Eclipse Turbo	20	25	2.0	M5	FI
Mitsubishi Eclipse Turbo	22	29	2.0	M5	FI
Mitsubishi Eclipse	22	29	2.0	M5	FI
Mitsubishi Mirage	27	29	1.5	L3	FI
Mitsubishi Mirage	31	36	1.5	M4	FI
Mitsubishi Mirage	28	34	1.5	M5	FI
Mitsubishi Mirage	23	28	1.6	L4	FI
Mitsubishi Mirage	23	28	1.6	M5	FI
Plymouth Colt	27	29	1.5	L3	FI
Plymouth Colt	31	36	1.5	M4	FI
Plymouth Colt	28	34	1.5	M5	FI
Plymouth Colt	23	28	1.6	L4	FI
Plymouth Colt	23	28	1.6	M5	FI
Plymouth Horizon	25	30	2.2	L3	FI
Plymouth Horizon	25	34	2.2	M5	FI
Plymouth Laser	23	30	1.8	L4	FI
Plymouth Laser	23	32	1.8	M5	FI
Plymouth Laser	22	27	2.0	L4	FI
Plymouth Laser Turbo	22	29	2.0	M5	FI
Plymouth Laser	22	29	2.0	M5	FI
Pontiac Firebird Trans Am	18	27	3.1	L4	FI
Pontiac Firebird Trans Am	17	24	5.0	L4	FI
Pontiac Firebird Trans Am	17	26	5.0	L4	FI
Pontiac Firebird Trans Am	16	26	5.0	M5	FI
Pontiac Firebird Trans Am	17	25	5.0	M5	FI
Pontiac Firebird Trans Am	16	24	5.7	L4	FI
Pontiac Firefly	38	39	1.0	A3	FI
Pontiac Firefly	46	50	1.0	M5	FI
Pontiac Sunbird Convertible Turbo	21	28	2.0	L3	FI
Pontiac Sunbird Convertible	24	33	2.0	M5	FI
Pontiac Sunbird Convertible Turbo	21	30	2.0	M5	FI
Pontiac Firefly Turbo	37	42	1.0	M5	FI
Rolls-Royce Bentley Continental	10	13	6.8	A3	FI
Rolls-Royce Corniche III	10	13	6.8	A3	FI
Saab 900 Convertible Turbo	18	21	2.0	A3	FI
Saab 900 Convertible Turbo	21	28	2.0	M5	FI
Subaru Justy	33	37	1.2	M5	2bc
Subaru Justy	34	35	1.2	AV	FI
Subaru Justy	33	37	1.2	M5	FI
Subaru Justy 4wd	32	32	1.2	AV	FI
Subaru Justy 4wd	29	33	1.2	M5	FI
Subaru XT	23	29	1.8	L4	FI
Subaru XT	25	31	1.8	M5	FI
Subaru XT	20	28	2.7	L4	FI
Subaru XT 4wd	22	28	1.8	L4	FI
Subaru XT 4wd	24	29	1.8	M5	FI
Subaru XT 4wd	19	25	2.7	L4	FI
Subaru XT 4wd	18	25	2.7	M5	FI
Suzuki Swift	38	39	1.0	A3	FI
Suzuki Swift	46	50	1.0	M5	FI
Suzuki Swift	31	34	1.3	A3	FI
Suzuki Swift	40	44	1.3	M5	FI
Suzuki Swift GT	25	28	1.3	A3	FI
Suzuki Swift GT	29	36	1.3	M5	FI
Toyota Celica	25	33	1.6	L4	FI
Toyota Celica	28	33	1.6	M5	FI
Toyota Celica Turbo	19	24	2.0	M5	FI
Toyota Celica	22	28	2.2	L4	FI
Toyota Celica	24	31	2.2	L4	FI
Toyota Celica	23	29	2.2	M5	FI
Toyota Corolla	26	29	1.6	L3	FI
Toyota Corolla 4wd	24	29	1.6	L4	FI
Toyota Corolla	25	33	1.6	L4	FI
Toyota Corolla	28	33	1.6	M5	FI
Toyota Corolla	25	31	1.6	M5	FI
Toyota Corolla	22	28	1.6	M5	FI
Toyota Supra	18	23	3.0	L4	FI
Toyota Supra Turbo	18	23	3.0	L4	FI
Toyota Supra	18	23	3.0	M5	FI
Toyota Supra Turbo	17	22	3.0	M5	FI
Toyota Tercel	29	32	1.5	L3	1bc
Toyota Tercel	31	36	1.5	M4	1bc
Toyota Tercel	30	36	1.5	M5	1bc
Toyota Tercel	27	31	1.5	L3	FI
Volkswagen Corrado	21	28	1.8	M5	FI
Volkswagen Fox	25	30	1.8	M4	FI
Volkswagen Fox	24	29	1.8	M5	FI
Compact Cars					
Acura Legend	18	22	2.7	L4	FI
Acura Legend	19	24	2.7	M5	FI
BMW 525i	18	23	2.5	L4	FI
BMW 525i	18	25	2.5	M5	FI
BMW 535i	15	21	3.4	L4	FI
BMW 535i	15	23	3.4	M5	FI
Buick Skylark	23	31	2.3	L3	FI
Buick Skylark	23	31	2.5	L3	FI
Buick Skylark	20	27	3.3	L3	FI
Chevrolet Beretta	24	31	2.2	L3	FI
Chevrolet Beretta	24	34	2.2	M5	FI
Chevrolet Beretta	22	31	2.3	M5	FI
Chevrolet Beretta	20	27	3.1	L3	FI
Chevrolet Beretta	19	28	3.1	M5	FI
Chevrolet Cavalier	25	33	2.2	L3	FI
Chevrolet Cavalier	25	36	2.2	M5	FI
Chevrolet Cavalier	20	27	3.1	L3	FI
Chevrolet Cavalier	19	28	3.1	M5	FI
Chrysler LeBaron Turbo	20	28	2.2	M5	FI
Chrysler LeBaron Turbo	19	23	2.5	A3	FI
Chrysler LeBaron	22	27	2.5	L3	FI
Chrysler LeBaron	19	26	3.0	M5	FI
Nissan Stanza	21	27	2.4	L4	FI
Nissan Stanza	22	29	2.4	M5	FI
Dodge Shadow	23	28	2.2	L3	FI
Dodge Shadow Turbo	20	28	2.2	M5	FI
Dodge Shadow	24	31	2.2	M5	FI
Dodge Shadow Turbo	20	23	2.5	A3	FI
Dodge Shadow	22	27	2.5	L3	FI
Dodge Shadow Turbo	21	29	2.5	M5	FI
Dodge Shadow	24	32	2.5	M5	FI
Eagle Summit	27	29	1.5	L3	FI
Eagle Summit	28	34	1.5	M5	FI
Eagle Summit	23	28	1.6	L4	FI
Eagle Summit	23	28	1.6	M5	FI
Ford Escort	27	31	1.9	A3	FI
Ford Escort	32	42	1.9	M4	FI
Ford Escort	27	36	1.9	M5	FI
Ford Escort	24	30	1.9	M5	FI
Ford Probe Turbo	19	25	2.2	L4	FI
Ford Probe	21	28	2.2	L4	FI
Ford Probe Turbo	21	27	2.2	M5	FI
Ford Probe	24	30	2.2	M5	FI
Ford Probe	19	26	3.0	L4	FI
Ford Probe	19	26	3.0	M5	FI
Ford Temoo	22	26	2.3	A3	FI
Ford Tempo 4wd	19	23	2.3	A3	FI
Ford Tempo	23	33	2.3	M5	FI
Ford Tempo	21	28	2.3	M5	FI
Honda Accord	22	28	2.2	L4	FI
Honda Accord	24	30	2.2	M5	FI
Isuzu Stylus	27	32	1.6	A3	FI
Isuzu Stylus	32	37	1.6	M5	FI
Isuzu Stylus	25	33	1.6	M5	FI
Jaguar	17	22	4.0	L4	FI
Lexus ES250	19	25	2.5	L4	FI
Lexus ES250	19	26	2.5	M5	FI
Mercury Topaz 4wd	19	23	2.3	A3	FI
Mercury Topaz	22	26	2.3	A3	FI
Mercury Topaz	23	33	2.3	M5	FI
Mercury Topaz	21	28	2.3	M5	FI
Mazda 323/323 Protege	26	33	1.6	L4	FI
Mazda 323/323 Protege	29	37	1.6	M5	FI
Mazda 323/323 Protege	23	29	1.8	L4	FI
Mazda 323/323 Protege	24	31	1.8	L4	FI
Mazda 323/323 Protege 4wd	21	26	1.8	L4	FI
Mazda 323/323 Protege	25	30	1.8	M5	FI
Mazda 323/323 Protege	28	36	1.8	M5	FI
Mazda 323/323 Protege 4wd	24	29	1.8	M5	FI
Mitsubishi Galant	22	27	2.0	L4	FI
Mitsubishi Galant	21	27	2.0	M5	FI
Mitsubishi Galant 4wd	20	23	2.0	M5	FI
Mitsubishi Galant	23	29	2.0	M5	FI
Mitsubishi Sigma	18	22	3.0	A4	FI
Oldsmobile Cutlass Calais	23	31	2.3	L3	FI
Oldsmobile Cutlass Calais	22	31	2.3	M5	FI
Oldsmobile Cutlass Calais	23	31	2.5	L3	FI
Oldsmobile Cutlass Calais	22	33	2.5	M5	FI
Oldsmobile Cutlass Calais	20	27	3.3	L3	FI
Peugeot 405	20	25	1.9	L4	FI
Peugeot 405 16V	20	28	1.9	M5	FI
Peugeot 405	20	27	1.9	M5	FI
Plymouth Sundance	23	28	2.2	L3	FI
Plymouth Sundance	24	31	2.2	M5	FI
Plymouth Sundance Turbo	20	23	2.5	A3	FI
Plymouth Sundance	22	27	2.5	L3	FI
Plymouth Sundance	24	32	2.5	M5	FI
Plymouth Sundance Turbo	21	29	2.5	M5	FI
Pontiac Grand Am	23	31	2.3	L3	FI
Pontiac Grand Am	22	31	2.3	M5	FI
Pontiac Grand Am	23	31	2.5	L3	FI
Pontiac Grand Am	22	33	2.5	M5	FI
Pontiac LeMans	27	33	1.6	L3	FI
Pontiac LeMans	29	38	1.6	M4	FI
Pontiac LeMans	31	40	1.6	M5	FI
Pontiac LeMans	23	30	2.0	L3	FI
Pontiac LeMans	25	31	2.0	M5	FI
Pontiac Sunbird Turbo	21	28	2.0	L3	FI
Pontiac Sunbird	24	32	2.0	L3	FI
Pontiac Sunbird	26	36	2.0	M5	FI
Pontiac Sunbird Turbo	21	30	2.0	M5	FI
Saab 900 Turbo	19	23	2.0	A3	FI
Saab 900	19	22	2.0	A3	FI
Saab 900	22	28	2.0	M5	FI
Saab 900 Turbo	21	28	2.0	M5	FI
Saab 900 Turbo	22	29	2.0	M5	FI
Subaru Legacy	21	28	2.2	L4	FI
Subaru Legacy	23	30	2.2	M5	FI
Subaru Legacy 4wd	20	26	2.2	L4	FI
Subaru Legacy 4wd	21	27	2.2	M5	FI
Subaru Loyale Turbo	22	24	1.8	A3	FI
Subaru Loyale	24	26	1.8	L3	FI
Subaru Loyale	25	32	1.8	M5	FI
Subaru Loyale 4wd Turbo	20	26	1.8	L4	FI
Toyota Camry	21	24	2.0	L4	FI
Toyota Camry	25	31	2.0	L4	FI
Toyota Camry	24	31	2.0	L4	FI
Toyota Camry	22	27	2.0	M5	FI
Toyota Camry	26	34	2.0	M5	FI
Toyota Camry	19	25	2.5	L4	FI
Toyota Camry	19	26	2.5	M5	FI
Toyota Cressida	19	24	3.0	L4	FI
Volkswagen Golf/GTI	23	28	1.8	A3	FI
Volkswagen Golf/GTI	25	32	1.8	M5	FI
Volkswagen GTI 16V	22	28	2.0	M5	FI
Volkswagen Jetta Diesel	37	43	1.6	M5	FI
Volkswagen Jetta	23	28	1.8	A3	FI
Volkswagen Jetta	25	32	1.8	M5	FI
Volkswagen GLI 16V	22	28	2.0	M5	FI
Volvo 240	20	25	2.3	A4	FI
Volvo 240	21	28	2.3	M5	FI
Volvo 780 Turbo	18	21	2.3	A4	FI
Volvo 780	17	21	2.8	A4	FI
Mid-Size Cars					
ASC Grand Prix Turbo	17	25	3.1	L4	FI
Audi V8	14	18	3.6	L4	FI
Audi 100	19	22	2.3	A3	FI
Audi 100	18	23	2.3	L4	FI
Audi 100 Quattro	18	24	2.3	M5	FI
Audi 200 Turbo	18	22	2.2	A3	FI
Audi 200 Quattro Turbo	17	25	2.2	M5	FI
Bentley Eight/Mulsanne	10	13	6.8	A3	FI
BMW 735i	15	21	3.4	L4	FI
BMW 735i	15	23	3.4	M5	FI
BMW 735i	15	21	3.4	L4	FI
BMW 750iL	12	18	5.0	L4	FI
Buick Century	23	31	2.5	L3	FI
Buick Century	20	27	3.3	L3	FI
Buick Century	20	29	3.3	L4	FI
Buick Regal	19	30	3.1	L4	FI
Buick Riviera	18	27	3.8	L4	FI
Cadillac Eldorado	16	25	4.5	L4	FI
Cadillac Seville	16	25	4.5	L4	FI
Chevrolet Corsica	24	31	2.2	L3	FI
Chevrolet Corsica	24	34	2.2	M5	FI
Chevrolet Corsica	20	27	3.1	L3	FI
Chevrolet Corsica	19	28	3.1	M5	FI
Chevrolet Lumina	21	27	2.5	L3	FI
Chevrolet Lumina	19	27	3.1	L3	FI
Chevrolet Lumina	19	30	3.1	L4	FI
Chrysler New Yorker	19	26	3.3	L4	FI
Nissan Maxima	19	26	3.0	L4	FI
Nissan Maxima	20	26	3.0	M5	FI
Dodge Dynasty	22	27	2.5	L3	FI
Dodge Dynasty	19	26	3.3	L4	FI
Dodge Spirit Turbo	19	23	2.5	A3	FI
Dodge Spirit	22	27	2.5	L3	FI
Dodge Spirit Turbo	21	29	2.5	M5	FI
Dodge Spirit	24	32	2.5	M5	FI
Ford Taurus	20	26	2.5	A3	FI
Ford Taurus	20	29	3.0	L4	FI
Ford Taurus	18	27	3.0	M5	FI
Ford Taurus	19	28	3.8	L4	FI
Ford Thunderbird	17	23	3.8	L4	FI
Ford Thunderbird	19	27	3.8	L4	FI
Ford Thunderbird	17	24	3.8	M5	FI
Hyundai Sonata	21	26	2.4	L4	FI
Hyundai Sonata	21	28	2.4	M5	FI
Hyundai Sonata	18	24	3.0	A4	FI
Infiniti Q45	16	22	4.5	L4	FI
Lexus LS400	18	23	4.0	L4	FI
Lincoln Mark VII	17	24	5.0	L4	FI
Mercury Cougar	17	23	3.8	L4	FI
Mercury Cougar	19	27	3.8	L4	FI
Mercury Cougar	17	24	3.8	M5	FI
Mercury Sable	20	29	3.0	L4	FI
Mercury Sable	19	28	3.8	M5	FI
Maserati 228 Turbo	15	18	2.8	L4	FI
Maserati 228 Turbo	14	19	2.8	M5	FI
Mazda 626/MX-6	22	28	2.2	L4	FI
Mazda 626/MX-6 Turbo	19	25	2.2	L4	FI
Mazda 626/MX-6 Turbo	21	28	2.2	M5	FI
Mazda 626/MX-6	24	31	2.2	M5	FI
Mazda 929	19	23	3.0	L4	FI
Mazda 929	18	22	3.0	L4	FI
Oldsmobile Cutlass Ciera	23	31	2.5	L3	FI
Oldsmobile Cutlass Ciera	20	27	3.3	L3	FI
Oldsmobile Cutlass Ciera	20	29	3.3	L4	FI
Oldsmobile Cutlass Supreme	22	29	2.3	L3	FI
Oldsmobile Cutlass Supreme	19	30	3.1	L4	FI
Oldsmobile Trofeo/Toronado	18	27	3.8	L4	FI
Plymouth Acclaim	22	27	2.5	L3	FI
Plymouth Acclaim Turbo	21	29	2.5	M5	FI
Plymouth Acclaim	24	32	2.5	M5	FI
Pontiac Grand Prix	22	29	2.3	L3	FI
Pontiac Grand Prix	19	30	3.1	L4	FI
Pontiac 6000	23	31	2.5	L3	FI
Pontiac 6000	20	27	3.1	L3	FI
Pontiac 6000 4wd	17	23	3.1	L3	FI
Pontiac 6000	19	30	3.1	L4	FI
Rolls-Royce Silver Spirit II	10	13	6.8	A3	FI
Volkswagen Passat	20	29	2.0	L4	FI
Volkswagen Passat	21	30	2.0	M5	FI
Volvo 740 Turbo	18	21	2.3	A4	FI
Volvo 740	20	26	2.3	L4	FI
Volvo 740 Turbo	20	25	2.3	M4	FI
Volvo 740	21	28	2.3	M5	FI
Volvo 740 16V	18	24	2.3	L4	FI
Volvo 740 16V	18	26	2.3	M4	FI
Volvo 760 Turbo	18	21	2.3	A4	FI
Volvo 760	17	21	2.8	A4	FI
Large Cars					
Buick Electra/Park Avenue	18	27	3.8	L4	FI
Buick LeSabre	18	27	3.8	L4	FI
Cadillac Brougham	17	24	5.0	L4	4bc
Cadillac Brougham	14	21	5.7	L4	FI
Cadillac Fleetwood/DeVille	16	25	4.5	L4	FI
Chevrolet Caprice	19	27	4.3	L4	FI
Chevrolet Caprice	16	25	5.0	L4	FI
Chevrolet Caprice (Police)	14	20	5.7	L4	FI
Chrysler New Yorker Fifth Avenue	18	25	3.3	L4	FI
Dodge Monaco	17	26	3.0	L4	FI
Eagle Premier	17	26	3.0	L4	FI
Ford LTD Crown Victoria	17	24	5.0	L4	FI
Ford LTD Crown Victoria (Police)	13	19	5.8	L4	2bc
Lincoln Continental	18	25	3.8	L4	FI
Lincoln Town Car	17	24	5.0	L4	FI
Mercury Grand Marquis	17	24	5.0	L4	FI
Oldsmobile Eighty-Eight	18	27	3.8	L4	FI
Oldsmobile Ninety-Eight/Touring	18	27	3.8	L4	FI
Pontiac Bonneville	18	27	3.8	L4	FI
Saab 9000	18	24	2.0	L4	FI
Saab 9000 Turbo	18	24	2.0	L4	FI
Saab 9000	21	28	2.0	M5	FI
Saab 9000 Turbo	20	26	2.0	M5	FI
Small Station Wagons					
Chevrolet Cavalier Wagon	24	31	2.2	L3	FI
Chevrolet Cavalier Wagon	25	36	2.2	M5	FI
Chevrolet Cavalier Wagon	20	27	3.1	L3	FI
Chevrolet Cavalier Wagon	19	28	3.1	M5	FI
Nissan Sentra Wagon	26	30	1.6	L3	FI
Nissan Sentra Wagon	27	36	1.6	M5	FI
Dodge Colt Vista	22	23	2.0	L3	FI
Dodge Colt Vista	23	29	2.0	M5	FI
Dodge

SPECIFICATIONS

Car Line	Est. MPG City	Hwy	Displ. (liters)	Trans	Fuel Sys
Subaru Legacy Wagon	21	28	2.2	L4	FI
Subaru Legacy Wagon	23	30	2.2	M5	FI
Subaru Legacy Wagon 4wd	20	25	2.2	L4	FI
Subaru Legacy Wagon 4wd	20	26	2.2	M5	FI
Subaru Loyale Wagon Turbo	22	24	1.8	A3	FI
Subaru Loyale Wagon	24	26	1.8	L3	FI
Subaru Loyale Wagon 4wd	25	30	1.8	M5	FI
Subaru Loyale Wagon 4wd Turbo	20	26	1.8	L4	FI
Toyota Camry Wagon	25	31	2.0	L4	FI
Toyota Camry Wagon	19	25	2.5	L4	FI
Toyota Corolla All-Trac Wagon	24	29	1.6	L4	FI
Toyota Corolla All-Trac Wagon	22	28	1.6	M5	FI
Toyota Corolla Wagon	26	29	1.6	L3	FI
Toyota Corolla Wagon	28	33	1.6	M5	FI
Volkswagen Fox Wagon	25	30	1.8	M4	FI
Mid-Size Station Wagons					
Audi Quattro Wagon Turbo	17	24	2.2	M5	FI
Buick Century Wagon	21	27	2.5	L3	FI
Buick Century Wagon	19	26	3.3	L3	FI
Buick Century Wagon	20	29	3.3	L4	FI
Chevrolet Celebrity Wagon	23	31	2.5	L3	FI
Chevrolet Celebrity Wagon	19	30	3.1	L4	FI
Ford Taurus Wagon	20	29	3.0	L4	FI
Ford Taurus Wagon	18	25	3.8	L4	FI
Ford Taurus Wagon V6 A/C	19	26	3.0	L4	FI
Mercury Sable Wagon	20	29	3.0	L4	FI
Mercury Sable Wagon	18	25	3.8	L4	FI
Mercury Sable Wagon V6 A/C	19	26	3.0	L4	FI
Oldsmobile Cutlass Cruiser	21	27	2.5	L3	FI
Oldsmobile Cutlass Cruiser	20	29	3.3	L4	FI
Peugeot 405 Wagon	20	24	1.9	L4	FI
Peugeot 405 Wagon	20	26	1.9	M5	FI
Peugeot 505 Wagon Turbo	18	21	2.2	L4	FI
Peugeot 505 Wagon	19	21	2.2	L4	FI
Peugeot 505 Wagon	18	22	2.2	M5	FI
Pontiac 6000 Wagon	21	27	2.5	L3	FI
Pontiac 6000 Wagon	19	30	3.1	L4	FI
Volkswagen Passat Wagon	20	29	2.0	L4	FI
Volvo 240 Wagon	19	24	2.3	A4	FI
Volvo 240 Wagon	21	27	2.3	M5	FI
Volvo Wagon Turbo	18	21	2.3	A4	FI
Volvo 740 Wagon	20	26	2.3	L4	FI
Volvo 740 Wagon Turbo	20	25	2.3	M4	FI
Volvo Wagon	21	28	2.3	M5	FI
Volvo 740 16V Wagon	18	26	2.3	M4	FI
Volvo 760 Wagon Turbo	18	21	2.3	A4	FI
Large Station Wagons					
Buick LeSabre/Electra Wagon	17	24	5.0	L4	4bc
Chevrolet Caprice Wagon	17	24	5.0	L4	4bc
Ford LTD Crown Victoria	17	24	5.0	L4	FI
Mercury Grand Marquis Wagon	17	24	5.0	L4	FI
Oldsmobile Custom Cruiser	17	24	5.0	L4	4bc
Small Pickup Trucks/2wd					
Chevrolet S10 Pickup	21	27	2.5	L4	FI
Chevrolet S10 Pickup	23	27	2.5	M5	FI
Chevrolet S10 Pickup	19	26	2.8	M5	FI
Chevrolet S10 Pickup	18	23	4.3	L4	FI
Chevrolet S10 Pickup	17	23	4.3	M5	FI
Nissan Hardbody	22	26	2.4	L4	FI
Nissan Hardbody	23	27	2.4	M5	FI
Nissan Hardbody	18	24	3.0	L4	FI
Nissan Hardbody	19	23	3.0	M5	FI
Dodge Ram 50	19	23	2.4	L4	FI
Dodge Ram 50	19	24	2.4	M5	FI
Ford Ranger Pickup	21	25	2.3	L4	FI
Ford Ranger Pickup	24	29	2.3	M5	FI
Ford Ranger Pickup	17	21	2.9	L4	FI
Ford Ranger Pickup	18	23	2.9	M5	FI
GMC S15 Pickup	21	27	2.5	L4	FI
GMC S15 Pickup	23	27	2.5	M5	FI
GMC S15 Pickup	19	26	2.8	M5	FI
GMC S15 Pickup	18	23	4.3	M5	FI
GMC S15 Pickup	17	23	4.3	M5	FI
Isuzu Pickup	22	24	2.3	M5	2bc
Isuzu Pickup	19	23	2.6	L5	FI
Isuzu Pickup	19	24	2.6	M5	FI
Mitsubishi Truck	19	23	2.4	L4	FI
Mitsubishi Truck	19	24	2.4	M5	FI
Small Pickup Trucks/4wd					
Ford Ranger Pickup	21	25	2.3	M5	FI
Ford Ranger Pickup	16	21	2.9	L4	FI
Ford Ranger Pickup	18	22	2.9	M5	FI
Standard Pickup Trucks/2wd					
Chevrolet C1500 Pickup	18	21	4.3	A3	FI
Chevrolet C1500 Pickup	17	22	4.3	L4	FI
Chevrolet C1500 Pickup	18	20	4.3	M4C	FI
Chevrolet C1500 Pickup	18	24	4.3	M5	FI
Chevrolet C1500 Pickup	15	16	5.0	A3	FI
Chevrolet C1500 Pickup	15	20	5.0	L4	FI
Chevrolet C1500 Pickup	15	20	5.0	M5	FI
Chevrolet C1500 Pickup	15	19	5.7	L4	FI
Chevrolet C1500 Pickup	12	14	5.7	M4C	FI
Chevrolet C1500 Pickup	13	18	5.7	M5	FI
Chevrolet C1500 Pickup Diesel	18	23	6.2	L4	FI
Chevrolet C1500 Pickup Diesel	19	21	6.2	M4C	FI
Chevrolet C1500 Pickup	10	11	7.4	A3	FI
Chevrolet C2500 Pickup	16	17	4.3	A3	FI
Chevrolet C2500 Pickup	16	21	4.3	L4	FI
Chevrolet C2500 Pickup	16	18	4.3	M4C	FI
Chevrolet C2500 Pickup	17	24	4.3	M5	FI
Chevrolet C2500 Pickup	14	15	5.0	A3	FI
Chevrolet C2500 Pickup	15	19	5.0	L4	FI
Chevrolet C2500 Pickup	15	19	5.0	M5	FI
Chevrolet C2500 Pickup	13	17	5.7	L4	FI
Chevrolet C2500 Pickup	12	14	5.7	M4C	FI
Chevrolet C2500 Pickup	13	18	5.7	M5	FI
Chevrolet C2500 Pickup Diesel	17	22	6.2	L4	FI
Chevrolet C2500 Pickup Diesel	18	20	6.2	M4C	FI
Dodge Dakota Pickup	21	28	2.5	M5	FI
Dodge Dakota Pickup	16	21	3.9	L4	FI
Dodge Dakota Pickup	16	22	3.9	M5	FI
Dodge D100/D150 Pickup	15	17	3.9	L3	FI
Dodge D100/D150 Pickup	16	21	3.9	L4	FI
Dodge D100/D150 Pickup	15	18	3.9	M4C	FI
Dodge D100/D150 Pickup	13	18	3.9	M5	FI
Dodge D100/D150 Pickup	13	16	5.2	A4	FI
Dodge D100/D150 Pickup	13	16	5.2	L3	FI
Dodge D100/D150 Pickup	13	17	5.2	L4	FI
Dodge D100/D150 Pickup	14	18	5.2	M4	FI
Dodge D100/D150 Pickup	13	16	5.2	M4C	FI
Dodge D100/D150 Pickup	12	14	5.9	A4	FI
Dodge D100/D150 Pickup	10	14	5.9	M4C	FI
Dodge D250 Pickup	15	17	3.9	L3	FI
Dodge D250 Pickup	14	17	3.9	M4C	FI
Dodge D250 Pickup	12	15	5.2	A4	FI
Dodge D250 Pickup	13	17	5.2	L4	FI
Dodge D250 Pickup	12	14	5.2	M4C	FI
Dodge D250 Pickup	11	13	5.9	A4	FI
Dodge D250 Pickup	10	14	5.9	M4C	FI
Jeep Comanche Pickup	18	24	2.5	L4	FI
Jeep Comanche Pickup	22	25	2.5	M4	FI
Jeep Comanche Pickup	20	25	2.5	M4	FI
Jeep Comanche Pickup	21	24	2.5	M5	FI
Jeep Comanche Pickup	19	24	2.5	M5	FI
Jeep Comanche Pickup	16	21	4.0	L4	FI
Jeep Comanche Pickup	17	23	4.0	M5	FI
Ford F150 Pickup	14	16	4.9	A3	FI
Ford F150 Pickup	15	20	4.9	L4	FI
Ford F150 Pickup	16	18	4.9	M4C	FI
Ford F150 Pickup	16	20	4.9	M5	FI
Ford F150 Pickup	13	15	5.0	A3	FI
Ford F150 Pickup	14	18	5.0	L4	FI
Ford F150 Pickup	14	15	5.0	M4C	FI
Ford F150 Pickup	14	18	5.0	M5	FI
Ford F150 Pickup	12	16	5.8	L4	FI
Ford F150 Pickup	14	15	4.9	A3	FI
Ford F150 Pickup	15	19	4.9	L4	FI
Ford F150 Pickup	16	17	4.9	M4C	FI
Ford F150 Pickup	15	19	4.9	M5	FI
Ford F150 Pickup	15	19	4.9	M5C	FI
Ford F150 Pickup	14	18	5.0	L4	FI
Ford F150 Pickup	14	15	5.0	M4C	FI
Ford F150 Pickup	14	18	5.0	M5	FI
Ford F150 Pickup	11	15	5.8	L4	FI
GMC C1500 Sierra	18	21	4.3	A3	FI
GMC C1500 Sierra	17	22	4.3	L4	FI
GMC C1500 Sierra	18	20	4.3	M4C	FI
GMC C1500 Sierra	18	24	4.3	M5	FI
GMC C1500 Sierra	15	16	5.0	A3	FI
GMC C1500 Sierra	15	20	5.0	L4	FI
GMC C1500 Sierra	15	20	5.0	M5	FI
GMC C1500 Sierra	15	19	5.7	L4	FI
GMC C1500 Sierra	12	14	5.7	M4C	FI
GMC C1500 Sierra	13	18	5.7	M5	FI
GMC C1500 Sierra Diesel	18	23	6.2	L4	FI
GMC C1500 Sierra Diesel	19	21	6.2	M4C	FI
GMC C2500 Sierra	16	17	4.3	A3	FI
GMC C2500 Sierra	16	21	4.3	L4	FI
GMC C2500 Sierra	16	18	4.3	M4C	FI
GMC C2500 Sierra	17	24	4.3	M5	FI
GMC C2500 Sierra	14	15	5.0	A3	FI
GMC C2500 Sierra	15	19	5.0	L4	FI
GMC C2500 Sierra	15	19	5.0	M5	FI
GMC C2500 Sierra	13	17	5.7	L4	FI
GMC C2500 Sierra	12	14	5.7	M4C	FI
GMC C2500 Sierra	13	18	5.7	M5	FI
GMC C2500 Sierra Diesel	17	22	6.2	L4	FI
GMC C2500 Sierra Diesel	18	20	6.2	M4C	FI
Isuzu Pickup 1-Ton	18	22	2.6	M5	FI
Toyota Truck	21	23	2.4	M4	2bc
Toyota Truck	21	25	2.4	M5	2bc
Toyota Truck	23	24	2.4	A4	FI
Toyota Truck	23	28	2.4	M4	FI
Toyota Truck	22	26	2.4	M5	FI
Toyota Truck	18	24	3.0	L4	FI
Toyota Truck	19	24	3.0	M5	FI
Toyota Truck 1-Ton	18	24	3.0	L4	FI
Toyota Truck 1-Ton	19	24	3.0	M5	FI
Standard Pickup Trucks/4wd					
Chevrolet K1500 Pickup	16	17	4.3	A3	FI
Chevrolet K1500 Pickup	16	20	4.3	L4	FI
Chevrolet K1500 Pickup	15	17	4.3	M4C	FI
Chevrolet K1500 Pickup	16	20	4.3	M5	FI
Chevrolet K1500 Pickup	13	15	5.0	A3	FI
Chevrolet K1500 Pickup	14	18	5.0	L4	FI
Chevrolet K1500 Pickup	14	18	5.0	M5	FI
Chevrolet K1500 Pickup	13	17	5.7	L4	FI
Chevrolet K1500 Pickup	13	14	5.7	M4C	FI
Chevrolet K1500 Pickup	13	17	5.7	M5	FI
Chevrolet K1500 Pickup Diesel	16	21	6.2	L4	FI
Chevrolet K1500 Pickup Diesel	17	18	6.2	M4C	FI
Chevrolet K2500 Pickup	15	17	4.3	A3	FI
Chevrolet K2500 Pickup	16	20	4.3	L4	FI
Chevrolet K2500 Pickup	15	17	4.3	M4C	FI
Chevrolet K2500 Pickup	16	20	4.3	M5	FI
Chevrolet K2500 Pickup	13	14	5.0	A3	FI
Chevrolet K2500 Pickup	14	17	5.0	L4	FI
Chevrolet K2500 Pickup	14	18	5.0	M5	FI
Chevrolet K2500 Pickup	13	16	5.7	L4	FI
Chevrolet K2500 Pickup	13	14	5.7	M4C	FI
Chevrolet K2500 Pickup	12	16	5.7	M5	FI
Chevrolet K2500 Pickup Diesel	16	21	6.2	L4	FI
Chevrolet K2500 Pickup Diesel	17	18	6.2	M4C	FI
Chevrolet S10 Pickup	17	21	4.3	L4	FI
Chevrolet S10 Pickup	18	22	4.3	M5	FI
Nissan Hardbody	19	22	2.4	M5	FI
Nissan Hardbody	16	19	3.0	L4	FI
Nissan Hardbody	15	19	3.0	M5	FI
Dodge Dakota Pickup	15	20	3.9	L4	FI
Dodge Dakota Pickup	15	19	3.9	M5	FI
Dodge Power Ram 50	18	20	2.4	L4	FI
Dodge Power Ram 50	19	22	2.4	M5	FI
Dodge Power Ram 50	17	20	3.0	L4	FI
Dodge Power Ram 50	17	22	3.0	M5	FI
Dodge W100/W150 Pickup	14	15	3.9	A4	FI
Dodge W100/W150 Pickup	13	16	3.9	M4C	FI
Dodge W100/W150 Pickup	12	14	5.2	A4	FI
Dodge W100/W150 Pickup	12	15	5.2	M4C	FI
Dodge W100/W150 Pickup	11	13	5.9	A4	FI
Dodge W100/W150 Pickup	10	14	5.9	M4C	FI
Dodge W250 Pickup	11	14	5.2	A4	FI
Dodge W250 Pickup	12	15	5.2	M4C	FI
Dodge W250 Pickup	11	13	5.9	A4	FI
Dodge W250 Pickup	10	14	5.9	M4C	FI
Jeep Comanche Pickup	21	24	2.5	M4	FI
Jeep Comanche Pickup	20	24	2.5	M4	FI
Jeep Comanche Pickup	21	24	2.5	M5	FI
Jeep Comanche Pickup	19	24	2.5	M5	FI
Jeep Comanche Pickup	16	20	4.0	L4	FI
Jeep Comanche Pickup	17	22	4.0	M5	FI
Ford F150 Pickup	14	16	4.9	A3	FI
Ford F150 Pickup	14	18	4.9	L4	FI
Ford F150 Pickup	16	17	4.9	M4C	FI
Ford F150 Pickup	15	19	4.9	M5	FI
Ford F150 Pickup	13	15	5.0	A3	FI
Ford F150 Pickup	13	17	5.0	L4	FI
Ford F150 Pickup	13	15	5.0	M4C	FI
Ford F150 Pickup	13	16	5.0	M5	FI
Ford F150 Pickup	11	16	5.8	L4	FI
Ford F250 Pickup	14	17	4.9	M5C	FI
Ford F250 Pickup	13	17	5.0	L4	FI
Ford F250 Pickup	12	14	5.0	M4C	FI
Ford F250 Pickup	13	16	5.0	M5	FI
Ford F250 Pickup	11	15	5.8	L4	FI
GMC K1500 Sierra	16	17	4.3	A3	FI
GMC K1500 Sierra	18	20	4.3	L4	FI
GMC K1500 Sierra	15	17	4.3	M4C	FI
GMC K1500 Sierra	16	20	4.3	M5	FI
GMC K1500 Sierra	13	15	5.0	A3	FI
GMC K1500 Sierra	14	18	5.0	L4	FI
GMC K1500 Sierra	14	18	5.0	M5	FI
GMC K1500 Sierra	13	17	5.7	L4	FI
GMC K1500 Sierra	13	14	5.7	M4C	FI
GMC K1500 Sierra	13	17	5.7	M5	FI
GMC K1500 Sierra	16	21	6.2	L4	FI
GMC K1500 Sierra	17	18	6.2	M4C	FI
GMC K2500 Sierra	15	17	4.3	A3	FI
GMC K2500 Sierra	16	20	4.3	L4	FI
GMC K2500 Sierra	15	17	4.3	M4C	FI
GMC K2500 Sierra	16	20	4.3	M5	FI
GMC K2500 Sierra	13	14	5.0	A3	FI
GMC K2500 Sierra	14	17	5.0	L4	FI
GMC K2500 Sierra	14	18	5.0	M5	FI
GMC K2500 Sierra	13	16	5.7	L4	FI
GMC K2500 Sierra	13	14	5.7	M4C	FI
GMC K2500 Sierra	12	16	5.7	M5	FI
GMC K2500 Sierra Diesel	16	21	6.2	L4	FI
GMC K2500 Sierra Diesel	17	18	6.2	M4C	FI
GMC S15 Pickup	17	21	4.3	L4	FI
GMC S15 Pickup	16	20	4.3	M5	FI
Isuzu Pickup	16	19	2.6	M5	FI
Mitsubishi Truck	18	20	2.4	L4	FI
Mitsubishi Truck	19	22	2.4	M5	FI
Mitsubishi Truck	17	22	3.0	M5	FI
Suzuki Samurai Hardtop	28	29	1.3	M5	FI
Suzuki Samurai Soft-Top	28	29	1.3	M5	FI
Suzuki Sidekick Hardtop	24	25	1.6	L3	FI
Suzuki Sidekick Hardtop	26	28	1.6	M5	FI
Suzuki Sidekick Soft-Top	24	25	1.6	L3	FI
Suzuki Sidekick Soft-Top	26	28	1.6	M5	FI
Toyota Land Cruiser Wagon	12	14	4.0	L4	FI
Toyota 4-Runner	17	19	2.4	L4	FI
Toyota 4-Runner	19	21	2.4	M5	FI
Toyota 4-Runner	15	19	3.0	L4	FI
Toyota 4-Runner	16	19	3.0	M5	FI
Toyota Truck	18	20	2.4	L4	FI
Toyota Truck	19	22	2.4	M5	FI
Toyota Truck	15	20	3.0	L4	FI
Toyota Truck	16	19	3.0	M5	FI
Special Purpose Vehicles/Cab Chassis					
Cadillac Commercial Chassis	16	25	4.5	L4	FI
Chevrolet S10 Cab Chassis 2wd	18	19	2.5	L3	FI
Dodge Dakota Cab Chassis 2wd	12	12	3.9	L4	FI
Dodge Dakota Cab Chassis 2wd	13	17	3.9	M5	FI
Dodge D250 Cab Chassis 2wd	11	13	5.9	A4	FI
Buick Coachbuilder Wagon	17	24	5.0	L4	4bc
Toyota Cab/Chassis 2wd	11	11	3.0	L4	FI
Toyota Cab/Chassis 2wd	12	12	3.0	M5	FI
Cargo Vans					
Chevrolet Astro AWD	17	21	4.3	L4	FI
Chevrolet Astro	19	25	2.5	L4	FI
Chevrolet Astro	21	26	2.5	M5	FI
Chevrolet Astro	17	22	4.3	L4	FI
Chevrolet G10/20 Van	16	18	4.3	A3	FI
Chevrolet G10/20 Van	17	22	4.3	L4	FI
Chevrolet G10/20 Van	14	15	5.0	A3	FI
Chevrolet G10/20 Van	15	20	5.0	L4	FI
Chevrolet G10/20 Van	15	19	5.7	L4	FI
Chevrolet G10/20 Van Diesel	17	23	6.2	L4	FI
Chevrolet G30 Van	14	14	4.3	A3	FI
Chevrolet G30 Van	16	21	4.3	L4	FI
Dodge B150/B250 Van	15	18	3.9	A4	FI
Dodge B150/B250 Van	15	17	3.9	L3	FI
Dodge B150/B250 Van	13	18	3.9	M5	FI
Dodge B150/B250 Van	13	18	5.2	A4	FI
Dodge B150/B250 Van	13	16	5.2	L3	FI
Dodge B150/B250 Van	13	17	5.2	L4	FI
Dodge B150/B250 Van	12	14	5.9	A4	FI
Dodge B350 Van	13	15	5.2	A4	FI
Dodge B350 Van	13	17	5.2	L4	FI
Dodge B350 Van	11	14	5.9	A4	FI
Ford Aerostar	17	23	3.0	L4	FI
Ford Aerostar Van	17	23	3.0	M5	FI
Ford E150 Econoline	14	15	4.9	A3	FI
Ford E150 Econoline	15	19	4.9	L4	FI
Ford E150 Econoline	13	17	5.0	L4	FI
Ford E150 Econoline	11	15	5.8	L4	FI
Ford E250 Econoline	14	15	4.9	A3	FI
Ford E250 Econoline	14	17	4.9	L4	FI
Ford E250 Econoline	13	16	5.0	L4	FI
Ford E250 Econoline	11	15	5.8	L4	FI
GMC G15/25 Vandura	16	18	4.3	A3	FI
GMC G15/25 Vandura	17	22	4.3	L4	FI
GMC G15/25 Vandura	14	15	5.0	A3	FI
GMC G15/25 Vandura	15	20	5.0	L4	FI
GMC G15/25 Vandura	15	19	5.7	L4	FI
GMC G15/25 Vandura Diesel	17	23	6.2	L4	FI
GMC G35 Vandura	14	14	4.3	A3	FI
GMC G35 Vandura	16	21	4.3	L4	FI
GMC Safari AWD	17	21	4.3	L4	FI
GMC Safari	19	25	2.5	L4	FI
GMC Safari	21	26	2.5	M5	FI
GMC Safari	17	22	4.3	L4	FI
Mitsubishi Van	20	22	2.4	L4	FI
Passenger Vans					
Chevrolet Astro AWD	16	20	4.3	L4	FI
Chevrolet Astro	17	22	4.3	L4	FI
Chevrolet G10/20 Sportvan	16	21	4.3	L4	FI
Chevrolet G10/20 Sportvan	14	17	5.0	L4	FI
Chevrolet G10/20 Sportvan	13	17	5.7	L4	FI
Chevrolet G10/20 Sportvan Diesel	18	22	6.2	L4	FI
Chevrolet G30 Sportvan	13	18	5.7	L4	FI
Nissan Van	17	20	2.4	L4	FI
Nissan Van	18	21	2.4	M5	FI
Dodge B150/B250	15	17	3.9	A4	FI
Dodge B150/B250	15	17	3.9	L3	FI
Dodge B150/B250	13	17	3.9	M5	FI
Dodge B150/B250	12	15	5.2	A4	FI
Dodge B150/B250	13	16	5.2	L3	FI
Dodge B150/B250	13	17	5.2	L4	FI
Dodge B150/B250	11	13	5.9	A4	FI
Dodge B350	12	15	5.2	A4	FI
Dodge B350	13	17	5.2	L4	FI
Dodge B350	10	13	5.9	A4	FI
Ford Aerostar	16	22	3.0	L4	FI
Ford Aerostar	17	22	3.0	M5	FI
Ford E150 Club Wagon	14	17	4.9	L4	FI
Ford E150 Club Wagon	13	16	5.0	L4	FI
Ford E150 Club Wagon	11	15	5.8	L4	FI
GMC G15/25 Rally	16	21	4.3	L4	FI
GMC G15/25 Rally	14	17	5.0	L4	FI
GMC G15/25 Rally	13	17	5.7	L4	FI
GMC G15/25 Rally Diesel	18	22	6.2	L4	FI
GMC G35 Rally	13	18	5.7	L4	FI
GMC Safari AWD	16	20	4.3	L4	FI
GMC Safari	17	22	4.3	L4	FI
Mitsubishi Wagon	18	21	2.4	L4	FI
Volkswagen Vanagon Syncro 4wd	16	16	2.1	M5C	FI
Volkswagen Vanagon	17	18	2.1	A3	FI
Volkswagen Vanagon	18	19	2.1	M4	FI
Special Purpose Vehicles/2wd					
Chevrolet APV	18	23	3.1	L3	FI
Chevrolet R1500 Suburban	13	18	5.7	L4	FI
Chevrolet R1500 Suburban Diesel	16	23	6.2	L4	FI
Chevrolet S10 Blazer	18	23	4.3	L4	FI
Chevrolet S10 Blazer	17	23	4.3	M5	FI
Nissan Axxess	20	24	2.4	L4	FI
Nissan Axxess	21	27	2.4	M5	FI
Nissan Pathfinder	16	19	3.0	L4	FI
Nissan Pathfinder	15	19	3.0	M5	FI
Chrysler Town & Country	18	24	3.3	L4	FI
Dodge AD150 Ramcharger	13	16	5.2	A4	FI
Dodge AD150 Ramcharger	12	14	5.9	A4	FI
Dodge Caravan/Ram Van Turbo	19	23	2.5	A3	FI
Dodge Caravan/Ram Van	21	23	2.5	L3	FI
Dodge Caravan/Ram Van	22	28	2.5	M5	FI
Dodge Caravan/Ram Van Turbo	18	26	2.5	M5	FI
Dodge Caravan/Ram Van	19	24	3.0	L3	FI
Dodge Caravan/Ram Van	19	24	3.0	L4	FI
Dodge Caravan/Ram Van	18	24	3.3	L4	FI
Jeep Cherokee	18	24	2.5	L4	FI
Jeep Cherokee	21	24	2.5	M5	FI
Jeep Cherokee	19	24	2.5	M5	FI
Jeep Cherokee	16	21	4.0	L4	FI
Jeep Cherokee	17	23	4.0	M5	FI
Ford Bronco II	17	21	2.9	L4	FI
Ford Bronco II	18	22	2.9	M5	FI
GMC R1500 Suburban	13	18	5.7	L4	FI
GMC R1500 Suburban Diesel	16	23	6.2	L4	FI
GMC S15 Jimmy	18	23	4.3	L4	FI
GMC S15 Jimmy	17	23	4.3	M5	FI
Isuzu Amigo	19	22	2.3	M5	2bc
Isuzu Amigo	17	21	2.6	M5	FI
Mazda MPV	19	24	2.6	L4	FI
Mazda MPV	20	24	2.6	M5	FI
Mazda MPV	17	22	3.0	L4	FI
Mazda MPV	18	22	3.0	M5	FI
Oldsmobile Silhouette	18	23	3.1	L3	FI
Pontiac Trans Sport	18	23	3.1	L3	FI
Plymouth Voyager Turbo	19	23	2.5	A3	FI
Plymouth Voyager	21	23	2.5	L3	FI
Plymouth Voyager	22	28	2.5	M5	FI
Plymouth Voyager Turbo	18	26	2.5	M5	FI
Plymouth Voyager	19	24	3.0	L3	FI
Plymouth Voyager	19	24	3.0	L4	FI
Plymouth Voyager	18	24	3.3	L4	FI
Suzuki Sidekick	27	28	1.6	M5	FI
Toyota 4-Runner	19	20	2.4	A4	FI
Toyota 4-Runner	16	20	3.0	L4	FI
Special Purpose Vehicles/4wd					
Chevrolet S10 Blazer	17	21	4.3	L4	FI
Chevrolet S10 Blazer	16	20	4.3	M5	FI
Chevrolet V1500 Blazer	13	16	5.7	L4	FI
Chevrolet V1500 Blazer	12	14	5.7	M4C	FI
Chevrolet V1500 Blazer Diesel	16	21	6.2	L4	FI
Chevrolet V1500 Suburban	12	16	5.7	L4	FI
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SPECIFICATIONS

1990-model domestic car body family designations

Chrysler Corp led the way in platform (body family) revisions among Big 3 domestic automakers in the 1990 model year.

General Motors changed some models within platform groupings, but added no new platform designation in the 1990 model year. Ford Motor Co stood pat on the 1990 platform front.

Chrysler's 1990 platform actions began early in the 1989 calendar year when Plymouth Laser was launched. Following last fall were the 1990 Chrysler Imperial, Chrysler Fifth Avenue, Chrysler New Yorker Salon and Eagle Talon. Salon (base model New Yorker) became part of the C-body group.

The Chrysler LeBaron Sedan and Dodge Monaco came out later in the 1990 model year. Monaco joined Eagler Premier in the B-platform. LeBaron sedan became part of the A-platform with Plymouth Acclaim and Dodge Spirit.

It added up to two new platforms for the company: the Y-body — Chrysler Imperial and New Yorker Fifth Avenue; and H24S — Plymouth Laser and Eagle Talon.

A new GM model — Chevrolet Lumina — joined Pontiac Grand Prix, Oldsmobile Cutlass Supreme and Buick Regal in the mid-size W-platform in the 1990 model year. A Lumina coupe bowed in spring 1989; a six-passenger sedan followed last fall.

Another newcomer to the Chevrolet 1990 model lineup is the subcompact Geo Storm, designated the R-body. Geo Spectrum, formerly called an R-body, is discontinued.

The Chevrolet Celebrity four-door notchback was dropped from GM's family-size A-platform in 1990, but two Celebrity station wagon models are retained.

Also discarded from GM's lineup in 1990 were the B-body Pontiac Safari station wagon and J-body Buick Skyhawk.

Chevrolet Lumina

Geo Storm

Eagle Talon TSI

Chrysler New Yorker Fifth Avenue

Chrysler Imperial

CHRYSLER MOTORS CORP.

	Plymouth	Dodge	Chrysler	Eagle
A	Acclaim	Spirit	LeBaron Sedan	—
B	—	—	—	Premier
C	—	Dynasty	New Yorker Salon New Yorker Landau	—
G	—	Daytona	—	—
H24S	Laser	—	—	Talon
J	—	—	LeBaron Coupe & Convertible	—
L*	Horizon	Omni	—	—
P	Sundance	Shadow	—	—
Q	—	—	TC by Maserati	—
Y	—	—	Imperial, New Yorker Fifth Avenue	—

*—Dropped 2-90

FORD MOTOR CO.

	Ford	Mercury	Lincoln
BT17	Festiva	—	—
CT18	—	Tracer	—
DN5	Taurus	Sable	—
Erika	Escort	—	—
FN9	—	—	Continental
Fox	Mustang	—	—
LS	—	—	Mark VII
MN12	Thunderbird	Cougar	—
Panther	LTD Crown Victoria, Country Squire Wagon	Grand Marquis, Colony Park Wagon	Town Car
ST16	Probe	—	—
Topaz	Tempo	Topaz	—

GENERAL MOTORS CORP.

	Chevrolet	Pontiac	Oldsmobile	Buick	Cadillac
A	Celebrity Wagon	6000	Cutlass Ciera	Century	—
B	Caprice, Caprice Wagon	—	Custom Cruiser Wagon	Electra Estate Wagon, LeSabre Estate Wagon	—
C	—	—	Ninety-Eight Regency, Touring Sedan	Electra, Park Avenue	DeVille, Fleetwood, Fleetwood Sixty Special
D	—	—	—	—	Brougham
E	—	—	Toronado, Trofeo	Riviera	Eldorado
F	Camaro	Firebird	—	—	—
H	—	Bonneville	88 Royale	LeSabre	—
J	Cavalier	Sunbird	—	—	—
K	—	—	—	—	Seville
L	Corsica, Beretta	Tempest (Canadian)	—	—	—
M	Geo Metro	—	—	—	—
N	—	Grand Am	Cutlass Calais	Skylark	—
R	Geo Storm	—	—	—	—
S	Geo Prizm	—	—	—	—
T	—	LeMans	—	—	—
V	—	—	—	—	Allante
W	Lumina	Grand Prix	Cutlass Supreme	Regal	—
Y	Corvette	—	—	—	—
Z	—	—	—	Reatta	—

SPECIFICATIONS

Warranty Coverage on 1990 models

	Basic Coverage	Extra Drivetrain/ Major Component	Corrosion Coverage	Towing for Warranty-Covered Breakdown	Deductible
DOMESTIC					
FORD*	1/12,000	6/60,000	6/100,000	YES	$100●
MERCURY*	1/12,000	6/60,000	6/100,000	YES	$100●
LINCOLN MERKUR	1/12,000	6/60,000	6/100,000	YES	$100●
BUICK	3/50,000	3/50,000	6/100,000	YES	$100★
CHEVROLET*	3/50,000	3/50,000	6/100,000	YES	$100★
OLDSMOBILE	3/50,000	3/50,000	6/100,000	YES	$100★
PONTIAC*	3/50,000	3/50,000	6/100,000	YES	$100★
CADILLAC	4/50,000	4/50,000	6/100,000	YES	$100★
CADILLAC Allante	1/12,000	7/100,000	7/100,000	YES	$25★
CHRYSLER MOTORS	1/12,000	7/70,000	7/100,000	YES	$100‡
CHRYSLER New Yorker New Yorker Landau Imperial Maserati	5/50,000	7/70,000	7/100,000	YES	$100‡
CHRYSLER Captive Imports	3/36,000	3/50,000	5/Unlimited	YES	NO
SUMMIT	3/36,000	7/70,000	7/100,000	YES	$100‡
JAPAN					
ACURA	3/36,000	3/36,000	3/Unlimited	YES	NO
DAIHATSU	3/36,000	3/36,000	3/Unlimited	YES	NO
HONDA	3/36,000	3/36,000	5/Unlimited	YES	NO
INFINITI	4/60,000	4/60,000	7/Unlimited	YES	NO
ISUZU	3/36,000	3/36,000	5/Unlimited	YES	NO
LEXUS	4/50,000	6/70,000	6/Unlimited	YES	NO
MAZDA	3/50,000	3/50,000	5/Unlimited	YES	NO
MITSUBISHI	3/36,000	3/50,000	5/Unlimited	YES	NO
MITSUBISHI Precis	3/36,000	3/36,000	3/Unlimited	YES	NO
MITSUBISHI Galant/ Mirage/Eclipse	3/36,000	3/50,000	7/100,000	YES	NO
NISSAN	3/36,000	3/36,000	5/Unlimited	YES	NO
SUBARU	3/36,000	3/36,000	6/60,000	YES	NO
SUZUKI	2/24,000	2/24,000	3/Unlimited	YES	NO
TOYOTA	3/36,000	5/60,000	5/Unlimited	YES	NO
KOREA					
HYUNDAI	3/36,000	3/36,000	3/Unlimited	YES	NO
FRANCE					
PEUGEOT	3/36,000	5/50,000	3/36,000	YES	NO
GERMANY					
AUDI†	3/50,000	3/50,000	6/Unlimited	YES	NO
BMW	3/36,000	3/36,000	6/Unlimited	YES	NO
MERCEDES-BENZ	4/50,000	4/50,000	4/50,000	YES	NO
PORSCHE	2/Unlimited	2/Unlimited	10/Unlimited	YES	NO
VOLKSWAGEN	2/24,000	5/50,000	6/Unlimited	YES	NO
GREAT BRITAIN					
ASTON MARTIN	2/24,000	NO	NO	NO	NO
JAGUAR	3/36,000	3/36,000	6/60,000	YES	NO
LOTUS	2/Unlimited	2/Unlimited	8/Unlimited	NO	NO
RANGE ROVER	3/36,000	3/36,000	6/Unlimited	YES	NO
ROLLS-ROYCE	3/Unlimited	3/Unlimited	3/Unlimited	NO	NO
STERLING	3/36,000	3/36,000	6/Unlimited	YES	NO
ITALY					
ALFA ROMEO	3/36,000	3/36,000	6/60,000	NO	NO
FERRARI	2/Unlimited	NO	NO	NO	NO
MASERATI	2/24,000	2/24,000	2/24,000	YES	NO
SWEDEN					
SAAB	3/36,000	3/36,000	6/Unlimited	YES	NO
VOLVO	1/Unlimited	3/Unlimited	8/Unlimited	YES	NO
YUGOSLAVIA					
YUGO†	1/12,000	4/40,000	36/Unlimited	YES	$25

*Includes captive imports.
†Basic coverage includes all scheduled maintenance.
●For warranty repairs or drivetrain after 1/12,000 coverage expires.
★For any warranty repairs after 1/12,000 coverage expires.
‡For repairs under extended powertrain warranty.

DAMAGE REPAIR COSTS FOR 1990 MODELS

Make Model	Front into barrier	Rear into barrier	Front into angle barrier	Rear into pole	Total damage in all tests
Daihatsu Charade SE	478	1,508	480	1,372	$3,838
Volkswagen Jetta GL	247	363	916	1,130	$2,656
Volkswagen Golf GL	179	298	761	1,013	$2,251
Volkswagen Fox GL	141	433	423	993	$1,990
Mazda 323 Protege SE	0	0	718	1,203	$1,921
Nissan Sentra XE	0	0	531	1,346	$1,877
Ford Escort LX	0	0	314	1,404	$1,718
Geo Metro	121	0	363	1,080	$1,564
Subaru Loyale	0	47	570	945	$1,562
Plymouth Horizon	231	480	341	424	$1,476
Geo Prizm	267	0	466	732	$1,465
Hyundai Excel	125	113	460	721	$1,419
Mitsubishi Mirage EXE	0	73	611	513	$1,197
Dodge Shadow	0	0	676	479	$1,155
Toyota Corolla DX	0	0	448	492	$ 940
Honda Civic DX	0	344	200	225	$ 769

Cars tested were 4-door models. SOURCE: Insurance Institute for Highway Safety

Changes in CAFE car and light truck

Corporate average fuel economy performance by manufacturer, 1988 and 1989 model years.

Passenger cars	**1988**	**1989**
Alfa Romeo	25.7	26.9
BMW	21.7	22.1
Chrysler (domestic)	28.4	27.9
Chrysler (import)	30.3	30.3
Daihatsu	46.5	44.2
Ford (domestic)	26.4	26.5
Ford (import)	35.6	31.5
GM (domestic)	27.6	27.2
GM (import)	37.6	37.1
Honda	32.0	31.5
Hyundai	35.0	33.1
Isuzu	34.9	37.3
Jaguar	22.0	20.4
Mazda	28.7	29.8
Mercedes-Benz	21.3	21.4
Mitsubishi	31.2	31.0
Nissan	30.4	30.4
Peugeot	23.4	25.2
Porsche	24.7	23.0
Saab	26.5	26.6
Sterling	23.6	23.6
Subaru	31.9	32.1
Suzuki	—	36.9
Toyota	32.6	31.9
Volvo	26.0	25.0
VW	30.5	30.2
Yugo	34.2	33.6
U.S. standards	**26.0**	**25.5**
Domestic average	**27.3**	**27.1**
Import average	**31.4**	**30.6**
Combined average	**28.7**	**28.3**
Light trucks		
Chrysler (domestic)	21.6	20.8
Chrysler (import)	22.8	21.6
Ford	20.4	20.0
GM (domestic)	20.2	20.4
GM (import)	—	32.1
Isuzu	21.5	21.7
Mazda	26.4	25.1
Mitsubishi	25.8	24.3
Nissan	22.6	23.5
Range Rover	16.7	15.4
Suzuki	33.3	31.7
Toyota	24.4	23.2
VW	19.9	20.8
EPA standard	**20.5**	**20.5**
Domestic average	**20.6**	**20.4**
Import average*	**23.7**	**23.1**
Combined average*	**21.1**	**20.9**

*—Does not include 4 wheel-drive trucks by GM, Range Rover and Suzuki, which averaged 31.5 mpg in 1988 and 29.2 mpg in 1989.

Source: Federal Register

Retail prices, 1990 U.S. and import cars

This table shows the prices of 1990 domestic and imported cars as of May 7, 1990. All prices are manufacturers' suggested retail prices. Import prices include ocean freight and U.S. import duty. None of the prices include destination charges, state and local taxes, optional equipment or any charges that may be passed on to the buyer.

In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned. On some models, the standard-equipment radio is a delete option. Some makes and models are omitted because 1990 prices had not been established when this table was prepared.

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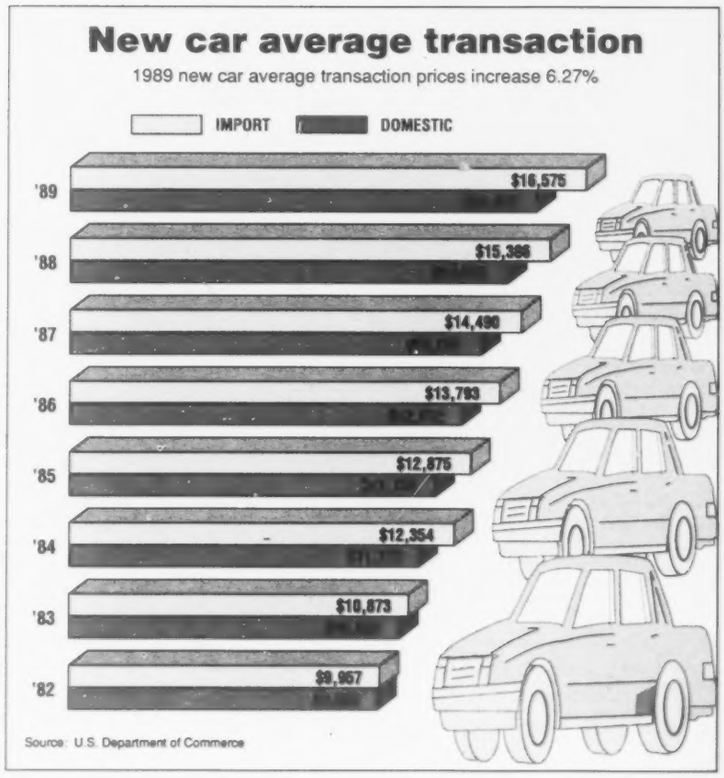
	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Auto. Trans.	Power Steering	AM/FM Stereo	Air Cond.
ACURA Integra RS 4	12,850		11,950			725	std.	260	735
Integra LS 4	14,545		13,725			725	std.	std.	735
Integra GS 4	15,950		15,825			725	std.	std.	735
Legend V-6	22,600	$24,760				800	std.	std.	std.
Legend L V-6	25,900	27,325				800	std.	std.	std.
Legend LS V-6	29,610	30,690				800	std.	std.	std.
Radio and air conditioning prices do not include dealer installation charge.									
ALFA ROMEO Graduate 4				$16,950		N.A.	N.A.	645	995
Veloce 4				20,950		N.A.	N.A.	std.	std.
Quadrifoglio 4				23,950		N.A.	N.A.	std.	std.
Spider 4 (1991)				20,950		600	std.	std.	995
Spider Veloce 4 (1991)				22,950		600	std.	std.	std.
164 V-6 (1991)	24,500					650	std.	std.	std.
164L V-6 (1991)	27,500					650	std.	std.	std.
164S V-6 (1991)	29,500					N.A.	std.	std.	std.
Prices do not include suggested dealer preparation charge of $160.									
AUDI 80 4	18,900					585	std.	std.	std.
80 Quattro 5	22,800					N.A.	std.	std.	std.
90 5	23,990					585	std.	std.	std.
90 Quattro 5	27,500					N.A.	std.	std.	std.
Coupe Quattro 5		29,750				N.A.	std.	std.	std.
100 5	26,900					std.	std.	std.	std.
100 Quattro 5	29,470					N.A.	std.	std.	std.
200 5	33,405					std.	std.	std.	std.
200 Quattro 5	35,805				36,930	N.A.	std.	std.	std.
Quattro V-8	47,450					std.	std.	std.	std.
BENTLEY Eight V-8	114,100					std.	std.	std.	std.
Mulsanne S V-8	133,200					std.	std.	std.	std.
Turbo R V-8	167,400					std.	std.	std.	std.
Continental V-8				215,000		std.	std.	std.	std.
BMW 318is 4 (1991)		21,500				N.A.	std.	std.	std.
325i 6	25,450	24,650		33,850		700	std.	std.	std.
325is 6		28,950				700	std.	std.	std.
325iX 6	30,750	29,950				700	std.	std.	std.
M3 4	34,950					N.A.	std.	std.	std.
525i 6	33,200					700	std.	std.	std.
535i 6	41,500					*	std.	std.	std.
M5 6 (1991)	56,600					N.A.	std.	std.	std.
735i 6	49,000					std.	std.	std.	std.
735iL 6	53,000					std.	std.	std.	std.
750iL V-12	70,000					std.	std.	std.	std.
850i V-12 (1991)		73,600				std.	std.	std.	std.

Dealer preparation charge: $140 on 318is, 325i coupe and sedan, 325is, 325ix coupe and sedan; $155 on 325i convertible; $180 on M3; $160 on 525i, 535i, 735i and 735iL; $215 on 750iL.
*Automatic transmission is a no-cost option on 535i sedan.
Add the following for gas-guzzler tax: $650 on 535i, 735i and 735iL sedans; $1,500 on 750iL sedan and 850i coupe; $1,850 on M5.

BUICK Skylark 4	10,465	10,565				std.	std.	std.	*
Skylark Custom 4	11,460	11,460				std.	std.	std.	*
Skylark Custom Luxury Edition 4	13,145					std.	std.	std.	*
Skylark Gran Sport 4		12,935				std.	std.	std.	*
Century Custom 4	13,150	13,250			14,570	std.	std.	std.	std.
Century Limited 4	14,075				15,455	std.	std.	std.	std.
Regal Custom V-6	15,400	15,200				std.	std.	std.	std.
Regal Limited V-6	16,120	15,860				std.	std.	std.	std.
LeSabre V-6		16,145				std.	std.	std.	std.
LeSabre Custom V-6	16,050					std.	std.	std.	std.
LeSabre Limited V-6	17,400	17,300				std.	std.	std.	std.
LeSabre Estate Wagon (3-seat) V-8					17,940	std.	std.	std.	std.
Electra Limited V-6	20,225					std.	std.	std.	std.
Electra Park Avenue V-6	21,750					std.	std.	std.	std.
Electra T Type V-6	23,025					std.	std.	std.	std.
Park Avenue Ultra V-6	27,825					std.	std.	std.	std.
Riviera V-6		23,040				std.	std.	std.	std.



	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Auto. Trans.	Power Steering	AM/FM Stereo	Air Cond.
Reatta V-6		28,335		34,995		std.	std.	std.	std.
*—Part of option package, not priced separately.									
CADILLAC DeVille V-8	27,540	26,960				std.	std.	std.	std.
Fleetwood V-8	32,980	32,400				std.	std.	std.	std.
Fleetwood Sixty Special V-8	36,980					std.	std.	std.	std.
Brougham V-8	27,400					std.	std.	std.	std.
Eldorado V-8		28,855				std.	std.	std.	std.
Eldorado Touring Coupe V-8		31,830				std.	std.	std.	std.
Seville V-8	31,830					std.	std.	std.	std.
Seville Touring Sedan V-8	36,320					std.	std.	std.	std.
Allante Convertible V-8				53,050		std.	std.	std.	std.
Allante Convertible Hardtop V-8				58,683		std.	std.	std.	std.
Allante prices do not include gas-guzzler tax of $650.									
CHEVROLET Geo Metro XFi 3			5,995			*	N.A.	*	N.A.
Geo Metro 3	6,995		6,695			*	N.A.	*	670
Geo Metro LSi 3	7,795		7,495			*	N.A.	*	670
Geo Storm 4		10,390				*	std.	std.	690
Geo Storm GSi 4		11,650				*	std.	std.	690
Geo Prizm notchback 4	10,125					*	*	*	690
Geo Prizm hatchback 4	10,425					*	*	*	690
Geo Prizm GSi notchback 4	11,900					*	std.	std.	690
Geo Prizm GSi hatchback 4	12,285					*	std.	std.	690
Cavalier VL 4	7,777	7,577			8,165	465	*	*	730
Cavalier 4	8,820	8,620			9,195	465	std.	std.	730
Cavalier Z24 V-6		11,505				465	std.	std.	730
Corsica LT notchback 4	9,495					540	std.	std.	780
Corsica LT hatchback 4	9,895					540	std.	std.	780
Corsica LTZ notchback V-6	12,795					540	std.	std.	std.
Beretta 4		10,320				540	std.	std.	780
Beretta GTZ 4		13,750				N.A.	std.	std.	std.
Beretta GT V-6		12,500				540	std.	std.	std.
Camaro RS V-6 (1991)		10,995		16,880		515	std.	std.	805
Camaro Z28 V-8 (1991)		14,615		20,135		515	std.	std.	805
Celebrity 2-seat wagon 4					12,395	std.	std.	std.	805
Celebrity 3-seat wagon 4					12,645	std.	std.	std.	805
Lumina 4	12,340	12,140				std.	std.	std.	805
Lumina Euro 4	14,240	14,040				std.	std.	std.	std.
Caprice V-8 (1991)	15,995					std.	std.	std.	std.
Caprice Classic V-8 (1991)	17,370					std.	std.	std.	std.
Corvette V-8			31,979	37,264		std. **	std.	std.	std.

PRICES

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Auto. Trans.	Power Steering	AM/FM Stereo	Air Cond.
Corvette ZR-1 V-8			58,995			N.A.	std.	std.	std.

*—Part of option package, not priced separately
**—6-speed manual transmission is a no-charge option on Corvette
Geo Storm models are imported from Japan.
Geo Metro 2-door hatchbacks are built by CAMI Automotive in Ingersoll, Ontario, and also are imported from Japan.
Geo Prizm models are built by New United Motor Mfg. Inc. in Fremont, Calif.

CHRYSLER LeBaron V-6	15,995					std.	std.	std.	std.
LeBaron High 4		12,495		14,995		std.	std.	std.	805
LeBaron Premium V-6		16,415		19,595		std.	std.	std.	std.
LeBaron GT V-6		15,678		17,757		536	std.	std.	std.
LeBaron GTC Turbo 4		17,811		20,052		*	std.	std.	std.
New Yorker Salon V-6	16,342					std.	std.	std.	805
New Yorker Landau V-6	19,080					std.	std.	std.	std.
New Yorker Fifth Avenue V-6	20,860					std.	std.	std.	std.
Imperial V-6	25,495					std.	std.	std.	std.
TC by Maserati				35,500		**	std.	std.	std.

*—Automatic transmission is a no-charge option on the LeBaron GTC.
**—5-speed manual with Maserati engine; four-speed automatic with Chrysler engine.
Chrysler's TC by Maserati was imported from Italy. Import ended in the spring of 1990.

DAIHATSU Charade SE 3 (1.0-liter)			6,597			N.A.	N.A.	199	745
Charade SX 3 (1.0-liter)			7,097			N.A.	N.A.	199	745
Charade SE 4 (1.3-liter)	8,197					500	241	199	745
Charade SE 4 (1.3-liter)			7,547			std.	241	199	745
Charade SX 4 (1.3-liter)	8,897					500	std.	199	745
Charade SX 4 (1.3-liter)			7,547			500	241	199	745
DODGE Colt 4			6,851			N.A.	N.A.	*	739
Colt GL 4			7,909			499	*	*	739
Colt GT 4			9,121			499	*	*	739
Colt DL wagon 4					9,316	499	*	*	739
Colt DL wagon 4 (4wd)					11,145	N.A.	*	*	739
Colt Vista 4					11,941	499	*	*	739
Colt Vista 4 (4wd)					13,167	N.A.	*	*	739
Omni 4**	6,995					*	*	*	775
Shadow 4	8,985	8,785				536	std.	std.	775
Spirit 4	10,495					536	std.	std.	*
Spirit LE 4	11,905					536	std.	std.	805
Spirit ES Turbo 4	13,205					536	std.	std.	805
Daytona 4			9,745			536	std.	std.	*
Daytona ES 4			10,995			536	std.	std.	*
Daytona ES Turbo 4			12,895			536	std.	std.	*
Daytona Shelby Turbo 4			14,057			*	std.	std.	*
Dynasty 4	12,995					std.	std.	std.	805
Dynasty LE V-6	14,395					std.	std.	std.	805
Monaco V-6	14,995					std.	std.	std.	860
Monaco ES V-6	17,595					std.	std.	std.	std.

*—Part of option package, not priced separately
**—Production of Omni ended in February 1990.
Colt and Colt Vista models are imported from Japan.

EAGLE Summit 4	8,895					505	*	*	748
Summit DL 4	9,456					505	*	*	748
Summit LX 4	10,408					505	std.	*	748
Summit ES 4	11,257					682	std.	*	748
Talon 4		12,995				682	std.	std.	802
Talon TSi Turbo 4		14,753				N.A.	std.	std.	802
Talon TSi Turbo 4 (awd)		16,437				N.A.	std.	std.	802
Premier LX V-6	15,350					std.	std.	std.	860
Premier ES V-6	17,845					std.	std.	std.	std.
Premier ES Limited V-6	20,284					std.	std.	std.	std.

*—Part of option package, not priced separately
Summit models are imported from Japan.
Talon models are built by Diamond-Star Motors in Normal, Ill.

FERRARI Testarossa V-12		161,600				N.A.	N.A.	*	std.

*—Radio is dealer installed. Ferrari does not quote a price.

FORD Festiva L 4			6,319			N.A.	N.A.	245	N.A.
Festiva L plus 4			7,111			515	235	std.	849
Festiva LX 4			7,750			515	235	std.	744
Escort Pony 4 (1990)*			7,402			539	N.A.	206	N.A.
Escort LX 4 (1990)*	8,136		7,806			539	235	152	744
Escort LX wagon 4 (1990)*					8,737	463	235	152	744
Escort GT 4 (1990)*			9,844			N.A.	std.	std.	744
Escort Pony 4 (1991)			7,565			732	N.A.	245	N.A.
Escort LX 4 (1991)	8,674		8,247			732	235	std.	744
Escort LX wagon 4 (1991)					9,259	732	235	std.	744
Escort GT 4 (1991)			11,063			732	std.	std.	744
Probe GL 4			11,470			732	std.	std.	817
Probe LX V-6			13,008			732	std.	std.	817
Probe GT 4				14,726			732	std.	std.	817
Tempo GL 4	9,633	9,483					563	std.	std.	817
Tempo GLS 4	10,448	10,300					563	std.	std.	817
Tempo LX 4	10,605						563	std.	std.	817
Tempo 4 (all-wheel-drive)	11,331						std.	std.	std.	817
Mustang LX 4		9,456		9,962	15,141		595	std.	std.	817
Mustang LX 5-liter V-8		12,164		13,007	18,183		595	std.	std.	817
Mustang GT V-8				13,986	18,805		595	std.	std.	817
Taurus L 4	12,640						std.	std.	std.	817
Taurus L Wagon V-6						14,272	std.	std.	std.	817
Taurus GL 4	13,113						std.	std.	std.	817
Taurus GL Wagon V-6						14,722	std.	std.	std.	817
Taurus LX V-6	16,180					17,771	std.	std.	std.	std.
Taurus SHO V-6	21,633						N.A.	std.	std.	std.
Thunderbird V-6		14,980					std.	std.	std.	std.
Thunderbird LX V-6		17,263					std.	std.	std.	std.
Thunderbird Super Coupe V-6		20,390					595	std.	std.	std.
LTD Crown Victoria V-8 (1990)	17,257					17,668	std.	std.	std.	std.
LTD Crown Victoria LX V-8 (1990)	17,894					18,418	std.	std.	std.	std.
LTD Country Squire V-8 (1990)						17,921	std.	std.	std.	std.
LTD Country Squire LX V-8 (1990)						18,671	std.	std.	std.	std.
LTD Crown Victoria V-8 (1991)**	17,611					18,022	std.	std.	std.	std.
LTD Crown Victoria LX V-8 (1991)**	18,248					18,772	std.	std.	std.	std.
LTD Country Squire V-8 (1991)**						18,274	std.	std.	std.	std.
LTD Country Squire LX V-8 (1991)**						19,024	std.	std.	std.	std.

Festiva models are imported from South Korea.
Probe models are built by Mazda Motor Mfg. (USA) Corp. in Flat Rock, Mich.
*—Production of 1990 Escort ended in November 1989.
**—1991 Crown Victoria models go on sale May 31, 1990. Production began April 16.

HONDA Civic 4				6,635		N.A.	N.A.	231	675
Civic DX 4				8,695		880	*	231	675
Civic DX 4	9,440					930	*	231	675
Civic Si 4				10,245		N.A.	N.A.	231	675
Civic LX 4	10,450					700	std.	231	675
Civic EX 4	11,145					700	std.	231	675
Civic wagon 4					10,325	1,045	*	231	675
Civic wagon 4 (4wd)					12,410	730	std.	231	675
Civic CRX HF 4		9,145				N.A.	N.A.	231	675
Civic CRX 4		9,410				600	N.A.	231	675
Civic CRX Si 4		11,130				N.A.	N.A.	231	675
Accord DX 4	12,345	12,145				750	std.	249	740
Accord LX 4	14,895	14,695				750	std.	std.	std.
Accord EX 4	16,595	16,395				750	std.	std.	std.
Prelude S 4		13,495				750	std.	std.	747
Prelude Si 4		14,945				750	std.	std.	747
Prelude Si 4 (high output)		16,965				750	std.	std.	std.
Prelude Si 4 (4ws)		18,450				750	std.	std.	std.
Prelude Si 4 (anti-lock brakes)		18,550				750	std.	std.	std.

*—Automatic transmission price on Civic DX and 2wd wagon includes power steering.
Radio and air conditioning prices do not include dealer installation charge.
Civic and Accord 4-door sedans and Accord notchback coupes are U.S.-built. Civic 2-door hatchbacks are built in Canada.
The Civic models and the Accord 4-door are also imported from Japan.

HYUNDAI Excel 4	6,999		5,899			575	N.A.	295	755
Excel GL 4	7,879					500	335*	295	755
Excel GL (hatchback) 4	7,599					500	335*	295	755
Excel GLS 4			6,999			500	260	295	755
Excel GLS 4	8,479					500	260	std.	755
Sonata 4	9,999					695	std.	335	780
Sonata GLS 4	12,349					695	std.	std.	780
Sonata V-6	11,389					std.	std.	335	780
Sonata GLS V-6	13,739					std.	std.	std.	780

*—Power steering price includes wheels on Excel GL.
Sonata models are built in [illegible] and are also imported from South Korea.

INFINITI M 30 V-6		23,500				std.	std.	std.	std.
Q 45 V-8	38,000					std.	std.	std.	std.
ISUZU Impulse XS 4			11,999			745	std.	std.	750
JAGUAR XJ6 6	39,700					std.	std.	std.	std.
Sovereign 6	43,000					std.	std.	std.	std.
Vanden Plas 6	48,000					std.	std.	std.	std.
Vanden Plas Majestic 6	53,000					std.	std.	std.	std.
XJ-S V-12		48,000		57,000		std.	std.	std.	std.
XJ-S Collection Rouge V-12		51,000				std.	std.	std.	std.
LEXUS ES 250 V-6	21,050					700	std.	std.	std.
LS 400 V-8	35,000					std.	std.	std.	std.

PRICES

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Auto. Trans.	Power Steering	AM/FM Stereo	Air Cond.
LINCOLN Town Car V-8	27,986					std.	std.	std.	std.
Town Car Signature V-8	30,721					std.	std.	std.	std.
Town Car Cartier V-8	32,854					std.	std.	std.	std.
Mark VII Bill Blass V-8		29,246				std.	std.	std.	std.
Mark VII LSC V-8		29,468				std.	std.	std.	std.
Continental V-6	29,422					std.	std.	std.	std.
Continental Signature V-6	31,346					std.	std.	std.	std.
LOTUS Esprit Turbo SE 4		81,950				N.A.	N.A.	std.	std.

Price does not include suggested dealer preparation charge of $350.

MASERATI 430 V-6	46,025					std.*	std.	std.	std.
228 V-6		57,540				std.*	std.	std.	std.
Spyder V-6				48,015		std.*	std.	std.	std.

*—Automatic transmission or five-speed manual are no-charge choices on all models.
Prices include gas-guzzler tax of $1,050.

MAZDA 323 4			6,599			700	250	**	785
323-SE 4			8,329			700	250	**	785
323 Protege SE 4	9,339					700	250	450	785
323 Protege LX 4	10,549					700	std.	450	785
323 Protege 4 (4wd)	11,239					700	std.	450	785
626-DX 4	12,459					720	std.	std.	810
626-LX 4	13,929					720	std.	std.	810
626-LX 4 (hatchback)	14,129					720	std.	std.	810
626 GT 4 (hatchback)	15,699					720	std.	std.	810
MX-6 DX 4		12,279				720	std.	std.	810
MX-6 LX 4		13,769				720	std.	std.	810
MX-6 GT 4		16,029				720	std.	std.	810
MX-6 GT 4 (4-wheel steering)		17,229				720	std.	std.	810
MX-5 Miata 4				13,800		720	*	*	795
929 V-6	23,300					std.	std.	std.	std.
929-S V-6	24,800					std.	std.	std.	std.
RX-7 GTU			17,880			750	std.	std.	859
RX-7 GXL			22,330			750	std.	std.	std.
RX-7 GXL 2+2			22,830			750	std.	std.	std.
RX-7 Turbo			26,530			N.A.	std.	std.	std.
RX-7 convertible				26,530		750	std.	std.	859

*—Part of an option package. Not priced separately.
**—Radio is dealer installed on base 323 and 323 SE. Mazda does not quote a price.
Mazda 626 4-door sedans and MX-6 models are U.S.-built and also are imported from Japan.

MERCEDES-BENZ 190E 2.6 6	31,600					900	std.	std.	std.
300D 2.5 Turbo 5	39,700					std.	std.	std.	std.
300E 2.6 6	39,950					std.	std.	std.	std.
300E 6	45,950					std.	std.	std.	std.
300E 6 (4wd)	52,550					std.	std.	std.	std.
300CE 6		55,700				std.	std.	std.	std.
300TE 6					49,650	std.	std.	std.	std.
300TE 6 (4wd)					56,250	std.	std.	std.	std.
300SE 6	52,950					std.	std.	std.	std.
300SEL 6	56,800					std.	std.	std.	std.
350 SDL Turbo 6	56,800					std.	std.	std.	std.
420SEL V-8	62,500					std.	std.	std.	std.
560SEL V-8	73,800					std.	std.	std.	std.
560SEC V-8		81,500				std.	std.	std.	std.
300SL 6		72,500				1,000	std.	std.	std.
500SL V-8		83,500				std.	std.	std.	std.

Add the following for gas-guzzler tax: $500 on 300E (4wd), 300CE and 300SL (automatic); $650 on 300TE, 300TE (4wd) and 300SL (manual); $850 on 300SE and 300SEL; $1,050 on 420 SEL; $1,300 on 560SEC and 500SL; $1,500 on 560SEL.

MERCURY Tracer 4 (1991)	8,969					732	235	std.	744
Tracer LTS 4 (1991)	11,219					732	std.	std.	744
Tracer 4 (1991)					9,990	732	std.	std.	744
Capri 4 (1991)				12,588		732	std.	std.	817
Capri XR2 4 (1991)				15,522		N.A.	std.	std.	std.
Topaz GS 4	10,164	10,007				563	std.	std.	817
Topaz XR-5 4		11,006				563	std.	std.	817
Topaz LS 4	11,543					563	std.	std.	817
Topaz LTS 4	12,567					563	std.	std.	std.
Sable GS V-6	15,065				16,010	std.	std.	std.	std.
Sable LS V-6	16,067				17,038	std.	std.	std.	std.
Cougar LS V-6		15,816				std.	std.	std.	std.
Cougar XR-7 V-6		20,213				595	std.	std.	std.
Grand Marquis GS V-8 (1990)	17,784					std.	std.	std.	std.
Grand Marquis LS V-8 (1990)	18,284					std.	std.	std.	std.
Colony Park GS V-8 (1990)					18,504	std.	std.	std.	std.
Colony Park LS V-8 (1990)					19,076	std.	std.	std.	std.
Grand Marquis GS V-8 (1991)*	18,138					std.	std.	std.	std.
Grand Marquis LS V-8 (1991)*	18,638					std.	std.	std.	std.
Colony Park GS V-8 (1991)*					18,857	std.	std.	std.	std.
Colony Park LS V-8 (1991)*					19,429	std.	std.	std.	std.

*—1991 Grand Marquis models go on sale May 31, 1990. Production began April 16.
Tracer models are imported from Mexico.
Capri models are imported from Australia. U.S. introduction is scheduled for summer 1990.

MITSUBISHI Precis 4			5,899			650	260	295	758
Precis RS 4			6,999			550	260	295	758
Mirage VL 4			6,929			N.A.	N.A.	327	756
Mirage 4	8,559		7,839			460	262	280	756
Mirage RS 4			8,759			N.A.	262	309	756
Mirage EXE 4			8,339			460	std.	std.	std.
Mirage EXE 4	9,509					470	std.	std.	std.
Eclipse 4			10,819			650	241	170	811
Eclipse GS 4			11,839			650	std.	std.	811
Eclipse GS DOHC 16-valve 4			12,679			650	std.	std.	811
Eclipse GS DOHC Turbo 16-valve 4			14,639			N.A.	std.	std.	811
Eclipse GSX DOHC Turbo 16-valve 4 (awd)			16,449			N.A.	std.	std.	811
Galant 4	10,989					1,400	std.	552	802
Galant LS 4	13,969					std.	std.	std.	802
Galant GS 4	15,669					N.A.	std.	std.	802
Galant GSX 4 (awd)	16,369					N.A.	std.	std.	802
Sigma V-6	17,879					std.	std.	std.	std.

Eclipse models are built by Diamond-Star Motors in Normal, Ill.

NISSAN Sentra 4		7,399				N.A.	N.A.	*	825
Sentra XE 4	9,249	8,649			9,999	600	300	**	825
Sentra XE Sport Coupe 4		10,999				925	std.	***	825
Sentra SE Sport Coupe 4		12,299				540	std.	std.	825
Pulsar NX XE 4			12,249			540	std.	std.	825
Stanza XE 4	11,650					800	std.	400	825
Stanza GXE 4	14,975					800	std.	std.	std.
Maxima GXE V-6	17,899					std.	std.	std.	std.
Maxima SE V-6	18,949					930	std.	std.	std.
Axxess XE 4†					13,949	750	std.	std.	**
Axxess XE 4 (4wd)†					15,749	750	std.	std.	**
Axxess SE 4†					16,749	std.	std.	std.	std.
Axxess SE 4 (4wd)†					18,749	std.	std.	std.	std.
240SX XE 4		13,249				830	std.	std.	825
240SX SE 4			13,499			830	std.	std.	825
300ZX V-6			27,900			800	std.	std.	std.
300ZX Turbo V-6			33,000			800	std.	std.	std.
300ZX 2+2 V-6			29,100			800	std.	std.	std.

*—Radio is dealer installed on base Sentra. Nissan does not quote a price.
**—Part of an option package. Not priced separately.
***—Automatic transmission price includes AM/FM Stereo radio on Sentra XE Sport Coupe.
†—Import of Axxess models ended in April, 1990.
Sentra 2-door sedans and 4-door sedans are U.S.-built and also are imported from Japan.

OLDSMOBILE Cutlass Calais 4	9,995	9,995				540	std.	std.	720
Cutlass Calais S 4	10,995	10,895				540	std.	std.	720
Cutlass Calais SL 4	13,295	13,195				std.	std.	std.	720
Cutlass Calais International 4	14,995	14,895				*	std.	std.	std.
Cutlass Ciera 4	11,995					std.	std.	std.	*
Cutlass Ciera S 4	12,495	12,195				std.	std.	std.	805
Cutlass Ciera SL V-6	14,695					std.	std.	std.	std.
Cutlass Ciera International V-6	16,795	15,995				std.	std.	std.	std.
Cutlass Ciera Cruiser S 4					13,395	std.	std.	std.	805
Cutlass Cruiser SL (3-seat wagon) V-6					15,295	std.	std.	std.	std.
Cutlass Supreme 4	14,595	14,495				*	std.	std.	std.
Cutlass Supreme SL V-6	16,195	16,095				std.	std.	std.	std.
Cutlass Supreme Intl. 4	17,995	17,995				*	std.	std.	std.
88 Royale V-6	15,995	15,895				std.	std.	std.	std.
88 Royale Brougham V-6	17,395	17,295				std.	std.	std.	std.
Custom Cruiser V-8					17,595	std.	std.	std.	std.
98 Regency V-6	19,995					std.	std.	std.	std.
98 Regency Brougham V-6	21,595					std.	std.	std.	std.
Touring Sedan V-6	26,795					std.	std.	std.	std.
Toronado V-6		21,995				std.	std.	std.	std.
Toronado Trofeo V-6		24,995				std.	std.	std.	std.

*—Part of option package, not priced separately.

PEUGEOT 405-DL 4	15,390				15,990	650	std.	std.	std.
405-S 4	17,700				18,495	650	std.	std.	std.
405-Mi 16 4	21,990					N.A.	std.	std.	std.
505 SW8 4					20,400	650	std.	std.	std.

PRICES

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Auto. Trans.	Power Steering	AM/FM Stereo	Air Cond.
505 Turbo SW8 4					26,100	std.*	std.	std.	std.

*—Automatic transmission or five-speed manual are no charge choices on 505 Turbo SW8.

PLYMOUTH Colt 4			6,851			N.A.	N.A.	*	739
Colt GL 4			7,909			499	*	*	739
Colt GT 4			9,121			499	*	*	739
Colt DL 4					9,316	499	*	*	739
Colt DL 4 (4wd)					11,145	N.A.	*	*	739
Colt Vista 4					11,941	499	*	*	739
Colt Vista 4 (4wd)					13,167	N.A.	*	*	739
Horizon 4**	6,995					*	*	*	775
Sundance 4	9,045	8,845				536	std.	std.	775
Acclaim 4	10,395					536	std.	std.	*
Acclaim LE 4	11,875					536	std.	std.	805
Acclaim LX V-6	13,865					std.	std.	std.	805
Laser 4			10,855			682	*	std.	802
Laser RS 4			11,900			682	std.	std.	802
Laser RS Turbo 4			13,905			N.A.	std.	std.	802

*—Part of option package, not priced separately.
**—Production of Horizon ended in February 1990.
Colt and Colt Vista models are imported from Japan.
Laser models are built by Diamond-Star Motors in Normal, Ill.

PONTIAC LeMans 4			7,254			N.A.	N.A.	307	N.A.
LeMans LE 4	8,904		8,554			445	214	std.	680
LeMans GSE 4			10,764			445	std.	std.	std.
Sunbird LE 4	8,899	8,799				465	225	std.	720
Sunbird LE 4 convertible				13,924		465	std.	std.	720
Sunbird SE 4		9,204				465	225	std.	720
Sunbird GT 4		11,724				465	std.	std.	720
Grand Am LE 4	10,744	10,544				540	std.	std.	720
Grand Am SE 4	15,194	14,894				540	std.	std.	std.
Firebird V-6 (1991)		11,985				515	std.	std.	805
Firebird Formula V-6 (1991)		14,610				515	std.	std.	std.
Firebird Trans Am V-8 (1991)		16,732				515	std.	std.	std.
Firebird Trans Am GTA V-8 (1991)		23,475				std.	std.	std.	std.
Pontiac 6000-LE 4	12,149					std.	std.	std.	805
Pontiac 6000-LE V-6					15,309	std.	std.	std.	std.
Pontiac 6000-S/E V-6	16,909				18,509	std.	std.	std.	std.
Grand Prix LE 4	14,564	14,564				std.	std.	std.	std.
Grand Prix SE V-6		17,684				640	std.	std.	std.
Grand Prix STE V-6	18,539					640	std.	std.	std.
Bonneville LE V-6	15,774					std.	std.	std.	std.
Bonneville SE V-6	19,144					std.	std.	std.	std.
Bonneville SSE V-6	23,994					std.	std.	std.	std.

LeMans models are imported from South Korea.

PORSCHE 944 S2 4			41,900	48,600		N.A.	std.	std.	std.
911 Carrera 6		58,500		66,800		N.A.	std.	std.	std.
911 Carrera Targa 6		59,900				N.A.	std.	std.	std.
911 Carrera 6 (4wd)		69,500				N.A.	std.	std.	std.
911 Carrera Targa 6 (4wd)		70,900		77,800		N.A.	std.	std.	std.
928 V-8			74,545			std.*	std.	std.	std.

*—Automatic transmission or 5-speed manual are no-charge choices on 928.
Add the following for gas-guzzler tax: $500 on 911 Carrera (2wd models), $850 on 911 Carrera (4wd models) and 928 (automatic), $1,300 on 928 (manual).

ROLLS-ROYCE Silver Spirit II V-8	140,200					std.	std.	std.	std.
Silver Spur II V-8	154,700					std.	std.	std.	std.
Corniche III V-8				215,800		std.	std.	std.	std.
SAAB 900 4	17,515		16,995			580	std.	std.	std.
900S 4	21,545		20,995			580	std.	std.	std.
900 Turbo 4	26,045		25,495	32,995		580	std.	std.	std.
900 Turbo SPG 4			28,995			N.A.	std.	std.	std.
9000S 2.3 4 (hatchback)	25,495					765	std.	std.	std.
9000CD 2.3 4	25,995					765	std.	std.	std.
9000 Turbo 4 (hatchback)	32,495					765	std.	std.	std.
9000CD Turbo 4	32,995					765	std.	std.	std.
STERLING 827S V-6	23,550					800	std.	std.	std.
827Si V-6	26,500					800	std.	std.	std.
827SL V-6	28,500					std.	std.	std.	std.
827SLi V-6 (hatchback)	28,500					std.	std.	std.	std.
Oxford Edition V-6	29,500					std.	std.	std.	std.
SUBARU Justy 3			5,866			N.A.	N.A.	std.	799
Justy GL 3			7,251			540*	N.A.	std.	799
Justy GL 3 (4wd) (hatchback)	8,156		7,951			540*	N.A.	std.	799
Fun Justy GL 3			7,781			540*	N.A.	std.	799
Fun Justy GL 3 (4wd)			8,481			540*	N.A.	std.	799
Loyale 4	9,299				9,999	550	std.	std.	829
Loyale 4 (4wd)	10,374					550	std.	std.	829
Loyale 4 (4wd)					10,999	N.A.	std.	std.	829
Loyale RS 4 (4wd)		11,024				550	std.	std.	829
Loyale Turbo 4	11,999				12,699	std.	std.	std.	829
Loyale Turbo 4 (4wd)	13,049				13,749	std.	std.	std.	std.
Loyale RS Turbo 4 (4wd)		13,699				std.	std.	std.	std.
Legacy 4	11,499				12,049	750	std.	std.	879
Legacy L 4	12,699				13,249	750	std.	std.	879
Legacy L 4 (4wd)	13,949				14,549	750	std.	std.	879
Legacy LS 4	15,349				15,899	750	std.	std.	std.
Legacy LS 4 (4wd)	17,049				17,649	750	std.	std.	std.
XT GL 4		13,071				750	std.	std.	995
XT6 6		17,111				std.	std.	std.	std.
XT6 6 (4wd)		17,951				750	std.	std.	std.

Prices do not include suggested dealer preparation charge of $129.
*—Price is for a continuously variable transmission on Justy GL models.
Legacy L sedan and wagon (2wd and 4wd) are U.S.-built and also are imported from Japan.

SUZUKI Swift GA 4	7,399					600	N.A.	430	665
Swift GA 4			6,399			N.A.	N.A.	430	665
Swift GL 4	7,899					600	N.A.	430	665
Swift GL 4			6,799			N.A.	N.A.	430	665
Swift GT 4			9,399			N.A.	N.A.	430	665
Swift GS 4	8,599					600	N.A.	430	665

Prices do not include suggested dealer preparation charge of $100.

TOYOTA Tercel EZ 4			6,488			N.A.	N.A.	210	N.A.
Tercel 4			6,488			N.A.	N.A.	210	735
Tercel Standard 4		7,618				460	250	210	735
Tercel Standard 4			7,558			470	250	210	735
Tercel Deluxe 4		9,028				470	std.	210	735
Corolla 4	8,748					470	250	330	775
Corolla Deluxe 4	9,488					470	250	330	775
Corolla Deluxe 4 (4wd)	10,758					770	250	330	775
Corolla Deluxe 4					10,128	470	250	380	775
Corolla Deluxe 4 (4wd)					11,838	770	250	330	775
Corolla LE 4	10,928					670	std.	std.	775
Corolla SR5 4 (4wd)					13,238	N.A.	std.	std.	775
Corolla Sport SR5 4		11,068				670	250	330	775
Corolla Sport GT-S 4		13,238				N.A.	std.	std.	775
Camry 4	11,588					670	std.	330	825
Camry Deluxe 4	12,388					690	std.	330	825
Camry Deluxe 4					13,768	std.	std.	360	825
Camry Deluxe 4 (4wd)	14,168					890	std.	330	825
Camry LE 4	14,658					std.	std.	std.	825
Camry LE 4 (4wd)	16,648					std.	std.	std.	825
Camry Deluxe V-6	13,698					690	std.	330	825
Camry Deluxe V-6					15,078	std.	std.	360	825
Camry LE V-6	17,078				17,868	std.	std.	std.	std.
Cressida 6	21,498					std.	std.	std.	std.
MR2 4 (1991)		14,898				750	N.A.	std.	825
MR2 4 (T-bar roof) (1991)		15,848				N.A.	N.A.	std.	825
MR2 Turbo 4 (1991)		18,228				N.A.	N.A.	std.	825
MR2 Turbo 4 (T-bar roof) (1991)		19,128				N.A.	N.A.	std.	825
Celica ST 4		12,268				670	std.	190	825
Celica GT 4		13,938	14,188			670	std.	220	825
Celica GT-S 4			16,268			750	std.	std.	990
Celica Turbo 4 (4wd)			21,008			N.A.	std.	std.	990
Supra 6			22,860			750	std.	std.	std.
Supra 6 (sport roof)			23,930			750	std.	std.	std.
Supra Turbo 6			25,200			750	std.	std.	std.
Supra Turbo 6 (sport roof)			26,220			750	std.	std.	std.

The following Toyota models are U.S.-built: Corolla base, Deluxe and LE 2-wheel-drive 4-door sedans; Camry base, Deluxe and LE 2wd 4-door sedans with 4-cylinder engines; and Camry Deluxe and LE 2wd 4-door sedan with V-6 engine. Corolla base, Deluxe and LE 4-door sedans are also built in Canada. All those models are also imported from Japan.

VOLKSWAGEN Fox 4		7,225				N.A.	N.A.	430	715
Fox GL Sport 4		8,595				N.A.	N.A.	430	715
Fox GL 4	8,310				8,550*	N.A.	N.A.	430	715
Golf GL 4	8,995		8,695			505	275	300	805
GTI 8V 4			9,995			N.A.	std.	300	805
Jetta GL 4	10,295	9,995				505	std.	300	805
Jetta GL Diesel 4	10,495					N.A.	std.	300	805
Jetta Carat 4	10,990					505	std.	300	805
Jetta GLI 16V 4	13,750					N.A.	std.	450	805
Cabriolet 4				15,485		505	std.	std.	825
Cabriolet Bestseller 4				16,180		505	std.	std.	825
Cabriolet Boutique 4				16,740		505	std.	std.	825

PRICES

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Auto. Trans.	Power Steering	AM/FM Stereo	Air Cond.
Passat GL 4	14,770					795	std.	std.	std.
Passat GL 4					15,885	std.	std.	std.	std.
Corrado 4			17,900			N.A.	std.	std.	std.

*—Fox Wagon is a 2-door model.

VOLVO 240-DL 4	18,820				19,310	645	std.	std.	std.
740 4	21,095				21,775	645	std.	std.	std.
740-GL 4	22,135				22,815	645	std.	std.	std.
740 GLE 4	25,950				26,630	595	std.	std.	std.
740 Turbo 4	26,285				26,965	555	std.	std.	std.
760-GLE V-6	33,965*					std.	std.	std.	std.
760-GLE Turbo 4	33,965				34,645	std.	std.	std.	std.
780 V-6		38,735*				std.	std.	std.	std.
780 Turbo 4		39,950				std.	std.	std.	std.

*—Add $500 for gas-guzzler tax on 760 GLE V-6 sedan and 780 V-6 coupe.
Volvo 740 models are built in Canada and also are imported from Sweden.

YUGO GV Plus 4			4,435			N.A.	N.A.	379	799
Cabrio 4				8,990		N.A.	N.A.	379	799

Retail prices, 1990 light trucks, domestic and import

These tables show the prices of domestic and imported light trucks, sport-utility vehicles and vans as of May 7, 1990. Prices are manufacturers' suggested retail prices. Import prices include ocean freight and U.S. import duty. None of the vehicle prices include destination charges, state and local taxes, optional equipment or any charges that may be passed on to the retail buyer. Vehicle prices are for the base vehicle with the base engine. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned. On some models, the standard-equipment radio is a delete option.

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	Base Price	Automatic Trans.	Power Steering	AM/FM Stereo	Air Cond.
CHEVROLET S-10 Pickup (2wd)* Fleetside EL (108.3-inch w.b.)	$ 7,995	$860	**	$131	$755
Fleetside (108.3-inch w.b.)	9,235	860	**	131	755
Fleetside (117.9-inch w.b.)	9,400	860	**	131	755
Extended Cab Fleet (122.9-inch w.b.)	10,185	860	**	131	755
S-10 pickup (4wd)* Fleetside (108.3-inch w.b.)	12,430	860	std.	131	755
Fleetside (117.9-inch w.b.)	12,615	860	std.	131	755
Extended Cab Fleet (122.9-inch w.b.)	13,215	860	std.	131	755

*Chevrolet S-10 Pickup is a 1991 model.
**Part of an option package. Not priced separately.

C-K Pickup (2wd) C-1500 Sportside (117.5-inch w.b.)	11,625	625	std.	210	780
C-1500 Fleetside (117.5-inch w.b.)	11,300	625	std.	210	780
C-1500 Extended Cab Fleet (141.5-inch w.b.)	12,210	625	std.	210	780
C-1500 Fleetside (131.5-inch w.b.)	11,580	625	std.	210	780
C-1500 Fleetside W/T (131.5-inch w.b.)	10,445	625	std.	332	780
C-1500 Extended Cab Fleetside (155.5-inch w.b.)	12,490	625	std.	210	780
C-1500 Fleet 454 SS (117.5-inch w.b.)	18,295	std.	std.	std.	std.
C-2500 Extended Cab Fleet (141.5-inch w.b.)	13,275	625	std.	210	780
C-2500 Fleetside (131.5-inch w.b.)	12,205	625	std.	210	780
C-2500 Extended Cab Fleetside (155.5-inch w.b.)	13,555	625	std.	210	780
C-3500 Fleetside (131.5-inch w.b.)	13,828	625	std.	210	780
C-3500 Extended Cab Fleetside (155.5-inch w.b.)	14,848	625	std.	210	780
C-K Pickup (4wd) K-1500 Sportside (117.5-inch w.b.)	13,750	625	std.	210	780
K-1500 Fleetside (117.5-inch w.b.)	13,430	625	std.	210	780
K-1500 Extended Cab Fleet (141.5-inch w.b.)	14,379	625	std.	210	780
K-1500 Fleetside (131.5-inch w.b.)	13,705	625	std.	210	780
K-1500 Fleetside W/T (131.5-inch w.b.)	12,470	625	std.	332	780
K-1500 Extended Cab Fleetside (155.5-inch w.b.)	14,654	625	std.	210	780
K-2500 Extended Cab Fleet (141.5-inch w.b.)	14,933	625	std.	210	780
K-2500 Fleetside (131.5-inch w.b.)	13,905	625	std.	210	780
K-2500 Extended Cab Fleetside (155.5-inch w.b.)	15,213	625	std.	210	780
K-3500 Fleetside (131.5-inch w.b.)	16,033	625	std.	210	780
K-3500 Extended Cab Fleetside (155.5-inch w.b.)	17,058	625	std.	210	780
R-V pickup (2wd; 164.5-inch w.b.) R-3500 Bonus Cab	15,383	660	std.	131	820
R-3500 Crew Cab	15,913	660	std.	131	820
R-V pickup (4wd) (164.5-inch w.b.) V-3500 Bonus Cab	18,093	660	std.	131	820
V-3500 Crew Cab	18,623	660	std.	131	820
DODGE Ram 50 pickup (2wd) Base model (105-inch w.b.)	7,787	684	*	*	713
Ram 50 SE (105-inch w.b.)	8,530	684	*	*	713
Base model (116-inch w.b.)	8,320	684	*	*	713
Sports Cab (116-inch w.b.)	8,826	684	*	*	713
Ram 50 LE (116-inch w.b.)	10,890	684	std.	*	713

*Part of an option package. Not priced separately.

Power Ram 50 pickup (4wd) Base model (105-inch w.b.)	10,577	690	std.	*	713
Ram 50 SE (105.1-inch w.b.)	12,385	690	std.	*	713
Base model (116.1-inch w.b.)	12,123	690	std.	*	713
Ram 50 SE (116.1-inch w.b.)	13,058	690	std.	*	713
Ram 50 LE (116.1-inch w.b.)	14,473	690	std.	*	713

*Part of an option package. Not priced separately.

Dakota pickup (2wd) Base model (111.9-inch w.b.)	9,700	860	275	std.	781
Base model (123.9-inch w.b.)	9,845	860	275	std.	781
Sport model (111.9-inch w.b.)	12,225	860	std.	201	781
Dakota pickup (4wd) Base model (111.9-inch w.b.)	12,795	N.A.	std.	std.	781
Base model (123.9-inch w.b.)	12,995	N.A.	std.	std.	781
Sport model (111.9-inch w.b.)	14,595	860	std.	201	781
Dakota S pickup (2wd) Base model (111.9-inch w.b.)	7,995	N.A.	275	239	781
Dakota Convertible pickup (2wd) Base model (111.9-inch w.b.)	13,345	860	std.	std.	781
Sport model (111.9-inch w.b.)	15,500	860	std.	std.	781
Dakota Convertible pickup (4wd) Sport model (111.9-inch w.b.)	17,700	860	std.	std.	781
Dakota Club Cab pickup (2wd) Base model (130.9-inch w.b.)	10,725	860	275	std.	781
Sport model (130.9-inch w.b.)	13,300	860	std.	std.	781
Ram pickup (2wd) D-150 S (115-inch w.b.)	10,450	625	std.	239	781
D-150 S (131-inch w.b.)	10,650	625	std.	239	781
D-150 (115-inch w.b.)	11,425	625	std.	std.	781
D-150 (131-inch w.b.)	11,625	625	std.	std.	781
D-250 (131-inch w.b.)	12,400	625	std.	std.	781
D-350 (131-inch w.b.)	13,850	625	std.	std.	781
Ram pickup (4wd) W-150 S (115-inch w.b.)	12,425	860	std.	239	781
W-150 S (131-inch w.b.)	12,625	860	std.	239	781
W-150 (115-inch w.b.)	13,725	860	std.	std.	781
W-150 (131-inch w.b.)	13,925	860	std.	std.	781
W-250 (131-inch w.b.)	14,675	860	std.	std.	781
W-350 (131-inch w.b.)	15,800	860	std.	std.	781
Ram Club Cab pickup (2wd) D-150 (133-inch w.b.)	13,375	860	std.	std.	781
D-150 (149-inch w.b.)	13,575	860	std.	std.	781
D-250 (149-inch w.b.)	14,900	860	std.	std.	781
Ram Club Cab pickup (4wd) W-150 (149-inch w.b.)	16,075	860	std.	std.	781
W-250 (149-inch w.b.)	16,525	860	std.	std.	781
FORD Ranger (2wd) S Styleside	7,856	896	274	93	690
Styleside (108-inch w.b.)	9,224	896	274	93	690
Styleside (114-inch w.b.)	9,387	896	274	93	690
Supercab Styleside (125-inch w.b.)	10,771	896	std.	93	690
Ranger (4wd) S Styleside	11,346	896	std.	93	690
Styleside (108-inch w.b.)	12,221	896	std.	93	690
Styleside (114-inch w.b.)	12,385	896	std.	93	690
Supercab Styleside (125-inch w.b.)	13,812	896	std.	93	690
F-150 (2wd) S Styleside (117-inch w.b.)	10,249	860	std.	96	806
S Styleside (133-inch w.b.)	10,465	860	std.	96	806
Styleside (117-inch w.b.)	11,211	860	std.	96	806
Styleside (133-inch w.b.)	11,435	860	std.	96	806
Supercab Styleside (139-inch w.b.)	12,561	860	std.	96	806
Supercab Styleside (155-inch w.b.)	12,785	860	std.	96	806
F-150 (4wd) Styleside (117-inch w.b.)	13,206	860	std.	96	806
Styleside (133-inch w.b.)	13,541	860	std.	96	806
Supercab Styleside (139-inch w.b.)	14,591	860	std.	96	806
Supercab Styleside (155-inch w.b.)	14,811	860	std.	96	806
F-250 — under 8,500 pounds GVW Styleside (2wd; 133-inch w.b.)	12,156	860	std.	96	806
Styleside (4wd; 133-inch w.b.)	13,807	860	std.	96	806
F-250 HD — over 8,500 pounds GVW Styleside (2wd; 133-inch w.b.)	12,605	687	std.	96	806
Styleside (4wd; 133-inch w.b.)	16,137	687	std.	96	806
Supercab Styleside (2wd; 155-inch w.b.)	14,959	687	std.	96	806
Supercab Styleside (4wd; 155-inch w.b.)	17,264	687	std.	96	806
F-350 Styleside (2wd; 133-inch w.b.; dual-rear-wheels)	14,647	687	std.	96	806
Styleside (4wd; 133-inch w.b.; single-rear-wheels)	17,138	687	std.	96	806
Crew Cab Styleside (2wd; 168-inch w.b.; single-rear-wheels)	16,464	687	std.	96	806
Crew Cab Styleside (2wd; 168-inch w.b.; dual-rear-wheels)	17,050	687	std.	96	806
Crew Cab Styleside (4wd; 168-inch w.b.; single-rear-wheels)	19,191	687	std.	96	806
Chassis Cab (2wd; 133-inch w.b.; single-rear-wheels)	12,403	687	std.	96	806
Chassis Cab (2wd; 137-inch w.b.; dual-rear-wheels)	13,032	687	std.	96	806
Chassis Cab (2wd; 161-inch w.b.; dual-rear-wheels)	13,184	687	std.	96	806
Chassis Cab (4wd; 133-inch w.b.; single-rear-wheels)	15,786	687	std.	96	806
Chassis Cab (4wd; 137-inch w.b.; dual-rear-wheels)	17,178	687	std.	96	806
Chassis Cab (4wd; 161-inch w.b.; dual-rear-wheels)	17,294	687	std.	96	806
Supercab Styleside (2wd; 155-inch w.b.; dual-rear-wheels)	16,470	687	std.	96	806
GMC Sonoma pickup (2wd)* Wideside Special (108.3-inch w.b.)	7,637	860	275	std.	755
Wideside (108.3-inch w.b.)	9,008	860	275	std.	755
Wideside (117.9-inch w.b.)	9,173	860	275	std.	755
Wideside Club Coupe (122.9-inch w.b.)	9,958	860	275	std.	755

*GMC Sonoma is a 1991 model.

S-15 pickup (4wd) Wideside (108.3-inch w.b.)	12,223	860	std.	std.	755
Wideside (117.9-inch w.b.)	12,408	860	std.	std.	755
Wideside (122.9-inch w.b.)	13,008	860	std.	std.	755
Sierra pickup (2wd) C-1500 Sportside (117.5-inch w.b.)	11,347	625	std.	std.	780
C-1500 Wideside (117.5-inch w.b.)	11,022	625	std.	std.	780
C-1500 Wideside Club Coupe (141.5-inch w.b.)	11,932	625	std.	std.	780
C-1500 Wideside (131.5-inch w.b.)	11,302	625	std.	std.	780
C-1500 Wideside Special (131.5-inch w.b.)	9,895	625	std.	std.	780
C-1500 Wideside Club Coupe (155.5-inch w.b.)	12,212	625	std.	std.	780
C-2500 Wideside Club Coupe (141.5-inch w.b.)	12,997	625	std.	std.	780
C-2500 Wideside (131.5-inch w.b.)	11,927	625	std.	std.	780
C-2500 Wideside Club Coupe (155.5-inch w.b.)	13,277	625	std.	std.	780
C-2500 Heavy duty Wideside (131.5-inch w.b.)	12,550	625	std.	std.	780
C-2500 Heavy-duty Wideside Club Coupe (155.5-inch w.b.)	13,565	625	std.	std.	780
C-3500 Wideside (131.5-inch w.b.)	13,488	625	std.	std.	780
C-3500 Wideside Club Coupe (155.5-inch w.b.)	14,508	625	std.	std.	780
Sierra pickup (4wd) K-1500 Sportside (117.5-inch w.b.)	13,472	625	std.	std.	780
K-1500 Wideside (117.5-inch w.b.)	13,152	625	std.	std.	780
K-1500 Wideside Club Coupe (141.5-inch w.b.)	14,101	625	std.	std.	780
K-1500 Wideside (131.5-inch w.b.)	13,427	625	std.	std.	780
K-1500 Wideside Special (131.5-inch w.b.)	11,920	625	std.	std.	780
K-1500 Wideside Club Coupe (155.5-inch w.b.)	14,376	625	std.	std.	780
K-2500 Wideside Club Coupe (141.5-inch w.b.)	14,655	625	std.	std.	780

PRICES

	Base Price	Automatic Trans.	Power Steering	AM/FM Stereo	Air Cond.
K-2500 Wideside (131.5-inch w.b.)	13,627	625	std.	std.	780
K-2500 Wideside Club Coupe (155.5-inch w.b.)	14,935	625	std.	std.	780
K-2500 Heavy-duty Wideside (131.5-inch w.b.)	14,750	625	std.	std.	780
K-2500 Heavy-duty Wideside Club Coupe (155.5-inch w.b.)	15,780	625	std.	std.	780
K-3500 Wideside (131.5-inch w.b.)	15,693	625	std.	std.	780
K-3500 Wideside Club Coupe (155.5-inch w.b.)	16,718	625	std.	std.	780
RV pickup (2wd; 164.5-inch w.b.) Bonus Cab	14,964	660	std.	std.	820
Crew Cab	15,494	660	std.	std.	820
RV Pickup (4wd; 164.5-inch w.b.) Bonus Cab	17,674	660	std.	std.	820
Crew Cab	18,204	660	std.	std.	820
ISUZU Half-ton (2wd) S Standard bed, 2.3 liter	7,779	N.A.	275	210	725
XS Standard bed, 2.3 liter	8,529	N.A.	275	std.	725
S Long bed, 2.3-liter	8,609	N.A.	275	210	725
S Standard bed, 2.6-liter	8,409	820	275	210	725
LS Standard bed, 2.6-liter	10,829	820	std.	std.	725
S Long bed, 2.6-liter	9,829	std.	275	210	725
S Spacecab, 2.6-liter	9,689	N.A.	std.	210	725
XS Spacecab, 2.6-liter	10,529	N.A.	std.	std.	725
LS Spacecab, 2.6-liter	12,059	820	std.	std.	725
One-ton (2wd) S Long bed, 2.6-liter	9,809	N.A.	std.	210	725
Half-ton (4wd) S Standard bed, 2.6-liter	10,999	N.A.	std.	210	725
XS Standard bed, 2.6-liter	12,109	N.A.	std.	std.	725
LS Standard bed, 2.6-liter	13,549	N.A.	std.	std.	725
LS Spacecab, 2.6-liter	14,679	N.A.	std.	std.	725
Isuzu pickup trucks are U.S.-built.					
JEEP Comanche (2wd) pickup, short bed	8,095	982	290	306	820
Pickup, long bed	8,975	785*	290	306	820
Comanche (4wd) pickup, short bed	11,245	982*	290	306	820
Pickup, long bed	11,945	785*	std.	306	820
*—Automatic transmission is available only with 4.0-liter V-6.					
MAZDA B-2200 (2wd) Standard Short bed	7,949	650	275	295	765
Standard Cab Plus	9,349	650	275	315	765
B-2600i (2wd) Standard Short Bed	8,699	650	275	295	765
Standard Cab Plus	10,099	650	std.	315	765
B-2600i (4wd) Standard Short Bed	10,819	750	std.	295	765
Standard Cab Plus	12,579	750	std.	315	765
MITSUBISHI Pickup (2wd) Mighty Max	7,689	840	290	297	693
Mighty Max Macrocab	8,919	650	290	297	693
One-ton (2wd) Mighty Max	8,979	N.A.	std.	297	693
Pickup (4wd) Mighty Max V-6	11,459	N.A.	std.	297	693
NISSAN Hardbody Regular Cab (2wd) Standard	8,149	900*	315*	**	825
Hardbody V-6	9,524	980*	std.	**	825
King Cab (2wd) Standard	9,749	585*	std.	**	825
Hardbody SE V-6	12,599	980*	std.	std.	825
Hardbody Regular Cab (4wd) Standard	10,574	N.A.	std.	**	825
Hardbody V-6	12,574	1,030	std.	**	825
King Cab (4wd) Standard	12,599	N.A.	std.	**	825
Hardbody SE V-6	14,749	1,030	std.	std.	825
*—Automatic transmission price includes power steering.					
**—Part of an option package. Not priced separately.					
Nissan pickup trucks are built in the United States and imported from Japan.					
TOYOTA Pickups (2wd) Short bed	7,998	N.A.	280	210	*
Deluxe short bed	8,588	830	280	210	*
Deluxe long bed	9,118	830	280	210	*
SR5 long bed	9,968	670	280	210	*
Xtracab Deluxe short bed	9,758	900	280	210	*
Xtracab SR5 short bed	10,988	680	280	210	*
Deluxe V6 long bed	10,398	850	std.	210	*
Xtracab Deluxe V6 short bed	11,038	850	std.	210	*
Xtracab SR5 V6 short bed	12,978	850	std.	std.	*
Deluxe V6 One-ton (2wd)	11,038	850	std.	210	*
Pickups (4wd) Deluxe short bed	11,318	850	280	210	*
SR5 short bed	12,218	N.A.	280	210	*
Deluxe long bed	11,928	860	280	210	*
Xtracab Deluxe short bed	12,568	860	280	210	*
Xtracab SR5 short bed	13,528	850	280	210	*
Deluxe V6 short bed	12,458	N.A.	std.	210	*
SR5 V6 short bed	14,438	N.A.	std.	std.	*
Deluxe V6 long bed	13,018	1,240	std.	210	*
Xtracab Deluxe V6 short bed	13,658	1,240	std.	210	*
Xtracab SR5 V6 short bed	15,608	1,230	std.	std.	*
*—Air conditioning is port-installed. Toyota does not quote a price.					

Retail prices, 1990 sport-utilities, domestic and import

	Base Price	Automatic Trans.	Power Steering	AM/FM Stereo	Air Cond.
CHEVROLET S-10 Blazer (2wd)* Tailgate (2-dr., 100.5-inch w.b.)	$12,966	$860	std.	$131	$755
Tailgate (4-dr., 107-inch w.b.)	15,272	860	std.	131	755
S-10 Blazer (4wd)* Tailgate (2-dr., 100.5-inch w.b.)	14,631	860	std.	131	755
Tailgate (4-dr., 107-inch w.b.)	16,905	860	std.	131	755
*Chevrolet S-10 Blazer is a 1991 model.					
V Blazer (4wd) Utility (106.5-inch w.b.)	16,485	860	std.	131	820
R/V Suburban (129.5-inch w.b.) R-1500 Panel doors (2wd)	15,615	std.	std.	131	820
R-1500 Tailgate (2wd)	15,785	std.	std.	131	820
V-1500 Panel doors (4wd)	16,645	860*	std.	131	820
V-1500 Tailgate (4wd)	16,795	860*	std.	131	820
R-2500 Panel doors (2wd)	16,238	625*	std.	131	820
R-2500 Tailgate (2wd)	16,383	625*	std.	131	820
V-2500 Panel doors (4wd)	18,083	625*	std.	131	820
V-2500 Tailgate (4wd)	18,233	625*	std.	131	820
*Automatic transmission is standard with diesel equipment.					
Geo Tracker 2-dr.	11,035	565	275	$302	695
LSi 2-dr.	12,245	565	275	std.	695
2-dr. Convertible	10,725	565	275	302	695
LSi 2-dr. Convertible	11,795	565	275	std.	695
Geo Tracker models are built in Canada.					
DAIHATSU Rocky SE soft top	10,897	N.A.	280	210	785
SX soft top	11,597	N.A.	280	210	785
SE hard top	11,697	N.A.	280	210	785
SX hard top	12,497	N.A.	280	210	785
DODGE Ramcharger (106-inch w.b.) AD-150 S (2wd)	14,275	std.	std.	std.	820
AD-150 (2wd)	16,375	std.	std.	std.	820
AW-150 S (4wd)	15,575	860	std.	239	820
AW-150 (4wd)	17,150	860	std.	std.	820
FORD Explorer* XL 2-dr. (2wd)	14,265	860	std.	std.	755
Sport 2-dr. (2wd)	15,214	860	std.	std.	755
Eddie Bauer 2-dr. (2wd)	18,149	860	std.	std.	755
XL 2-dr. (4wd)	15,989	860	std.	std.	755
Sport 2-dr. (4wd)	16,879	860	std.	std.	755
Eddie Bauer 2-dr. (4wd)	19,813	860	std.	std.	755
XL 4-dr. (2wd)	15,114	860	std.	std.	755
XLT 4-dr. (2wd)	17,385	860	std.	std.	755
Eddie Bauer 4-dr. (2wd)	20,096	860	std.	std.	755
XL 4-dr. (4wd)	16,838	860	std.	std.	755
XLT 4-dr. (4wd)	19,050	860	std.	std.	755
Eddie Bauer 4-dr. (4wd)	21,760	860	std.	std.	755
Bronco II (94-inch w.b.) 4-passenger (2wd)	13,001	957	std.	std.	768
4-passenger (4wd)	14,704	957	std.	std.	768
Bronco (105-inch w.b.) 5-passenger (4wd)	16,795	860	std.	std.	824
*Ford Explorer is a 1991 model					
GMC Jimmy (1990 model; 100.5-inch w.b.) Tailgate (2-dr., 2wd)	12,698	860	std.	std.	755
Tailgate (2-dr., 4wd)	14,363	860	std.	std.	755
Jimmy (1991 model; 100.5-inch w.b.) Tailgate (2-dr., 2wd)	12,714	860	std.	std.	699
Tailgate (2-dr., 4wd)	14,400	860	std.	std.	699
Jimmy (1991 model; 107-inch w.b.) Tailgate (4-dr., 2wd)	14,783	860	std.	std.	699
Tailgate (4-dr., 4wd)	16,846	860	std.	std.	699
V Jimmy (106.5-inch w.b.)	15,997	860	std.	131	820
Suburban (2wd; 129.5-inch w.b.) R-1500 Panel doors	15,198	std.	std.	std.	820
R-1500 Tailgate	15,348	std.	std.	std.	820
R-2500 Panel doors	15,821	625	std.	std.	820
R-2500 Tailgate	15,966	625	std.	std.	820
Suburban (4wd; 129.5-inch w.b.) V-1500 Panel doors	16,228	860	std.	std.	820
V-1500 Tailgate	16,378	860	std.	std.	820
V-2500 Panel doors	17,666	625	std.	std.	820
V-2500 Tailgate	17,816	625	std.	std.	820
ISUZU Trooper RS 2-dr.	15,349	1,000	std.	std.	850
S 4-dr.	13,499	N.A.*	std.	210	850
XS 4-dr.	14,799	1,100	std.	std.	850
LS 4-dr.	16,899	1,100	std.	std.	850
*Automatic transmission is available only with the optional 2.8-liter V-6 engine.					
Amigo S (2wd)	9,459	N.A.	325	210	750
XS (2wd)	10,779	N.A.	325	210	750
S (4wd)	12,259	N.A.	325	210	750
XS (4wd)	13,499	N.A.	325	210	750
JEEP Wrangler S 2-dr. (4wd)	9,393	N.A.	294	265	N.A.
Wrangler 2-dr. (4wd)	11,599	562	294	std.	861
Cherokee 2-dr. wagon (2wd)	13,295	860	std.	std.	820
Cherokee 4-dr. wagon (2wd)	14,145	860	std.	std.	820
Cherokee 2-dr. wagon (4wd)	14,695	860	std.	std.	820
Cherokee 4-dr. wagon (4wd)	15,545	860	std.	std.	820
Cherokee Limited 2-dr. wagon (4wd)	24,650	std.	std.	std.	std.
Cherokee Limited 4-dr. wagon (4wd)	25,775	std.	std.	std.	std.
Wagoneer Limited 4-dr. wagon (4wd)	24,795	std.	std.	std.	std.
Grand Wagoneer 4-dr. wagon (4wd)	27,795	std.	std.	std.	std.
LAFORZA 4-dr. wagon	43,850	std.	std.	std.	std.
LAMBORGHINI LM002	145,500	N.A.	std.	std.	std.
MITSUBISHI Montero SP 2-dr.	13,949	770	std.	327	810
Sport V6 2-dr.	15,409	std.	std.	std.	810
V6 4-dr.	15,519	870	std.	506*	810
RS V6 4-dr.	18,139	820	std.	std.	810
LS V6 4-dr.	19,499	std.	std.	std.	810
*Radio price on Montero V6 4-dr. includes cassette player and four speakers.					
NISSAN Pathfinder XE 4-dr. (2wd)	15,720	1,155*	std.	std.	825
XE 4-dr. (4wd)	17,296	1,155*	std.	std.	825
SE 4-dr. (4wd)	20,149	930	std.	std.	std.
SE 2-dr. (4wd)	21,814	930	std.	std.	std.
*—Automatic transmission price includes cruise control and variable intermittent wipers.					
RANGE ROVER 4-dr. wagon	38,025	std.	std.	std.	std.
County 4-dr. wagon	43,100	std.	std.	std.	std.
SUZUKI Samurai JL soft top (2-dr.; 4wd)	7,999	N.A.	N.A.	$340	9995
Sidekick JS soft top (2-dr.; 2wd)	9,999	N.A.	N.A.	340	679
JX soft top (2-dr.; 4wd)	10,799	809	N.A.	std.	679

PRICES

	Base Price	Automatic Trans.	Power Steering	AM/FM Stereo	Air Cond.
JX hard top (2-dr.; 4wd)	11,099	600	N.A.	std.	679
JLX soft top (2-dr.; 4wd)	12,299	N.A.	N.A.	std.	679
JLX hard top (2-dr.; 4wd)	12,499	N.A.	N.A.	std.	679
Suzuki Sidekick models are built in Canada and imported from Japan.					
TOYOTA Land Cruiser*	21,998	std.	std.	std.	890
4Runner SR5 (2-dr.; 4wd)	16,718	850	280	210	N.A.
SR5 V6 (2-dr.; 4wd)	18,788	1,230	std.	std.	N.A.
SR5 (4-dr.)	15,498	std.	280	210	795
SR5 V6 (4-dr.)	17,598	std.	std.	std.	795
SR5 (4-dr.; 4wd)	16,218	850	280	210	795
SR5 V6 (4-dr.; 4wd)	18,288	1,230	std.	std.	795

*Toyota Land Cruiser is a 1991 model.

Retail prices, 1990 vans, domestic and import

	Base Price	Automatic Trans.	Power Steering	AM/FM Stereo	Air Cond. (Front)	Air Cond. (Front and Rear)
CHEVROLET Lumina APV passenger van	$13,995	std.	std.	std.	$805	N.A.
Lumina APV CL passenger van	15,745	std.	std.	std.	std.	N.A.
APV Cargo Van	12,895	std.	std.	std.	805	N.A.
Astro Cargo van (2wd)	12,095	std.	std.	96	820	N.A.
Extended Astro cargo van (2wd)	13,397	std.	std.	96	820	N.A.
Astro Cargo van (4wd)	14,950	std.	std.	96	820	N.A.
Extended Astro Cargo van (4wd)	15,612	std.	std.	96	820	N.A.
Astro passenger van (2wd) Astro CS	13,790	std.	std.	151	820	$1,343
Astro CL	14,830	std.	std.	151	820	1,343
Astro LT	16,325	std.	std.	151	820	1,343
Extended Astro CS	14,492	std.	std.	151	820	1,343
Extended Astro CL	15,532	std.	std.	151	820	1,343
Extended Astro LT	17,027	std.	std.	151	820	1,343
Astro passenger van (4wd) Astro CS	15,765	std.	std.	151	820	1,343
Astro CL	16,805	std.	std.	151	820	1,343
Astro LT	18,300	std.	std.	151	820	1,343
Extended Astro CS	16,427	std.	std.	151	820	1,343
Extended Astro CL	17,467	std.	std.	151	820	1,343
Extended Astro LT	18,962	std.	std.	151	820	1,343
Chevy van G-10 (110-inch w.b.)	12,650	std.	std.	86	950	1,549
G-10 (125-inch w.b.)	12,920	std.	std.	86	950	1,549
G-20 (110-inch w.b.)	12,820	std.	std.	86	950	1,549
G-20 (125-inch w.b.)	13,100	std.	std.	86	950	1,549
G-30 (125-inch w.b.)	13,367	std.	std.	86	950	1,549
G-30 Heavy-duty (125-inch w.b.)	14,425	std.	std.	86	950	1,549
G-30 Heavy-duty (146-inch w.b.)	15,439	std.	std.	86	950	1,549
Sportvan G-10 Sportvan (110-inch w.b.)	14,565	std.	std.	86	950	1,549
G-10 Sportvan (125-inch w.b.)	15,470	std.	std.	86	950	1,549
G-10 Beauville (125-inch w.b.)	16,320	std.	std.	106*	950	1,549
G-20 Sportvan (125-inch w.b.)	15,615	std.	std.	86	950	1,549
G-20 Beauville (125-inch w.b.)	16,460	std.	std.	106*	950	1,549
G-30 Sportvan (125-inch w.b.)	17,592	std.	std.	86	950	1,549
G-30 Beauville (125-inch w.b.)	18,437	std.	std.	106*	950	1,549
G-30 Heavy-duty Sportvan (125-inch w.b.)	16,860	std.	std.	86	950	1,549
G-30 Heavy-duty Beauville (125-inch w.b.)	17,690	std.	std.	106*	950	1,549
G-30 Heavy duty Sportvan (146-inch w.b.)	18,446	std.	std.	86	950	1,549
G-30 Heavy duty Beauville (146-inch w.b.)	19,226	std.	std.	106*	950	1,549
*Beauville AM/FM stereo includes dueal rear speakers.						
CHRYSLER Town & Country	23,500	std.	std.	std.	std.	560
DODGE Caravan C/V (112-inch w.b.)	11,215	565	std.	std.	840	N.A.
Caravan C/V (119-inch w.b.)	13,450	std.	std.	std.	840	N.A.
Ram van B-150 (109.6-inch w.b.)	12,345	std.	std.	std.	951	N.A.
B-150 (127.6-inch w.b.)	13,025	std.	std.	std.	951	N.A.
B-250 (109.6-inch w.b.)	12,575	std.	std.	std.	951	N.A.
B-250 (127.6-inch w.b.)	13,225	std.	std.	std.	951	N.A.
B-250 Maxivan (127.6-inch w.b.)	14,145	std.	std.	std.	951	N.A.
B-350 (127.6-inch w.b.)	14,325	std.	std.	std.	951	N.A.
B-350 Maxivan (127.6-inch w.b.)	15,225	std.	std.	std.	951	N.A.
Ram wagon B-150 (109.6-inch w.b.)	14,145	std.	std.	std.	951	1,550*
B-150 (127.6-inch w.b.)	14,945	std.	std.	std.	951	1,550*
B-250 (127.6-inch w.b.)	15,545	std.	std.	std.	951	1,550*
B-250 Maxiwagon (127.6-inch w.b.)	16,745	std.	std.	std.	951	1,550*
B-350 (127.6-inch w.b.)	16,675	std.	std.	std.	951	1,550*
B-350 Maxiwagon (127.6-inch w.b.)	17,875	std.	std.	std.	951	1,550*
*V-8 models only. Includes auxiliary heater.						
Dodge Caravan	11,995	565	std.	std.	840	N.A.
Caravan SE	12,675	565	std.	std.	840	N.A.
Caravan LE	16,125	565	std.	std.	std.	N.A.
Caravan ES Turbo	17,350	565	std.	std.	std.	N.A.
Grand Caravan SE	15,395	std.	std.	std.	840	1,400
Grand Caravan LE	18,325	std.	std.	std.	std.	560
FORD Aerostar wagon (2wd; standard length)	12,267	668	std.	211	846	1,422
Aerostar wagon (2wd; extended length)	13,165	668	std.	211	846	1,422
Aerostar wagon (4wd; standard length)	14,511	std.	std.	211	846	1,422
Aerostar wagon (4wd; extended length)	15,408	std.	std.	211	846	1,422
Aerostar Cargo van (2wd; standard length)	11,841	668	std.	221	885	N.A.
Aerostar Cargo van (2wd; extended length)	12,588	668	std.	221	885	N.A.
Aerostar Cargo van (4wd; standard length)	14,085	std.	std.	211	885	N.A.
Aerostar Cargo van (4wd; extended length)	14,832	std.	std.	211	885	N.A.
Aerostar Window van (2wd; standard length)	12,225	668	std.	221	885	N.A.
Aerostar Window van (2wd; extended length)	12,972	668	std.	221	885	N.A.
Aerostar Window van (4wd; standard length)	14,468	std.	std.	211	885	N.A.
Aerostar Window van (4wd; extended length)	15,215	std.	std.	211	885	N.A.
Club Wagon E-150 (138-inch w.b.)	16,596	std.	std.	146	973	1,677
E-250 (138-inch w.b.)	17,120	std.	std.	146	973	1,677
E-350 (138-inch w.b.)	18,431	std.	std.	146	973	1,677
Econoline E-150 Cargo van (124-inch w.b.)	12,740	std.	std.	113	973	1,677
E-150 (138-inch w.b.)	13,010	std.	std.	113	973	1,677
E-150 Super Cargo van (138-inch w.b.)	13,920	std.	std.	113	973	1,677
E-250 Cargo van (138-inch w.b.)	13,299	std.	std.	113	973	1,677
E-250 Super Cargo van (138-inch w.b.)	14,058	std.	std.	113	973	1,677
E-350 Cargo van (138-inch w.b.)	14,111	std.	std.	113	973	1,677
E-350 Super Cargo van (138-inch w.b.)	15,229	std.	std.	113	973	1,677
GMC Safari (2wd) Cargo van	11,657	std.	std.	std.	820	N.A.
SLX (passenger)	13,503	std.	std.	std.	820	1,343
SLE (passenger)	14,543	std.	std.	std.	820	1,343
SLT (passenger)	16,038	std.	std.	std.	820	1,343
Extended Cargo van	12,959	std.	std.	std.	820	N.A.
Extended SLX (passenger)	14,205	std.	std.	std.	820	1,343
Extended SLE (passenger)	15,215	std.	std.	std.	820	1,343
Extended SLT (passenger)	16,740	std.	std.	std.	820	1,343
Safari (4wd) Cargo van	14,512	std.	std.	std.	820	N.A.
SLX (passenger)	15,478	std.	std.	std.	820	1,343
SLE (passenger)	16,518	std.	std.	std.	820	1,343
SLT (passenger)	18,013	std.	std.	std.	820	1,343
Extended Cargo van	15,174	std.	std.	std.	820	N.A.
Extended SLX (passenger)	16,140	std.	std.	std.	820	1,343
Extended SLE (passenger)	17,180	std.	std.	std.	820	1,343
Extended SLT (passenger)	18,675	std.	std.	std.	820	1,343
Vandura G-1500 Vandura (110-inch w.b.)	12,162	std.	std.	86	950	1,549
G-1500 (125-inch w.b.)	12,432	std.	std.	86	950	1,549
G-2500 (110-inch w.b.)	12,332	std.	std.	86	950	1,549
G-2500 (125-inch w.b.)	12,612	std.	std.	86	950	1,549
G-3500 (125-inch w.b.)	12,817	std.	std.	86	950	1,549
G-3500 Heavy-duty (125-inch w.b.)	13,875	std.	std.	86	950	1,549
G-3500 Heavy-duty Extended (146-inch w.b.)	14,889	std.	std.	86	950	1,549
Rally G-1500 Rally (110-inch w.b.)	14,163	std.	std.	std.	950	1,549
G-1500 Rally (125-inch w.b.)	15,068	std.	std.	std.	950	1,549
G-1500 STX (125-inch w.b.)	15,938	std.	std.	std.	950	1,549
G-2500 Rally (125-inch w.b.)	15,213	std.	std.	std.	950	1,549
G-2500 STX (125-inch w.b.)	16,078	std.	std.	std.	950	1,549
G-3500 Rally (125-inch w.b.)	17,128	std.	std.	std.	950	1,549
G-3500 STX (125-inch w.b.)	17,993	std.	std.	std.	950	1,549
G-3500 Heavy-duty Rally (125-inch w.b.)	16,396	std.	std.	std.	950	1,549
G-3500 Heavy-duty STX (125-inch w.b.)	17,246	std.	std.	std.	950	1,549
G-3500 Heavy-duty Extended Rally (146-inch w.b.)	17,982	std.	std.	std.	950	1,549
G-3500 Heavy-duty Extended STX (146-inch w.b.)	18,782	std.	std.	std.	950	1,549
MAZDA MPV 2-passenger Cargo van	11,699	700	std.	std.	849	N.A.
MPV 5-passenger wagon	13,699	700	std.	std.	849	N.A.
MPV 7-passenger wagon (2wd)	14,944	700	std.	std.	849	1,497*
MPV 7-passenger wagon (4wd)	18,894	500	std.	std.	849	1,497*
*With V-6 engine						
MITSUBISHI Cargo van	11,229	std.	268	453*	***	N.A.
Wagon	14,929	std.	268	511**	N.A.	1,426
LS Wagon	16,579	std.	std.	std.	N.A.	1,426
*Radio price on cargo van includes cassette player and two speakers. **Radio price on wagon includes cassette player and four speakers. ***Front air conditioning on cargo van is dealer installed. Mitsubishi does not quote a price.						
OLDSMOBILE Silhouette	17,195	std.	std.	std.	std.	N.A.
PLYMOUTH Voyager	11,995	565	std.	std.	840	N.A.
Voyager SE	12,675	565	std.	std.	840	N.A.
Voyager LE	16,125	565	std.	std.	std.	N.A.
Voyager LX Turbo	17,240	565	std.	std.	std.	N.A.
Grand Voyager SE	15,395	std.	std.	std.	840	1,400
Grand Voyager LE	18,325	std.	std.	std.	std.	560
PONTIAC Trans Sport	14,995	std.	std.	std.	805	N.A.
Trans Sport SE	18,125	std.	std.	std.	std.	N.A.
TOYOTA Previa* Deluxe	13,998	750	std.	330	N.A.	1,420
LE	18,698	std.	std.	std.	N.A.	std.
Deluxe (4wd)	16,608	840	std.	330	N.A.	1,420
LE (4wd)	21,308	std.	std.	std.	N.A.	std.
*Toyota Previa is a 1991 model.						
VOLKSWAGEN Vanagon (7-seater) Base model	14,080	515	std.	350	N.A.	1,030
Syncro	17,605	N.A.	std.	350	N.A.	1,030
GL	16,490	515	std.	350	N.A.	1,030
Carat	18,670	std.	std.	350	N.A.	1,030
Multi-van	20,430	515	std.	350	N.A.	1,030
Vanagon Camper GL	20,990	515	std.	350	N.A.	std.
GL Syncro	25,575	N.A.	std.	350	N.A.	std.

OPTIONS/EQUIPMENT

Safety, comfort and convenience were prime motivators behind the growth of factory-installed equipment in the 1989 model year.

Newer safety features attracted attention. Airbags went into nearly 7 percent of U.S.-built cars. Anti-lock braking systems gained nearly two percentage points.

Convenience equipment such as power seats and electronic instrument panels continued to gain favor, while power brakes and power steering have become virtually standard.

Air conditioning was installed in better than 88 percent of U.S.-built cars.

Factory-installed stereo sound systems continued to attract interest. Nearly 90 percent of U.S.-made cars were equipped with stereo AM/FM radios. More than 50 percent had stereo cassette decks.

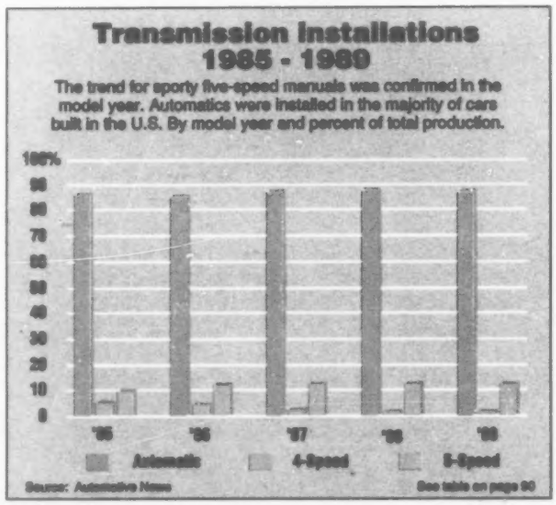
More cars were fitted with luxury leather seats. Convertible-styled roofs continued to gain popularity.

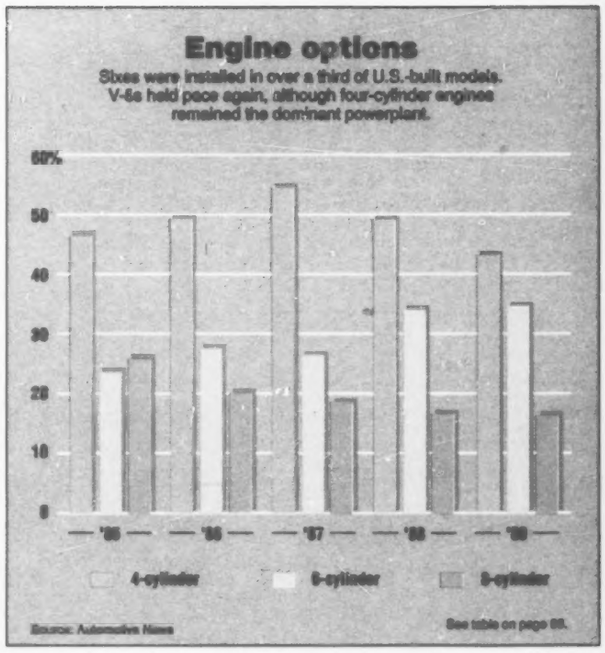
Among body styles, four-door sedans continued to dominate the market.

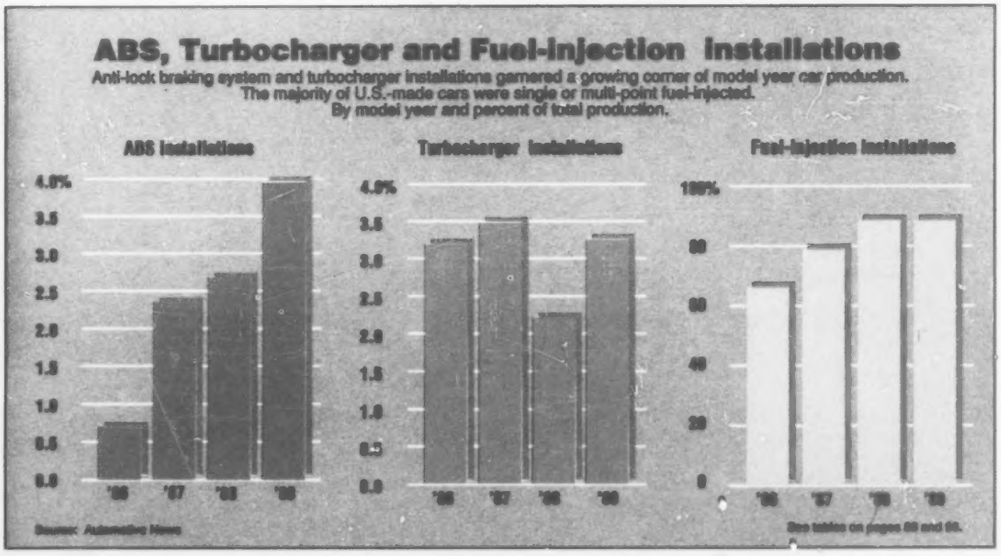
Interest in underhood power expanded. Although 4-cylinder engines went into nearly 44 percent of cars produced in the U.S., there were gains in the 6-cylinder segment and in turbocharged engines.

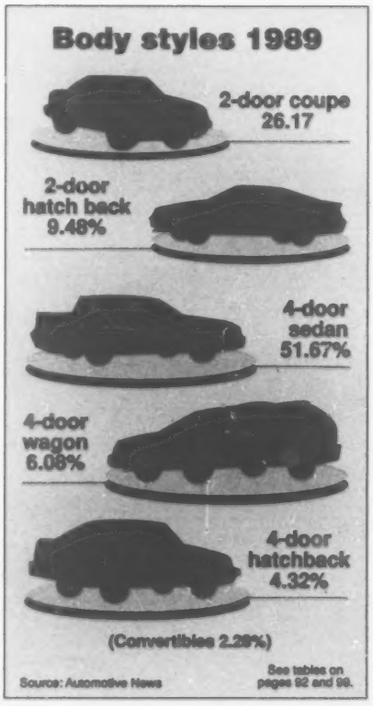
The majority of new-car buyers favored four-speed automatic transmissions, although sporty five-speeds retained a small but faithful following.

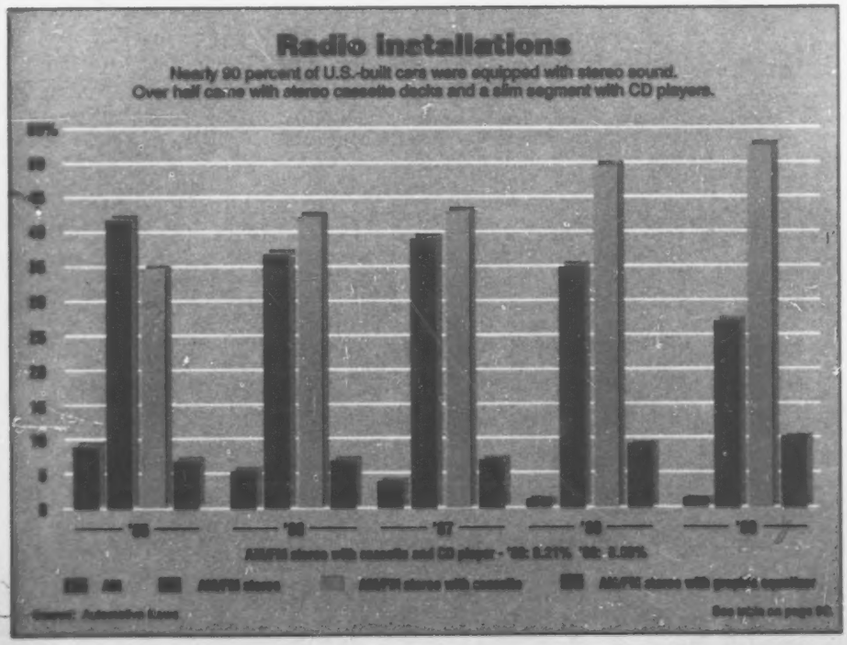
For the second year, the Automotive News Market Data Book includes statistics on imported cars sold in the United States. Installation rates for imports begin on page 101.

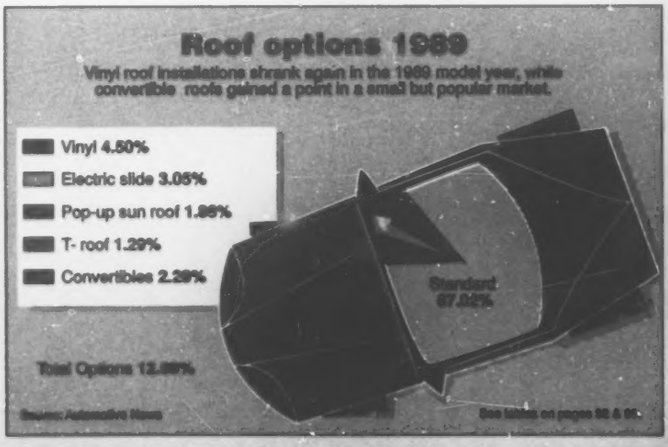

Transmission installations
1985 - 1989
The trend for sporty five-speed manuals was confirmed in the model year. Automatics were installed in the majority of cars built in the U.S. By model year and percent of total production.
'85
'86
'87
'88
'89
Automatic
4-Speed
5-Speed
Source: Automotive News




ABS, Turbocharger and Fuel-injection installations
Anti-lock braking system and turbocharger installations garnered a growing corner of model year car production. The majority of U.S.-made cars were single or multi-point fuel-injected. By model year and percent of total production.
ABS installations
Turbocharger installations
Fuel-injection installations
'85
'86
'87
'88
'89
Source: Automotive News






Roof options 1989
Vinyl roof installations shrank again in the 1989 model year, while convertible roofs gained a point in a small but popular market.
Vinyl 4.50%
Electric slide 3.05%
Pop-up sun roof 1.86%
T- roof 1.29%
Convertibles 2.28%
Standard 87.02%
Total Options 12.98%
Source: Automotive News

OPTIONS/EQUIPMENT

Engine options on 1989 U.S. models

Note: All numbers are based on 1989 model year production.

	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	4-Cylinder Gasoline	Percent of Output	Multi-Valve Engine	Percent of Output	Turbo-charging	Percent of Output	Throttle Body Fuel Injection	Percent of Output	Port Fuel Injection	Percent of Output
CHRYSLER MOTORS	**267,249**	**27.45**	**30,896**	**3.15**	**680,799**	**62.63**	**0**	**0.00**	**197,997**	**20.33**	**410,361**	**43.07**	**319,185**	**32.78**
Total Plymouth	5,187	1.93	11,818	4.40	185,503	69.10	0	0.00	53,071	19.77	142,617	53.13	6,874	2.56
Horizon	0	0.00	0	0.00	45,341	100.00	0	0.00	0	0.00	45,341	100.00	0	0.00
Sundance	0	0.00	0	0.00	104,150	100.00	0	0.00	6,874	6.60	97,276	93.40	6,874	6.60
Reliant	0	0.00	0	0.00	36,012	100.00	0	0.00	36,012	100.00	0	0.00	0	0.00
Acclaim	0	0.00	11,818	15.20	0	0.00	0	0.00	10,186	13.10	0	0.00	0	0.00
Gran Fury	4,985	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Chrysler	117,915	52.62	0	0.00	106,182	47.38	0	0.00	46,361	20.69	59,821	26.69	146,822	65.52
LeBaron J	0	0.00	0	0.00	99,633	100.00	0	0.00	43,938	44.10	55,695	55.90	43,938	44.10
LeBaron GTS	0	0.00	0	0.00	6,549	100.00	0	0.00	2,423	37.00	4,126	63.00	2,423	37.00
New Yorker C-Class	100,461	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	100,461	100.00
Fifth Avenue	17,454	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Dodge	144,147	29.96	18,878	3.92	318,114	66.12	0	0.00	98,564	20.49	216,923	45.09	165,459	34.39
Omni	0	0.00	0	0.00	46,239	100.00	0	0.00	0	0.00	46,239	100.00	0	0.00
Daytona	0	0.00	0	0.00	80,878	100.00	0	0.00	80,878	100.00	10,595	13.10	4,287	5.30
Shadow	0	0.00	0	0.00	99,743	100.00	0	0.00	0	0.00	99,743	100.00	0	0.00
Aries	0	0.00	11,855	32.10	25,077	67.90	0	0.00	0	0.00	11,855	32.10	0	0.00
Dynasty	137,718	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	137,718	100.00
Lancer	0	0.00	0	0.00	5,019	100.00	0	0.00	1,255	25.00	3,764	75.00	0	0.00
Spirit	0	0.00	7,023	10.30	61,158	89.70	0	0.00	16,432	24.10	44,727	65.60	23,454	34.40
Diplomat	6,429	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
FORD MOTOR CO.	**265,982**	**15.23**	**761,944**	**43.64**	**705,992**	**40.36**	**0**	**0.00**	**40,754**	**2.85**	**0**	**0.00**	**1,724,870**	**98.84**
Total Ford Div.	107,611	8.71	476,200	38.56	638,162	51.67	0	0.00	44,791	3.63	0	0.00	1,214,005	98.37
Escort	0	0.00	0	0.00	363,122	100.00	0	0.00	0	0.00	0	0.00	363,122	100.00
Mustang	107,611	51.30	0	0.00	102,158	48.70	0	0.00	0	0.00	0	0.00	209,769	100.00
Tempo	0	0.00	0	0.00	151,934	100.00	0	0.00	0	0.00	0	0.00	151,934	100.00
Taurus	0	0.00	374,312	94.70	20,949	5.30	0	0.00	0	0.00	0	0.00	374,312	94.70
Thunderbird	0	0.00	101,888	88.70	0	0.00	0	0.00	12,980	11.30	0	0.00	114,868	100.00
Probe*	0	0.00	0	0.00	201,334	100.00	0	0.00	31,811	15.80	0	0.00	201,334	100.00
Total L-M Division	158,191	30.97	285,744	55.93	66,930	13.10	0	0.00	4,963	0.97	0	0.00	510,865	100.00
Total Mercury	0	0.00	227,969	77.30	66,930	22.70	0	0.00	4,963	1.68	0	0.00	294,899	100.00
Topaz	0	0.00	0	0.00	66,930	100.00	0	0.00	0	0.00	0	0.00	66,930	100.00
Cougar	0	0.00	97,312	100.00	0	0.00	0	0.00	4,963	5.10	0	0.00	97,312	100.00
Sable	0	0.00	130,657	100.00	0	0.00	0	0.00	0	0.00	0	0.00	130,657	100.00
Total Lincoln	158,191	73.25	57,775	26.75	0	0.00	0	0.00	0	0.00	0	0.00	215,966	100.00
Continental	0	0.00	57,775	100.00	0	0.00	0	0.00	0	0.00	0	0.00	57,775	100.00
Mark VII	29,658	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	29,658	100.00
Town Car	128,533	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	128,533	100.00
GENERAL MOTORS	**621,908**	**18.32**	**1,654,158**	**48.74**	**1,109,634**	**32.69**	**184,916**	**5.45**	**14,391**	**0.42**	**834,576**	**24.59**	**2,119,946**	**62.46**
Total Buick	7,743	1.53	399,514	78.83	99,530	19.64	17,354	3.42	0	0.00	82,176	16.22	416,868	82.26
Skyhawk	0	0.00	0	0.00	23,359	100.00	0	0.00	0	0.00	23,359	100.00	0	0.00
Skylark/Somerset	0	0.00	14,709	23.90	46,832	76.10	17,354	28.20	0	0.00	29,478	47.90	32,062	52.10
Century	0	0.00	123,470	80.80	29,339	19.20	0	0.00	0	0.00	29,339	19.20	123,470	80.80
Riviera	0	0.00	21,189	100.00	0	0.00	0	0.00	0	0.00	0	0.00	21,189	100.00
Electra	0	0.00	83,566	100.00	0	0.00	0	0.00	0	0.00	0	0.00	83,566	100.00
LeSabre (fwd)	0	0.00	149,572	100.00	0	0.00	0	0.00	0	0.00	0	0.00	149,572	100.00
LeSabre (rwd)	7,743	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Reatta	0	0.00	7,009	100.00	0	0.00	0	0.00	0	0.00	0	0.00	7,009	100.00
Total Cadillac	276,330	100.00	0	0.00	0	0.00	0	0.00	3,298	1.19	40,260	14.57	236,070	85.43
Eldorado	30,925	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	30,925	100.00
Seville	22,909	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	22,909	100.00
Brougham (rwd)	40,260	100.00	0	0.00	0	0.00	0	0.00	0	0.00	40,260	100.00	0	0.00
Deville (fwd)	178,938	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	178,938	100.00
Allante	3,298	100.00	0	0.00	0	0.00	0	0.00	3,298	100.00	0	0.00	3,298	100.00
Total Chevrolet	285,933	22.42	505,234	39.61	476,799	37.38	0	0.00	0	0.00	365,572	28.66	883,619	69.28
Cavalier	0	0.00	92,650	24.60	276,443	73.40	0	0.00	0	0.00	0	0.00	376,626	100.00
Camaro	67,994	61.40	42,745	38.60	0	0.00	0	0.00	0	0.00	46,732	42.20	64,007	57.80
Celebrity	0	0.00	98,551	64.30	54,717	35.70	0	0.00	0	0.00	0	0.00	153,268	100.00
Corsica/Beretta	0	0.00	265,770	64.60	145,639	35.40	0	0.00	0	0.00	145,639	35.40	265,770	64.60
Caprice	191,527	97.20	5,517	2.80	0	0.00	0	0.00	0	0.00	173,202	87.90	23,842	12.10
Corvette	26,412	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	188	0.71
Total Oldsmobile	9,175	1.72	407,073	76.26	117,570	22.02	64,066	12.00	0	0.00	53,613	10.04	471,030	88.21
Calais	0	0.00	7,912	7.20	101,979	92.80	64,066	58.30	0	0.00	38,022	34.60	71,869	65.40
Cutlass Ciera	0	0.00	64,362	80.50	15,591	19.50	0	0.00	0	0.00	15,591	19.50	64,362	80.50
Cutlass Supreme	0	0.00	100,026	100.00	0	0.00	0	0.00	0	0.00	0	0.00	100,026	100.00
Toronado	0	0.00	9,877	100.00	0	0.00	0	0.00	0	0.00	0	0.00	9,877	100.00
Olds 88	8,686	5.70	143,373	94.30	0	0.00	0	0.00	0	0.00	0	0.00	143,373	94.30
Olds 98	0	0.00	73,103	100.00	0	0.00	0	0.00	0	0.00	0	0.00	73,103	100.00
Total Pontiac	42,727	5.33	342,337	42.71	415,735	51.86	103,496	12.91	11,093	1.38	292,954	36.55	112,359	14.02
Sunbird	0	0.00	0	0.00	139,644	100.00	0	0.00	5,167	3.70	134,477	96.30	5,167	3.70
Grand Am	0	0.00	0	0.00	246,418	100.00	103,496	42.00	3,450	1.40	139,226	56.50	107,192	43.50
Firebird	37,581	58.35	26,825	41.65	0	0.00	0	0.00	1,675	2.60	19,251	29.89	0	0.00
Grand Prix	0	0.00	135,946	99.41	0	0.00	0	0.00	801	0.59	0	0.00	0	0.00
Pontiac 6000	0	0.00	70,913	70.50	29,673	29.50	0	0.00	0	0.00	0	0.00	0	0.00
Bonneville	0	0.00	108,653	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Safari/Parisienne	5,146	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
HONDA	**0**	**0.00**	**0**	**0.00**	**347,432**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**245,652**	**70.70**
Civic	0	0.00	0	0.00	116,113	100.00	0	0.00	0	0.00	0	0.00	116,113	100.00
Accord	0	0.00	0	0.00	231,319	100.00	0	0.00	0	0.00	0	0.00	129,539	56.00
MAZDA**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Mazda	0	0.00	0	0.00	116,041	100.00	116,041	100.00	0	0.00	116,041	100.00	0	0.00
Nissan	0	0.00	0	0.00	89,569	45.70	63,139	64.30	0	0.00	0	0.00	0	0.00
Corolla	0	0.00	0	0.00	69,980	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Nova/Prizm	0	0.00	0	0.00	0	0.00	63,139	100.00	0	0.00	0	0.00	0	0.00
TOYOTA	**0**	**0.00**	**0**	**0.00**	**166,169**	**100.00**	**166,169**	**100.00**	**0**	**0.00**	**166,169**	**100.00**	**0**	**0.00**
Total Cars, U.S.	1,164,889	16.34	2,446,799	34.32	3,008,795	43.39	482,579	6.97	259,351	3.36	1,479,758	20.92	4,469,622	62.34

*Probe numbers are included in Ford totals. Probes in Ford or Mazda plants, all built. **Mazda numbers provided by Mazda in metric tons.

OPTIONS/EQUIPMENT

Transmission options on 1989 U.S. models

	3-Speed Automatic	Percent of Output	4-Speed Automatic	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output	Four Wheel Drive	Percent of Output	Limited Slip Differential	Percent of Output
CHRYSLER MOTORS	**575,324**	**89.90**	**0**	**0.00**	**0**	**0.00**	**91,848**	**9.35**	**0**	**0.00**	**0**	**0.00**
Total Plymouth	**244,668**	**91.14**	**0**	**0.00**	**0**	**0.00**	**23,572**	**8.78**	**0**	**0.00**	**0**	**0.00**
Horizon	**33,915**	**74.80**	**0**	**0.00**	**0**	**0.00**	**11,426**	**25.20**	**0**	**0.00**	**0**	**0.00**
Sundance	**93,423**	**89.70**	**0**	**0.00**	**0**	**0.00**	**10,727**	**10.30**	**0**	**0.00**	**0**	**0.00**
Reliant	**35,760**	**99.30**	**0**	**0.00**	**0**	**0.00**	**252**	**0.70**	**0**	**0.00**	**0**	**0.00**
Acclaim	**76,586**	**98.50**	**0**	**0.00**	**0**	**0.00**	**1,166**	**1.50**	**0**	**0.00**	**0**	**0.00**
Gran Fury	**4,985**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Total Chrysler	**216,950**	**96.81**	**0**	**0.00**	**0**	**0.00**	**7,147**	**3.19**	**0**	**0.00**	**0**	**0.00**
LeBaron J	**92,958**	**93.30**	**0**	**0.00**	**0**	**0.00**	**6,675**	**6.70**	**0**	**0.00**	**0**	**0.00**
LeBaron GTS	**6,077**	**92.80**	**0**	**0.00**	**0**	**0.00**	**472**	**7.20**	**0**	**0.00**	**0**	**0.00**
New Yorker C-Class	100,461	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Fifth Avenue	17,454	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Dodge	413,706	85.98	0	0.00	0	0.00	60,330	12.54	0	0.00	0	0.00
Omni	33,939	73.40	0	0.00	0	0.00	12,300	26.60	0	0.00	0	0.00
Daytona	52,005	64.30	0	0.00	0	0.00	28,793	35.60	0	0.00	0	0.00
Shadow	83,385	83.60	0	0.00	0	0.00	16,358	16.40	0	0.00	0	0.00
Aries	36,600	99.10	0	0.00	0	0.00	332	0.90	0	0.00	0	0.00
Dynasty	137,718	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Lancer	4,517	90.00	0	0.00	0	0.00	502	10.00	0	0.00	0	0.00
Spirit	59,113	86.70	0	0.00	0	0.00	2,045	3.00	0	0.00	0	0.00
Diplomat	**6,429**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
FORD MOTOR CO.	**498,062**	**22.92**	**1,155,544**	**66.19**	**32,318**	**1.85**	**359,229**	**20.58**	**10,012**	**0.57**	**107,611**	**6.16**
Total Ford Div.	**212,789**	**17.23**	**842,380**	**68.21**	**32,318**	**2.62**	**348,801**	**28.24**	**8,204**	**0.66**	**107,611**	**8.71**
Escort	**212,789**	**58.60**	**0**	**0.00**	**32,318**	**8.90**	**118,015**	**32.50**	**0**	**0.00**	**0**	**0.00**
Mustang	**0**	**0.00**	**109,060**	**52.00**	**0**	**0.00**	**100,689**	**48.00**	**0**	**0.00**	**107,611**	**51.30**
Tempo	**0**	**0.00**	**134,462**	**88.50**	**0**	**0.00**	**17,472**	**11.50**	**8,204**	**5.40**	**0**	**0.00**
Taurus	**0**	**0.00**	**378,660**	**95.80**	**0**	**0.00**	**16,601**	**4.20**	**0**	**0.00**	**0**	**0.00**
Thunderbird	**0**	**0.00**	**106,827**	**93.00**	**0**	**0.00**	**8,041**	**7.00**	**0**	**0.00**	**0**	**0.00**
Probe*	**0**	**0.00**	**113,351**	**56.30**	**0**	**0.00**	**87,983**	**43.70**	**0**	**0.00**	**0**	**0.00**
Total L-M Division	**127,273**	**36.66**	**313,164**	**61.30**	**0**	**0**	**10,429**	**2.04**	**1,807**	**0.35**	**0**	**0.00**
Total Mercury	62,981	21.36	225,731	76.55	0	0.00	6,187	2.10	1,807	0.61	0	0.00
Topaz	62,981	94.10	0	0.00	0	0.00	3,949	5.90	1,807	2.70	0	0.00
Cougar	0	0.00	95,074	97.70	0	0.00	2,238	2.30	0	0.00	0	0.00
Sable	0	0.00	130,657	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Lincoln	124,291	57.55	87,433	40.48	0	0.00	4,242	1.96	0	0.00	0	0.00
Continental	0	0.00	57,775	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Mark VII	0	0.00	29,658	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Town Car	124,291	96.70	0	0.00	0	0.00	4,242	3.30	0	0.00	0	0.00
GENERAL MOTORS	**1,474,712**	**43.45**	**1,721,493**	**50.72**	**0**	**0.00**	**197,828**	**5.83**	**0**	**0.00**	**102,275**	**3.01**
Total Buick	166,034	32.76	339,982	67.09	0	0.00	771	0.15	0	0.00	0	0.00
Skyhawk	**22,588**	**96.70**	**0**	**0.00**	**0**	**0.00**	**771**	**3.30**	**0**	**0.00**	**0**	**0.00**
Skylark/Somerset	**61,540**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Century	**81,906**	**53.60**	**70,903**	**46.40**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Riviera	**0**	**0.00**	**21,189**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Electra	**0**	**0.00**	**83,566**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
LeSabre (fwd)	**0**	**0.00**	**149,572**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
LeSabre (rwd)	**0**	**0.00**	**7,743**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Reatta	**0**	**0.00**	**7,009**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Total Cadillac	**0**	**0.00**	**276,330**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Eldorado	**0**	**0.00**	**30,925**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Seville	0	0.00	22,909	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Brougham (rwd)	0	0.00	40,260	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Deville (fwd)	0	0.00	178,938	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Allante	0	0.00	3,298	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Chevrolet	771,715	60.50	371,984	29.16	0	0.00	131,799	10.33	0	0.00	81,545	6.39
Cavalier	312,600	83.00	0	0.00	0	0.00	64,026	17.00	0	0.00	0	0.00
Camaro	0	0.00	87,816	79.30	0	0.00	22,923	20.70	0	0.00	30,896	27.90
Celebrity	88,436	57.70	64,832	42.30	0	0.00	0	0.00	0	0.00	0	0.00
Corsica/Beretta	370,680	90.10	0	0.00	0	0.00	40,729	9.90	0	0.00	0	0.00
Caprice	0	0.00	197,044	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Corvette	**0**	**0.00**	**22,292**	**84.40**	**0**	**0.00**	**4,120**	**15.60**	**0**	**0.00**	**28,412**	**100.00**
Total Oldsmobile	**137,788**	**25.81**	**386,668**	**72.51**	**0**	**0.00**	**7,363**	**1.36**	**0**	**0.00**	**107**	**0.02**
Calais	**102,528**	**93.30**	**0**	**0.00**	**0**	**0.00**	**7,363**	**6.70**	**0**	**0.00**	**0**	**0.00**
Cutlass Ciera	**35,259**	**44.10**	**44,694**	**55.90**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Cutlass Supreme	**0**	**0.00**	**100,026**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Toronado	**0**	**0.00**	**9,877**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Olds 88	**0**	**0.00**	**160,968**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**107**	**1.20**
Olds 98	**0**	**0.00**	**73,103**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Total Pontiac	**399,176**	**49.80**	**344,528**	**42.96**	**0**	**0.00**	**57,895**	**7.22**	**0**	**0.00**	**20,623**	**2.57**
Sunbird	**122,180**	**87.50**	**0**	**0.00**	**0**	**0.00**	**17,456**	**12.50**	**0**	**0.00**	**0**	**0.00**
Grand Am	221,283	89.80	0	0.00	0	0.00	25,135	10.20	0	0.00	0	0.00
Firebird	0	0.00	55,911	86.81	0	0.00	8,495	13.19	0	0.00	20,623	32.02
Grand Prix	0	0.00	129,937	95.02	0	0.00	6,810	4.98	0	0.00	0	0.00
Pontiac 6000	55,705	55.38	44,881	44.62	0	0.00	0	0.00	0	0.00	0	0.00
Bonneville	0	0.00	108,653	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Safari/Parisienne	0	0.00	5,146	100.00	0	0.00	0	0.00	0	0.00	0	0.00
HONDA	**0**	**0.00**	**211,924**	**61.00**	**0**	**0.00**	**135,508**	**39.00**	**0**	**0.00**	**347,432**	**100.00**
Civic	0	0.00	68,507	59.00	0	0.00	47,606	41.00	0	0.00	116,113	100.00
Accord	0	0.00	143,418	62.00	0	0.00	87,901	38.00	0	0.00	231,319	100.00
MAZDA**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NISSAN	**94,396**	**46.00**	**0**	**0.00**	**32,194**	**27.00**	**39,884**	**33.00**	**0**	**0.00**	**0**	**0.00**
HONDA	**131,700**	**86.03**	**0**	**0.00**	**0**	**0.00**	**21,389**	**13.97**	**0**	**0.00**	**0**	**0.00**
Corolla	**51,064**	**73.00**	**0**	**0.00**	**0**	**0.00**	**18,887**	**27.00**	**0**	**0.00**	**0**	**0.00**
Nova/Prizm	**80,636**	**97.00**	**0**	**0.00**	**0**	**0.00**	**2,494**	**3.00**	**0**	**0.00**	**0**	**0.00**
TOYOTA	**0**	**0.00**	**99,767**	**83.00**	**0**	**0.00**	**17,418**	**16.16**	**0**	**0.00**	**0**	**0.00**
Total Cars, U.S.	**2,898,154**	**41.54**	**3,179,728**	**44.99**	**64,512**	**0.91**	**882,992**	**12.66**	**10,012**	**0.14**	**557,318**	**7.99**

*Probe numbers not included in Ford total; Probe is built at Mazda Flat Rock, Mi. plant. **Mazda options were not available at publication time.

OPTIONS/EQUIPMENT

Convenience options on 1989 U.S. models

	Cruise Control	Percent of Output	Tilt Wheel	Percent of Output	Air Conditioning	Percent of Output	Intermittent Windshield Wipers	Percent of Output	Reclining Seats	Percent of Output	Power Seats	Percent of Output
CHRYSLER MOTORS	**535,697**	**55.02**	**627,809**	**64.48**	**896,751**	**92.10**	**973,476**	**100.00**	**899,503**	**92.38**	**263,580**	**27.07**
Total Plymouth	101,904	37.96	105,506	39.30	237,733	88.56	268,240	100.00	237,628	88.52	0	0.00
Horizon	0	0.00	0	0.00	30,605	67.50	45,341	100.00	45,341	100.00	0	0.00
Sundance	38,119	36.60	37,911	36.40	93,735	90.00	104,150	100.00	104,150	100.00	0	0.00
Reliant	5,906	16.40	5,618	15.60	32,843	91.20	36,012	100.00	10,011	27.80	0	0.00
Acclaim	56,992	73.30	56,992	73.30	75,964	97.70	77,752	100.00	77,752	100.00	0	0.00
Gran Fury	887	17.80	4,985	100.00	4,586	92.00	4,985	100.00	374	7.50	0	0.00
Total Chrysler	214,566	95.75	214,967	95.93	221,467	98.83	224,097	100.00	224,097	100.00	117,915	52.62
LeBaron J	92,659	93.00	92,659	93.00	97,043	97.40	99,633	100.00	99,633	100.00	0	0.00
LeBaron GTS	5,901	90.10	5,901	90.10	6,510	99.40	6,549	100.00	6,549	100.00	0	0.00
New Yorker C-Class	98,954	98.50	98,954	98.50	100,461	100.00	100,461	100.00	100,461	100.00	100,461	100.00
Fifth Avenue	17,053	97.70	17,454	100.00	17,454	100.00	17,454	100.00	17,454	100.00	17,454	100.00
Total Dodge	219,227	45.56	307,336	63.88	437,550	90.94	481,139	100.00	437,778	90.99	145,665	30.28
Omni	0	0.00	0	0.00	31,258	67.60	46,239	100.00	46,239	100.00	0	0.00
Daytona	22,727	28.10	73,680	91.10	71,334	88.20	80,878	100.00	80,878	100.00	6,713	8.30
Shadow	0	0.00	33,414	33.50	86,078	66.30	99,743	100.00	99,743	100.00	0	0.00
Aries	5,355	14.50	4,690	12.70	33,645	91.10	36,932	100.00	0	0.00	0	0.00
Dynasty	135,652	98.50	135,652	98.50	137,718	100.00	137,718	100.00	137,718	100.00	137,718	100.00
Lancer	3,835	76.40	3,835	76.40	4,954	98.70	5,019	100.00	5,019	100.00	0	0.00
Spirit	49,704	72.30	49,636	72.80	66,340	97.30	68,181	100.00	68,181	100.00	0	0.00
Diplomat	1,954	30.40	6,429	100.00	6,223	96.80	6,429	100.00	0	0.00	1,234	19.20
FORD MOTOR CO.	**1,343,369**	**76.95**	**1,354,738**	**77.60**	**1,613,488**	**92.42**	**1,678,278**	**96.13**	**625,733**	**35.84**	**722,313**	**41.37**
Total Ford Div.	862,160	69.81	867,623	70.26	1,103,557	89.36	1,167,413	94.53	114,868	9.30	344,474	27.89
Escort	98,406	27.10	104,216	28.70	250,554	69.00	295,581	81.40	0	0.00	0	0.00
Mustang	207,252	98.80	187,533	89.40	193,827	92.40	209,769	100.00	0	0.00	0	0.00
Tempo	92,224	60.70	138,868	91.40	149,047	98.10	151,934	100.00	0	0.00	16,561	10.90
Taurus	349,411	88.40	322,138	81.50	395,261	100.00	395,261	100.00	0	0.00	213,046	53.90
Thunderbird	114,868	100.00	114,868	100.00	114,868	100.00	114,868	100.00	114,868	100.00	114,868	100.00
Probe*	160,061	79.50	160,061	79.50	184,623	91.70	160,061	79.50	201,334	100.00	59,192	29.40
Total L-M Division	481,208	94.19	487,115	95.35	509,931	99.82	510,865	100.00	510,865	100.00	377,838	73.96
Total Mercury	265,242	89.94	271,149	91.95	293,965	99.68	294,899	100.00	294,899	100.00	190,587	64.63
Topaz	39,623	59.20	54,414	81.30	66,127	98.80	66,930	100.00	66,930	100.00	12,984	19.40
Cougar	96,923	99.60	96,923	99.60	97,312	100.00	97,312	100.00	97,312	100.00	97,117	99.80
Sable	128,697	98.50	119,812	91.70	130,526	99.90	130,657	100.00	130,657	100.00	80,485	61.60
Total Lincoln	215,966	100.00	215,966	100.00	215,966	100.00	215,966	100.00	215,966	100.00	187,252	86.70
Continental	57,775	100.00	57,775	100.00	57,775	100.00	57,775	100.00	57,775	100.00	29,061	50.30
Mark VII	29,658	100.00	29,658	100.00	29,658	100.00	29,658	100.00	29,658	100.00	29,658	100.00
Town Car	128,533	100.00	128,533	100.00	128,533	100.00	128,533	100.00	128,533	100.00	128,533	100.00
GENERAL MOTORS	**2,659,248**	**78.35**	**2,900,813**	**85.47**	**3,287,720**	**96.87**	**2,848,611**	**83.93**	**2,388,488**	**70.37**	**1,181,990**	**34.83**
Total Buick	472,281	93.19	504,831	99.61	505,511	99.75	486,655	96.03	372,547	73.51	292,088	57.64
Skyhawk	22,541	96.50	22,541	96.50	22,728	97.30	22,541	96.50	0	0.00	0	0.00
Skylark/Somerset	43,078	70.00	61,478	99.90	61,048	99.20	43,386	70.50	61,540	100.00	8,308	13.50
Century	138,445	90.60	152,503	99.80	152,656	99.90	152,503	99.80	115,524	75.60	48,899	32.00
Riviera	21,189	100.00	21,189	100.00	21,189	100.00	21,189	100.00	21,189	100.00	21,189	100.00
Electra	83,482	99.90	83,566	100.00	83,566	100.00	83,482	99.90	70,697	84.60	83,566	100.00
LeSabre (fwd)	148,824	99.50	148,824	99.50	149,572	100.00	148,824	99.50	88,846	59.40	115,769	77.40
LeSabre (rwd)	7,712	99.60	7,720	99.70	7,743	100.00	7,720	99.70	7,743	100.00	7,348	94.90
Reatta	7,009	100.00	7,009	100.00	7,009	100.00	7,009	100.00	7,009	100.00	7,009	100.00
Total Cadillac	276,330	100.00	276,330	100.00	276,330	100.00	276,330	100.00	63,169	22.86	258,151	93.42
Eldorado	30,925	100.00	30,925	100.00	30,925	100.00	30,925	100.00	0	0.00	30,925	100.00
Seville	22,909	100.00	22,909	100.00	22,909	100.00	22,909	100.00	22,909	100.00	22,909	100.00
Brougham (rwd)	40,260	100.00	40,260	100.00	40,260	100.00	40,260	100.00	40,260	100.00	36,778	91.35
Deville (fwd)	178,938	100.00	178,938	100.00	178,938	100.00	178,938	100.00	0	0.00	167,540	93.63
Allante	3,298	100.00	3,298	100.00	3,298	100.00	3,298	100.00	0	0.00	0	0.00
Total Chevrolet	876,818	68.74	890,112	69.79	1,188,731	93.20	932,937	73.14	934,792	73.29	140,340	11.00
Cavalier	180,780	48.00	190,949	50.70	312,976	83.10	195,846	52.00	376,626	100.00	0	0.00
Camaro	98,779	89.20	99,111	89.50	104,648	94.50	99,554	89.90	110,739	100.00	0	0.00
Celebrity	100,850	65.80	96,252	62.80	151,429	98.80	102,383	66.80	36,018	23.50	15,633	10.20
Corsica/Beretta	328,716	79.90	340,647	82.80	397,010	96.50	341,058	82.90	411,409	100.00	0	0.00
Caprice	141,281	71.70	163,152	82.80	196,256	99.60	167,684	85.10	0	0.00	99,113	50.30
Corvette	26,412	100.00	0	0.00	26,412	100.00	26,412	100.00	0	0.00	25,593	96.90
Total Oldsmobile	457,973	85.79	514,883	96.45	523,081	97.99	490,817	91.94	403,626	75.61	317,476	59.47
Calais	64,946	59.10	106,704	97.10	108,243	98.50	82,638	75.20	109,891	100.00	37,583	34.20
Cutlass Ciera	64,842	81.10	79,793	99.80	79,793	99.80	79,793	99.80	31,422	39.30	30,142	37.70
Cutlass Supreme	97,625	97.60	97,825	97.80	100,026	100.00	97,825	97.80	100,026	100.00	50,513	50.50
Toronado	9,877	100.00	9,877	100.00	9,877	100.00	9,877	100.00	9,877	100.00	9,877	100.00
Olds 88	148,238	97.50	148,238	97.50	152,039	100.00	148,238	97.50	91,223	60.00	116,158	76.40
Olds 98	72,445	99.10	72,445	99.10	73,103	100.00	72,445	99.10	61,187	83.70	73,103	100.00
Total Pontiac	575,846	71.84	714,657	89.15	794,068	99.06	661,872	82.57	614,354	76.64	173,936	21.70
Sunbird	55,439	39.70	112,134	80.30	135,315	96.90	112,134	80.30	139,644	100.00	0	0.00
Grand Am	172,985	70.20	222,269	90.20	244,939	99.40	172,985	70.20	246,418	100.00	31,049	12.60
Firebird	45,593	70.79	64,406	100.00	64,361	99.93	64,406	100.00	36,995	57.44	0	0.00
Grand Prix	132,604	96.97	136,104	99.53	136,747	100.00	132,604	96.97	112,857	82.53	46,166	33.76
Pontiac 6000	92,177	91.64	99,761	99.18	98,906	98.33	99,761	99.18	25,670	25.52	24,412	24.27
Bonneville	72,167	66.42	75,101	69.12	108,653	100.00	75,101	69.12	49,035	45.13	68,278	62.84
Safari/Parisienne	4,881	94.85	4,881	94.85	5,146	100.00	4,881	94.85	3,735	72.58	4,031	78.34
HONDA	**208,187**	**59.92**	**304,470**	**87.63**	**189,682**	**54.60**	**73,151**	**21.05**	**347,432**	**100.00**	**0**	**0.00**
Civic	0	0.00	73,151	63.00	0	0.00	73,151	63.00	116,113	100.00	0	0.00
Accord	208,187	90.00	231,319	100.00	189,682	82.00	0	0.00	231,319	100.00	0	0.00
MAZDA**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NISSAN	**0**	**0.00**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**0**	**[illegible]**
[illegible]	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**0**	**[illegible]**
Corolla	2,796	4.00	25,182	36.00	52,463	75.00	54,561	78.00	69,950	100.00	0	0.00
Nova/Prizm	7,482	9.00	7,482	9.00	83,130	100.00	75,648	91.00	83,130	100.00	0	0.00
TOYOTA	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**
Total Cars, U.S.	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**	**[illegible]**

*Probe numbers not included in Ford total; Probe is built at Mazda Flat Rock, MI plant. **Mazda options were not available at publication time.

OPTIONS/EQUIPMENT

Body types and convertible roofs on 1989 U.S. models

	2-Door Coupe	Percent of Output	2-Door Hatchback	Percent of Output	4-Door Sedan	Percent of Output	4-Door Wagon	Percent of Output	4-Door Hatchback	Percent of Output	Convertible Roofs	Percent of Output
CHRYSLER MOTORS	**171,349**	**17.60**	**121,374**	**12.47**	**480,824**	**49.38**	**62,490**	**6.42**	**162,395**	**16.68**	**49,119**	**5.04**
Total Plymouth	69,389	25.85	0	0.00	115,976	43.20	62,490	23.28	45,341	16.89	0	0.00
Horizon	0	0.00	0	0.00	0	0.00	0	0.00	45,341	100.00	0	0.00
Sundance	41,660	40.00	0	0.00	0	0.00	62,490	60.00	0	0.00	0	0.00
Reliant	27,729	77.00	0	0.00	33,239	92.30	0	0.00	0	0.00	0	0.00
Acclaim	0	0.00	0	0.00	77,752	100.00	0	0.00	0	0.00	0	0.00
Gran Fury	0	0.00	0	0.00	4,985	100.00	0	0.00	0	0.00	0	0.00
Total Chrysler	99,633	44.46	0	0.00	117,915	52.62	0	0.00	6,549	2.92	49,119	21.92
LeBaron J	99,633	100.00	0	0.00	0	0.00	0	0.00	0	0.00	49,119	49.30
LeBaron GTS	0	0.00	0	0.00	0	0.00	0	0.00	6,549	100.00	0	0.00
New Yorker C-Class	0	0.00	0	0.00	100,461	100.00	0	0.00	0	0.00	0	0.00
Fifth Avenue	0	0.00	0	0.00	17,454	100.00	0	0.00	0	0.00	0	0.00
Total Dodge	2,327	0.48	121,374	25.23	246,933	51.32	0	0.00	110,505	22.97	0	0.00
Omni	0	0.00	0	0.00	0	0.00	0	0.00	46,239	100.00	0	0.00
Daytona	0	0.00	80,878	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Shadow	0	0.00	40,496	40.60	0	0.00	0	0.00	59,247	59.40	0	0.00
Aries	2,327	6.30	0	0.00	34,605	93.70	0	0.00	0	0.00	0	0.00
Dynasty	0	0.00	0	0.00	137,718	100.00	0	0.00	0	0.00	0	0.00
Lancer	0	0.00	0	0.00	0	0.00	0	0.00	5,019	100.00	0	0.00
Spirit	0	0.00	0	0.00	68,181	100.00	0	0.00	0	0.00	0	0.00
Diplomat	0	0.00	0	0.00	6,429	100.00	0	0.00	0	0.00	0	0.00
FORD MOTOR CO.	**324,856**	**18.61**	**531,957**	**30.47**	**789,343**	**45.21**	**154,051**	**8.82**	**117,288**	**6.72**	**45,310**	**2.60**
Total Ford Div.	222,056	17.98	531,957	43.08	439,419	35.58	125,567	10.17	117,288	9.50	45,310	3.67
Escort	0	0.00	213,153	58.70	0	0.00	32,681	9.00	117,288	32.30	0	0.00
Mustang	92,298	44.00	117,471	56.00	0	0.00	0	0.00	0	0.00	45,310	21.60
Tempo	14,890	9.80	0	0.00	137,044	90.20	0	0.00	0	0.00	0	0.00
Taurus	0	0.00	0	0.00	302,375	76.50	92,886	23.50	0	0.00	0	0.00
Thunderbird	114,868	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Probe*	0	0.00	201,334	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Total L-M Division	102,800	20.12	0	0.00	349,924	68.50	28,483	5.58	0	0.00	0	0.00
Total Mercury	102,800	34.86	0	0.00	163,616	55.48	28,483	9.66	0	0.00	0	0.00
Topaz	5,488	8.20	0	0.00	61,442	91.80	0	0.00	0	0.00	0	0.00
Cougar	97,312	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Sable	0	0.00	0	0.00	102,174	78.20	28,483	21.80	0	0.00	0	0.00
Total Lincoln	0	0.00	0	0.00	186,308	86.27	0	0.00	0	0.00	0	0.00
Continental	0	0.00	0	0.00	57,775	100.00	0	0.00	0	0.00	0	0.00
Mark VII	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Town Car	0	0.00	0	0.00	128,533	100.00	0	0.00	0	0.00	0	0.00
GENERAL MOTORS	**1,192,885**	**35.15**	**16,666**	**0.49**	**1,827,307**	**53.84**	**213,198**	**6.28**	**26,577**	**0.78**	**56,155**	**1.65**
Total Buick	66,650	13.15	0	0.00	429,134	84.68	11,003	2.17	0	0.00	0	0.00
Skyhawk	7,849	33.60	0	0.00	13,829	59.20	1,682	7.20	0	0.00	0	0.00
Skylark/Somerset	14,154	23.00	0	0.00	47,386	77.00	0	0.00	0	0.00	0	0.00
Century	6,876	4.50	0	0.00	136,611	89.40	9,321	6.10	0	0.00	0	0.00
Riviera	21,189	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Electra	0	0.00	0	0.00	83,566	100.00	0	0.00	0	0.00	0	0.00
LeSabre (fwd)	9,573	6.40	0	0.00	139,999	93.60	0	0.00	0	0.00	0	0.00
LeSabre (rwd)	0	0.00	0	0.00	7,743	100.00	0	0.00	0	0.00	0	0.00
Reatta	7,009	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Cadillac	40,325	14.59	0	0.00	212,582	76.93	0	0.00	0	0.00	3,298	1.19
Eldorado	30,925	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Seville	0	0.00	0	0.00	22,909	100.00	0	0.00	0	0.00	0	0.00
Brougham (rwd)	0	0.00	0	0.00	40,260	100.00	0	0.00	0	0.00	0	0.00
Deville (fwd)	6,102	3.41	0	0.00	149,413	83.50	0	0.00	0	0.00	0	0.00
Allante	3,298	100.00	0	0.00	0	0.00	0	0.00	0	0.00	3,298	100.00
Total Chevrolet	524,402	41.11	16,666	1.31	608,921	47.74	82,200	6.44	26,577	2.08	48,957	3.84
Cavalier	240,664	63.90	0	0.00	107,715	28.60	28,624	7.60	0	0.00	32,013	8.50
Camaro	103,541	93.50	0	0.00	0	0.00	0	0.00	0	0.00	7,198	6.50
Celebrity	0	0.00	0	0.00	123,534	80.60	29,734	19.40	0	0.00	0	0.00
Corsica/Beretta	180,197	43.80	0	0.00	204,470	49.70	0	0.00	26,577	6.46	0	0.00
Caprice	0	0.00	0	0.00	173,202	87.90	23,842	12.10	0	0.00	0	0.00
Corvette	0	0.00	16,666	63.10	0	0.00	0	0.00	0	0.00	9,746	36.90
Total Oldsmobile	178,035	33.35	0	0.00	332,511	62.29	14,343	2.69	0	0.00	0	0.00
Calais	59,341	54.00	0	0.00	50,550	46.00	0	0.00	0	0.00	0	0.00
Cutlass Ciera	4,078	5.10	0	0.00	70,199	87.80	5,677	7.10	0	0.00	0	0.00
Cutlass Supreme	100,026	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Toronado	9,877	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Olds 88	4,713	3.10	0	0.00	138,660	91.20	8,666	5.70	0	0.00	0	0.00
Olds 98	0	0.00	0	0.00	73,103	100.00	0	0.00	0	0.00	0	0.00
Total Pontiac	383,474	47.84	0	0.00	244,159	30.46	105,652	13.18	0	0.00	3,910	0.49
Sunbird	93,701	67.10	0	0.00	42,033	30.10	0	0.00	0	0.00	3,910	2.80
Grand Am	153,026	62.10	0	0.00	93,392	37.90	0	0.00	0	0.00	0	0.00
Firebird	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Grand Prix	136,747	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Pontiac 6000	0	0.00	0	0.00	80	0.08	100,506	99.92	0	0.00	0	0.00
Bonneville	0	0.00	0	0.00	108,653	100.00	0	0.00	0	0.00	0	0.00
Safari/Parisienne	0	0.00	0	0.00	0	0.00	5,146	100.00	0	0.00	0	0.00
HONDA	**92,528**	**26.63**	**0**	**0.00**	**254,904**	**73.37**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Civic	0	0.00	0	0.00	116,113	100.00	0	0.00	0	0.00	0	0.00
Accord	92,528	40.00	0	0.00	138,791	60.00	0	0.00	0	0.00	0	0.00
MAZDA**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NISSAN	**57,887**	**18.28**	**0**	**0.00**	**48,757**	**41.88**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
HUMMER	**0**	**0.00**	**0**	**0.00**	**142,273**	**92.94**	**0**	**0.00**	**0**	**0.00**	**10,807**	**7.06**
Corolla	0	0.00	0	0.00	69,950	100.00	0	0.00	0	0.00	0	0.00
Nova/Prizm	0	0.00	0	0.00	72,323	87.00	0	0.00	0	0.00	10,807	13.00
TOYOTA	**0**	**0.00**	**0**	**0.00**	**166,185**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Total Cars, U.S.	**1,849,586**	**28.17**	**689,997**	**9.48**	**3,681,894**	**51.67**	**429,739**	**6.00**	**308,261**	**0**	**181,491**	**2.53**

*Probe numbers not included in Ford total; Probe is built at Mazda Flat Rock, MI plant. **Mazda options were not available at publication time.

OPTIONS/EQUIPMENT

Radio options on 1989 U.S. models

	AM Radio	Percent of Output	AM FM Radio	Percent of Output	AM FM Stereo w/Cassette	Percent of Output	Stereo w/Cassette & Gr. Equalizer	Percent of Output	Stereo w/Cassette & Compact	Percent of Output
CHRYSLER MOTORS	**0**	**0.00**	**506,458**	**52.82**	**351,406**	**36.09**	**71,764**	**7.37**	**1,096**	**0.11**
Total Plymouth	0	0.00	185,627	69.15	68,433	25.49	1,555	0.58	0	0.00
Horizon	0	0.00	33,688	74.30	3,174	7.00	0	0.00	0	0.00
Sundance	0	0.00	70,197	67.40	33,953	32.60	0	0.00	0	0.00
Reliant	0	0.00	31,547	87.60	1,945	5.40	0	0.00	0	0.00
Acclaim	0	0.00	47,040	60.50	29,157	37.50	1,555	2.00	0	0.00
Gran Fury	0	0.00	3,156	63.30	204	4.10	0	0.00	0	0.00
Total Chrysler	0	0.00	79,019	35.26	119,204	53.19	16,609	7.41	1,096	0.49
LeBaron J	0	0.00	44,237	44.40	46,030	46.20	0	0.00	1,096	1.10
LeBaron GTS	0	0.00	4,028	61.50	1,886	28.80	635	9.70	0	0.00
New Yorker C-Class	0	0.00	26,723	26.60	57,866	57.60	15,973	15.90	0	0.00
Fifth Avenue	0	0.00	4,032	23.10	13,422	76.90	0	0.00	0	0.00
Total Dodge	0	0.00	241,821	50.26	163,769	34.04	53,601	11.14	0	0.00
Omni	0	0.00	34,171	73.90	3,144	6.80	0	0.00	0	0.00
Daytona	0	0.00	31,947	39.50	43,998	54.40	4,934	6.10	0	0.00
Shadow	0	0.00	62,339	62.50	13,864	13.90	23,539	23.60	0	0.00
Aries	0	0.00	32,500	88.00	2,031	5.50	0	0.00	0	0.00
Dynasty	0	0.00	37,184	27.00	78,499	57.00	22,035	16.00	0	0.00
Lancer	0	0.00	1,335	26.60	3,052	60.80	502	10.00	0	0.00
Spirit	0	0.00	39,613	58.10	18,409	27.00	2,591	3.80	0	0.00
Diplomat	0	0.00	2,732	42.50	771	12.00	0	0.00	0	0.00
FORD MOTOR CO.	**11,620**	**0.67**	**424,675**	**24.33**	**1,171,377**	**67.10**	**71,224**	**4.08**	**25,723**	**1.47**
Total Ford Div.	11,620	0.94	358,659	29.04	790,452	64.01	24,588	1.99	8,730	0.71
Escort	11,620	3.20	138,349	38.10	176,840	48.70	0	0.00	0	0.00
Mustang	0	0.00	5,664	2.70	202,217	96.40	0	0.00	0	0.00
Tempo	0	0.00	88,122	58.00	62,293	41.00	0	0.00	0	0.00
Taurus	0	0.00	124,112	31.40	263,639	66.70	6,324	1.60	0	0.00
Thunderbird	0	0.00	2,412	2.10	85,462	74.40	18,264	15.90	8,730	7.60
Probe*	0	0.00	57,179	28.40	127,243	63.20	0	0.00	15,905	7.90
Total L-M Division	0	0.00	66,016	12.92	380,926	74.56	46,636	9.13	16,993	3.33
Total Mercury	0	0.00	66,016	22.39	207,508	70.37	18,161	6.16	2,919	0.99
Topaz	0	0.00	29,516	44.10	37,347	55.80	0	0.00	0	0.00
Cougar	0	0.00	12,067	12.40	82,229	84.50	0	0.00	2,919	3.00
Sable	0	0.00	24,433	18.70	87,932	67.30	18,161	13.90	0	0.00
Total Lincoln	0	0.00	0	0.00	173,418	80.30	28,474	13.18	14,073	6.52
Continental	0	0.00	0	0.00	48,704	84.30	0	0.00	9,071	15.70
Mark VII	0	0.00	0	0.00	23,430	79.00	5,338	18.00	890	3.00
Town Car	0	0.00	0	0.00	101,284	78.80	23,136	18.00	4,113	3.20
GENERAL MOTORS	**62,964**	**1.86**	**816,028**	**24.04**	**1,901,389**	**56.02**	**541,681**	**15.96**	**10,575**	**0.31**
Total Buick	0	0.00	64,440	12.72	331,719	65.46	49,313	9.73	0	0.00
Skyhawk	0	0.00	818	3.50	22,541	96.50	0	0.00	0	0.00
Skylark/Somerset	0	0.00	21,847	35.50	39,632	64.40	0	0.00	0	0.00
Century	0	0.00	30,715	20.10	121,330	79.40	764	0.50	0	0.00
Riviera	0	0.00	0	0.00	2,988	14.10	18,201	85.90	0	0.00
Electra	0	0.00	251	0.30	22,061	26.40	0	0.00	0	0.00
LeSabre (fwd)	0	0.00	10,470	7.00	118,760	79.40	20,342	13.60	0	0.00
LeSabre (rwd)	0	0.00	341	4.40	4,406	56.90	2,997	38.70	0	0.00
Reatta	0	0.00	0	0.00	0	0.00	7,009	100.00	0	0.00
Total Cadillac	0	0.00	0	0.00	116,872	42.29	157,805	57.11	1,634	0.59
Eldorado	0	0.00	0	0.00	30,449	98.46	0	0.00	476	1.54
Seville	0	0.00	0	0.00	22,646	98.85	0	0.00	263	1.15
Brougham (rwd)	0	0.00	0	0.00	40,260	100.00	0	0.00	0	0.00
Deville (fwd)	0	0.00	0	0.00	20,220	11.30	157,805	88.19	895	0.50
Allante	0	0.00	0	0.00	3,298	100.00	0	0.00	0	0.00
Total Chevrolet	62,964	4.94	463,293	36.32	588,904	46.17	158,519	12.43	2,547	0.20
Cavalier	46,325	12.30	155,170	41.20	123,910	32.90	51,221	13.60	0	0.00
Camaro	43	0.04	6,091	5.50	77,850	70.30	24,141	21.80	2,547	2.30
Celebrity	620	0.40	84,910	55.40	67,744	44.20	0	0.00	0	0.00
Corsica/Beretta	3,168	0.77	148,354	36.06	228,949	55.65	31,925	7.76	0	0.00
Caprice	12,808	6.50	68,768	34.90	64,039	32.50	51,231	26.00	0	0.00
Corvette	0	0.00	0	0.00	26,412	100.00	0	0.00	0	0.00
Total Oldsmobile	0	0.00	127,700	23.92	311,446	58.34	91,818	17.20	2,661	0.50
Calais	0	0.00	42,748	38.90	61,869	56.30	5,275	4.80	0	0.00
Cutlass Ciera	0	0.00	23,746	29.70	52,129	65.20	4,078	5.10	0	0.00
Cutlass Supreme	0	0.00	27,707	27.70	39,510	39.50	31,606	31.60	1,200	1.20
Toronado	0	0.00	0	0.00	4,020	40.70	5,857	59.30	0	0.00
Olds 88	0	0.00	31,624	20.80	111,141	73.10	8,970	5.90	200	0.02
Olds 98	0	0.00	0	0.00	36,259	49.60	35,601	48.70	1,181	1.70
Total Pontiac	0	0.00	160,594	20.03	552,448	68.92	84,226	10.51	3,733	0.47
Sunbird	0	0.00	35,190	25.20	103,476	74.10	0	0.00	633	0.45
Grand Am	0	0.00	63,822	25.90	169,782	68.90	11,335	4.60	1,232	0.50
Firebird	0	0.00	3,001	4.66	44,028	68.36	16,282	25.28	1,095	1.70
Grand Prix	0	0.00	27,814	20.34	82,664	60.45	26,269	19.21	0	0.00
Pontiac 6000	0	0.00	19,383	19.27	76,828	76.38	4,245	4.22	121	0.12
Bonneville	0	0.00	10,528	9.69	72,091	66.35	25,381	23.36	652	0.60
Safari/Parisienne	0	0.00	855	16.61	3,579	69.55	714	13.87	0	0.00
HONDA	**0**	**0.00**	**0**	**0.00**	**189,682**	**54.60**	**0**	**0.00**	**0**	**0.00**
Civic	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Accord	0	0.00	0	0.00	189,682	82.00	0	0.00	0	0.00
MAZDA**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NISSAN	**0**	**0.00**	**8,515**	**7.30**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
SUBARU	**0**	**0.00**	**139,698**	**91.26**	**13,382**	**8.74**	**0**	**0.00**	**0**	**0.00**
Corolla	0	0.00	61,556	88.00	8,394	12.00	0	0.00	0	0.00
Nova/Prizm	0	0.00	78,142	94.00	4,988	6.00	0	0.00	0	0.00
TOYOTA	**0**	**0.00**	**0**	**0.00**	**84,911**	**68.66**	**23,584**	**21.84**	**0**	**0.00**
Total Cars, U.S.	**74,584**	**1.86**	**1,666,394**	**25.62**	**3,682,148**	**82.24**	**788,293**	**16.62**	**37,394**	**0.53**

*Probe numbers not included in Ford total; Probe is built at Mazda Flat Rock, MI plant. **Mazda options were not available at publication time.

OPTIONS/EQUIPMENT

Seat options on 1989 U.S. models

	Bucket Seats	Percent of Output	Split Seats	Percent of Output	Bench Seats	Percent of Output	Cloth Seats	Percent of Output	Vinyl Seats	Percent of Output	Leather Seats	Percent of Output
CHRYSLER MOTORS	**538,209**	**55.28**	**238,179**	**24.46**	**119,336**	**12.26**	**750,094**	**77.04**	**39,912**	**4.10**	**186,826**	**19.97**
Total Plymouth	159,503	59.42	0	0.00	30,986	11.54	188,969	70.39	1,520	0.57	0	0.00
Horizon	45,341	100.00	0	0.00	0	0.00	45,341	100.00	0	0.00	0	0.00
Sundance	104,150	100.00	0	0.00	0	0.00	104,150	100.00	0	0.00	0	0.00
Reliant	10,011	27.80	0	0.00	26,001	72.20	36,012	100.00	0	0.00	0	0.00
Acclaim	77,752	100.00	0	0.00	0	0.00	77,752	100.00	0	0.00	0	0.00
Gran Fury	0	0.00	0	0.00	4,985	100.00	3,465	69.50	1,520	30.50	0	0.00
Total Chrysler	106,182	47.38	100,461	44.83	17,454	7.79	130,632	58.29	36,366	16.23	62,976	28.10
LeBaron J	99,633	100.00	0	0.00	0	0.00	52,805	53.00	36,366	36.50	16,439	16.50
LeBaron GTS	6,549	100.00	0	0.00	0	0.00	5,554	84.80	0	0.00	995	15.20
New Yorker C-Class	0	0.00	100,461	100.00	0	0.00	65,902	65.60	0	0.00	34,458	34.30
Fifth Avenue	0	0.00	0	0.00	17,454	100.00	6,371	36.50	0	0.00	11,083	63.50
Total Dodge	272,524	56.64	137,718	28.62	70,897	14.74	430,493	89.47	2,025	0.42	43,849	9.11
Omni	46,239	100.00	0	0.00	0	0.00	46,239	100.00	0	0.00	0	0.00
Daytona	80,878	100.00	0	0.00	0	0.00	74,084	91.60	0	0.00	2,022	2.50
Shadow	88,173	88.40	0	0.00	11,570	11.60	99,743	100.00	0	0.00	0	0.00
Aries	8,716	23.60	0	0.00	28,216	76.40	36,932	100.00	0	0.00	0	0.00
Dynasty	0	0.00	137,718	100.00	0	0.00	96,403	70.00	0	0.00	41,315	30.00
Lancer	5,019	100.00	0	0.00	0	0.00	4,507	89.80	0	0.00	512	10.20
Spirit	43,499	63.80	0	0.00	24,682	36.20	68,181	100.00	0	0.00	0	0.00
Diplomat	0	0.00	0	0.00	6,429	100.00	4,404	68.50	2,025	31.50	0	0.00
FORD MOTOR CO.	**1,052,480**	**60.29**	**693,339**	**39.71**	**0**	**0.00**	**1,293,827**	**74.11**	**18,418**	**1.05**	**234,883**	**13.45**
Total Ford Div.	879,614	71.23	355,340	28.77	0	0.00	974,669	78.92	14,533	1.18	50,457	4.09
Escort	363,122	100.00	0	0.00	0	0.00	356,949	98.30	6,173	1.70	0	0.00
Mustang	209,769	100.00	0	0.00	0	0.00	0	0.00	0	0.00	14,474	6.90
Tempo	151,934	100.00	0	0.00	0	0.00	149,503	98.40	2,431	1.60	0	0.00
Taurus	39,921	10.10	355,340	89.90	0	0.00	367,593	93.00	5,929	1.50	21,739	5.50
Thunderbird	114,868	100.00	0	0.00	0	0.00	100,624	87.60	0	0.00	14,244	12.40
Probe*	201,334	100.00	0	0.00	0	0.00	201,334	100.00	0	0.00	0	0.00
Total L-M Division	172,865	33.84	338,000	66.16	0	0.00	319,157	62.47	3,885	0.76	184,426	36.10
Total Mercury	172,865	58.62	122,034	41.38	0	0.00	260,433	88.31	3,885	1.32	27,184	9.22
Topaz	66,930	100.00	0	0.00	0	0.00	65,658	98.10	1,272	1.90	0	0.00
Cougar	97,312	100.00	0	0.00	0	0.00	84,370	86.70	0	0.00	12,942	13.30
Sable	8,623	6.60	122,034	93.40	0	0.00	110,405	84.50	2,613	2.00	14,242	10.90
Total Lincoln	0	0.00	215,966	100.00	0	0.00	58,724	27.19	0	0.00	157,242	72.81
Continental	0	0.00	57,775	100.00	0	0.00	7,164	12.40	0	0.00	50,611	87.60
Mark VII	0	0.00	29,658	100.00	0	0.00	9,787	33.00	0	0.00	19,871	67.00
Town Car	0	0.00	128,533	100.00	0	0.00	41,773	32.50	0	0.00	86,760	67.50
GENERAL MOTORS	**1,984,552**	**58.47**	**1,066,924**	**31.44**	**210,961**	**6.22**	**2,722,891**	**80.23**	**8,522**	**0.25**	**407,269**	**12.00**
Total Buick	66,327	13.09	424,123	83.69	16,338	3.22	440,892	87.00	0	0.00	65,895	13.00
Skyhawk	23,359	100.00	0	0.00	0	0.00	23,359	100.00	0	0.00	0	0.00
Skylark/Somerset	14,770	24.00	46,770	76.00	0	0.00	61,540	100.00	0	0.00	0	0.00
Century	0	0.00	137,070	89.70	15,739	10.30	152,809	100.00	0	0.00	0	0.00
Riviera	21,189	100.00	0	0.00	0	0.00	5,594	26.40	0	0.00	15,595	73.60
Electra	0	0.00	83,566	100.00	0	0.00	51,393	61.50	0	0.00	32,173	38.50
LeSabre (fwd)	0	0.00	148,974	99.60	598	0.40	139,700	93.40	0	0.00	9,872	6.60
LeSabre (rwd)	0	0.00	7,743	100.00	0	0.00	6,496	83.90	0	0.00	1,247	16.10
Reatta	7,009	100.00	0	0.00	0	0.00	0	0.00	0	0.00	7,009	100.00
Total Cadillac	245,405	88.81	0	0.00	0	0.00	49,260	17.83	0	0.00	227,070	82.17
Eldorado	0	0.00	0	0.00	0	0.00	1,719	5.56	0	0.00	29,206	94.44
Seville	22,909	100.00	0	0.00	0	0.00	992	4.33	0	0.00	21,917	95.67
Brougham (rwd)	40,260	100.00	0	0.00	0	0.00	11,011	27.35	0	0.00	29,249	72.65
Deville (fwd)	178,938	100.00	0	0.00	0	0.00	35,537	19.86	0	0.00	143,401	80.14
Allante	3,298	100.00	0	0.00	0	0.00	0	0.00	0	0.00	3,298	100.00
Total Chevrolet	925,186	72.54	177,259	13.90	89,702	7.03	1,100,990	86.32	7,533	0.59	28,458	2.23
Cavalier	376,626	100.00	0	0.00	0	0.00	369,093	98.00	7,533	2.00	0	0.00
Camaro	110,739	100.00	0	0.00	0	0.00	105,656	95.41	0	0.00	5,083	4.59
Celebrity	0	0.00	95,486	62.30	48,126	31.40	153,268	100.00	0	0.00	0	0.00
Corsica/Beretta	411,409	100.00	0	0.00	0	0.00	411,409	100.00	0	0.00	0	0.00
Caprice	0	0.00	81,773	41.50	41,576	21.10	60,295	30.60	0	0.00	0	0.00
Corvette	26,412	100.00	0	0.00	0	0.00	1,268	4.80	0	0.00	23,375	88.50
Total Oldsmobile	186,488	34.93	325,424	60.96	21,906	4.10	372,964	69.87	989	0.19	50,963	9.55
Calais	109,891	100.00	0	0.00	0	0.00	0	0.00	989	0.90	0	0.00
Cutlass Ciera	7,356	9.20	63,243	79.10	9,355	11.70	75,955	95.00	0	0.00	3,998	5.00
Cutlass Supreme	62,516	62.50	37,510	37.50	0	0.00	95,925	95.90	0	0.00	4,101	4.10
Toronado	0	0.00	849	8.60	9,028	91.40	2,232	22.60	0	0.00	7,645	77.40
Olds 88	0	0.00	148,694	97.80	3,345	2.20	145,045	95.40	0	0.00	6,994	4.60
Olds 98	6,725	9.20	66,378	90.80	0	0.00	45,324	62.00	0	0.00	27,779	38.00
Total Pontiac	561,146	70.00	140,118	17.48	83,016	10.36	758,786	94.66	0	0.00	34,883	4.35
Sunbird	139,644	100.00	0	0.00	0	0.00	139,644	100.00	0	0.00	0	0.00
Grand Am	246,418	100.00	0	0.00	0	0.00	246,418	100.00	0	0.00	0	0.00
Firebird	64,406	100.00	0	0.00	0	0.00	57,837	89.80	0	0.00	6,569	10.20
Grand Prix	102,560	75.00	28,512	20.85	5,675	4.15	126,764	92.70	0	0.00	9,983	7.30
Pontiac 6000	8,117	8.07	1,539	1.53	73,609	73.18	92,469	91.93	0	0.00	8,117	8.07
Bonneville	0	0.00	105,393	97.00	3,260	3.00	90,508	83.30	0	0.00	10,213	9.40
Safari/Parisienne	0	0.00	4,674	90.82	472	9.18	5,146	100.00	0	0.00	0	0.00
HONDA	**347,432**	**100.00**	**0**	**0.00**	**0**	**0.00**	**326,613**	**94.01**	**0**	**0.00**	**20,819**	**5.99**
Civic	116,113	100.00	0	0.00	0	0.00	116,113	100.00	0	0.00	0	0.00
Accord	231,319	100.00	0	0.00	0	0.00	210,500	91.00	0	0.00	20,819	9.00
MAZDA**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NISSAN	**116,844**	**100.00**	**0**	**0.00**	**0**	**0.00**	**8,515**	**7.30**	**108,129**	**92.70**	**0**	**0.00**
HUMMI	**153,000**	**100.00**	**0**	**0.00**	**0**	**0.00**	**153,000**	**100.00**	**0**	**0.00**	**0**	**0.00**
Corolla	69,950	100.00	0	0.00	0	0.00	69,950	100.00	0	0.00	0	0.00
Nova/Prizm	83,130	100.00	0	0.00	0	0.00	83,130	100.00	0	0.00	0	0.00
TOYOTA	**184,185**	**100.00**	**0**	**0.00**	**0**	**0.00**	**180,677**	**98.09**	**180**	**0.10**	**0**	**0.00**
Total Cars, U.S.	**4,310,581**	**66.05**	**1,908,443**	**29.25**	**330,297**	**4.67**	**5,383,869**	**76.00**	**173,969**	**2.46**	**709,796**	**10.03**

*Probe numbers not included in Ford total; Probe is built at Mazda Flat Rock, MI plant. **Mazda options were not available at publication time.

OPTIONS/EQUIPMENT

Power equipment and wheel options on 1989 U.S. models

	Power Steering	Percent of Output	Power Brakes	Percent of Output	Anti-lock Braking System (ABS)	Percent of Output	4-wheel Disc Brakes	Percent of Output	Styled Wheels	Percent of Output	Full Size Spare	Percent of Output
CHRYSLER MOTORS	**963,337**	**98.94**	**968,037**	**99.42**	**0**	**0.00**	**0**	**0.00**	**168,312**	**17.29**	**238,185**	**24.46**
Total Plymouth	263,384	98.12	271,240	100.00	0	0.00	0	0.00	21,397	7.97	83,931	31.27
Horizon	40,535	89.40	45,341	100.00	0	0.00	0	0.00	0	0.00	30,877	68.10
Sundance	104,150	100.00	104,150	100.00	0	0.00	0	0.00	8,957	8.60	37,182	35.70
Reliant	35,760	99.30	36,012	100.00	0	0.00	0	0.00	0	0.00	7,130	19.80
Acclaim	77,752	100.00	77,752	100.00	0	0.00	0	0.00	12,440	16.00	8,553	11.00
Gran Fury	4,985	100.00	4,985	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Chrysler	224,097	100.00	224,097	100.00	0	0.00	0	0.00	995	0.44	35,187	15.70
LeBaron J	99,633	100.00	99,633	100.00	0	0.00	0	0.00	0	0.00	0	0.00
LeBaron GTS	6,549	100.00	6,549	100.00	0	0.00	0	0.00	995	15.20	0	0.00
New Yorker C-Class	100,461	100.00	100,461	100.00	0	0.00	0	0.00	0	0.00	25,919	25.80
Fifth Avenue	17,454	100.00	17,454	100.00	0	0.00	0	0.00	0	0.00	9,268	53.10
Total Dodge	475,896	98.91	475,498	98.83	0	0.00	0	0.00	145,919	30.33	118,987	24.73
Omni	41,291	89.30	46,239	100.00	0	0.00	0	0.00	0	0.00	31,535	68.20
Daytona	80,878	100.00	80,878	100.00	0	0.00	0	0.00	49,578	61.30	0	0.00
Shadow	99,743	100.00	94,656	94.90	0	0.00	0	0.00	84,283	84.50	32,815	32.90
Aries	36,637	99.20	36,378	98.50	0	0.00	0	0.00	0	0.00	7,017	19.00
Dynasty	137,718	100.00	137,718	100.00	0	0.00	0	0.00	0	0.00	34,430	25.00
Lancer	5,019	100.00	5,019	100.00	0	0.00	0	0.00	1,149	22.90	0	0.00
Spirit	68,181	100.00	68,181	100.00	0	0.00	0	0.00	10,909	16.00	7,500	11.00
Diplomat	6,429	100.00	6,429	100.00	0	0.00	0	0.00	0	0.00	5,690	88.50
FORD MOTOR CO.	**1,690,261**	**96.82**	**1,745,819**	**100.00**	**85,963**	**4.92**	**192,564**	**5.87**	**646,857**	**37.01**	**82,498**	**3.58**
Total Ford Div.	**1,179,396**	**95.50**	**1,234,954**	**100.00**	**19,528**	**1.58**	**36,129**	**2.93**	**342,175**	**27.71**	**41,690**	**3.38**
Escort	307,564	84.70	363,122	100.00	0	0.00	0	0.00	55,195	15.20	11,620	3.20
Mustang	209,769	100.00	209,769	100.00	0	0.00	0	0.00	107,192	51.10	0	0.00
Tempo	151,934	100.00	151,934	100.00	0	0.00	0	0.00	11,243	7.40	0	0.00
Taurus	395,261	100.00	395,261	100.00	0	0.00	16,601	4.20	118,578	30.00	24,901	6.30
Thunderbird	114,868	100.00	114,868	100.00	19,528	17.00	19,528	17.00	49,968	43.50	5,169	4.50
Probe*	201,334	100.00	201,334	100.00	13,288	6.60	18,724	9.30	84,158	41.80	0	0.00
Total L-M Division	**510,865**	**100.00**	**510,865**	**100.00**	**66,436**	**13.00**	**66,436**	**13.00**	**303,882**	**59.48**	**20,807**	**4.07**
Total Mercury	294,899	100.00	294,899	100.00	8,661	2.94	8,661	2.94	132,111	44.80	16,744	5.68
Topaz	66,930	100.00	66,930	100.00	0	0.00	0	0.00	12,717	19.00	0	0.00
Cougar	97,312	100.00	97,312	100.00	8,661	8.90	8,661	8.90	8,466	8.70	1,849	1.90
Sable	130,657	100.00	130,657	100.00	0	0.00	0	0.00	110,928	84.90	14,895	11.40
Total Lincoln	215,966	100.00	215,966	100.00	57,775	26.75	57,775	26.75	171,771	79.54	4,064	1.88
Continental	57,775	100.00	57,775	100.00	57,775	100.00	57,775	100.00	52,980	91.70	0	0.00
Mark VII	29,658	100.00	29,658	100.00	0	0.00	0	0.00	22,392	75.50	593	2.00
Town Car	128,533	100.00	128,533	100.00	0	0.00	0	0.00	96,400	75.00	3,470	2.70
GENERAL MOTORS	**3,387,965**	**99.82**	**3,181,986**	**93.75**	**193,838**	**5.71**	**299,596**	**8.83**	**1,330,601**	**39.20**	**295,728**	**8.71**
Total Buick	506,787	100.00	506,787	100.00	23,687	4.67	28,198	5.56	98,596	19.46	0	8.71
Skyhawk	23,359	100.00	23,359	100.00	0	0.00	0	0.00	3,457	14.80	0	0.00
Skylark/Somerset	61,540	100.00	61,540	100.00	0	0.00	0	0.00	13,108	21.30	0	0.00
Century	152,809	100.00	152,809	100.00	0	0.00	0	0.00	25,672	16.80	0	0.00
Riviera	21,189	100.00	21,189	100.00	3,157	14.90	21,189	100.00	657	3.10	0	0.00
Electra	83,566	100.00	83,566	100.00	10,529	12.60	0	0.00	19,220	23.00	0	0.00
LeSabre (fwd)	149,572	100.00	149,572	100.00	2,991	2.00	0	0.00	24,231	16.20	0	0.00
LeSabre (rwd)	7,743	100.00	7,743	100.00	0	0.00	0	0.00	5,242	67.70	0	0.00
Reatta	7,009	100.00	7,009	100.00	7,009	100.00	7,009	100.00	7,009	100.00	0	0.00
Total Cadillac	**276,330**	**100.00**	**232,132**	**84.01**	**97,734**	**35.37**	**0**	**0.00**	**212,646**	**76.95**	**276,330**	**100.00**
Eldorado	30,925	100.00	30,925	100.00	4,629	14.97	0	0.00	30,925	100.00	30,925	100.00
Seville	22,909	100.00	22,909	100.00	5,349	23.35	0	0.00	22,909	100.00	22,909	100.00
Brougham (rwd)	40,260	100.00	40,260	100.00	40,260	100.00	0	0.00	40,260	100.00	40,260	100.00
Deville (fwd)	178,938	100.00	134,740	75.30	44,198	24.70	0	0.00	115,254	64.41	178,938	100.00
Allante	3,298	100.00	3,298	100.00	3,298	100.00	0	0.00	3,298	100.00	3,298	100.00
Total Chevrolet	1,269,849	99.56	1,109,187	86.96	26,412	2.07	12,846	1.01	219,904	17.24	19,398	1.52
Cavalier	370,977	98.50	376,626	100.00	0	0.00	0	0.00	53,858	14.30	0	0.00
Camaro	110,739	100.00	97,893	88.40	0	0.00	12,846	11.60	0	0.00	0	0.00
Celebrity	153,268	100.00	0	0.00	0	0.00	0	0.00	41,842	27.30	3,832	2.50
Corsica/Beretta	411,409	100.00	411,409	100.00	0	0.00	0	0.00	97,792	23.77	0	0.00
Caprice	197,044	100.00	196,847	99.90	0	0.00	0	0.00	0	0.00	15,566	7.90
Corvette	26,412	100.00	26,412	100.00	26,412	100.00	0	0.00	26,412	100.00	0	0.00
Total Oldsmobile	**533,818**	**100.00**	**533,818**	**100.00**	**22,348**	**4.19**	**109,903**	**20.59**	**231,039**	**43.28**	**0**	**0.00**
Calais	109,891	100.00	109,891	100.00	0	0.00	0	0.00	60,550	55.10	0	0.00
Cutlass Ciera	79,953	100.00	79,953	100.00	0	0.00	0	0.00	22,707	28.40	0	0.00
Cutlass Supreme	100,026	100.00	100,026	100.00	2,601	2.60	100,026	100.00	77,320	77.30	0	0.00
Toronado	9,877	100.00	9,877	100.00	6,440	65.20	9,877	100.00	9,877	100.00	0	0.00
Olds 88	160,968	100.00	160,968	100.00	3,041	2.00	0	0.00	29,191	19.20	0	0.00
Olds 98	73,103	100.00	73,103	100.00	10,088	13.80	0	0.00	29,680	40.60	0	0.00
Total Pontiac	**801,181**	**99.95**	**800,061**	**99.81**	**23,657**	**2.95**	**148,650**	**18.54**	**568,416**	**70.91**	**0**	**0.00**
Sunbird	139,225	99.70	139,644	100.00	0	0.00	0	0.00	90,350	64.70	0	0.00
Grand Am	246,418	100.00	246,418	100.00	0	0.00	0	0.00	158,693	64.40	0	0.00
Firebird	64,406	100.00	64,406	100.00	0	0.00	16,114	25.02	64,406	100.00	0	0.00
Grand Prix	136,747	100.00	136,747	100.00	4,212	3.08	132,535	96.92	116,590	85.26	0	0.00
Pontiac 6000	100,586	100.00	99,047	98.47	1,539	1.53	0	0.00	45,565	45.30	0	0.00
Bonneville	108,653	100.00	108,653	100.00	17,906	16.48	0	0.00	92,811	85.42	0	0.00
Safari/Parisienne	5,146	100.00	5,146	100.00	0	0.00	0	0.00	0	0.00	0	0.00
HONDA	**327,693**	**94.32**	**347,432**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Civic	96,374	83.00	116,113	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Accord	231,319	100.00	231,319	100.00	0	0.00	0	0.00	0	0.00	0	0.00
MAZDA**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NISSAN	**58,922**	**48.80**	**118,644**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NUMMI	**152,381**	**99.54**	**153,088**	**100.00**	**0**	**0.00**	**0**	**0.00**	**700**	**0.46**	**0**	**0.00**
Corolla	69,251	99.00	69,950	100.00	0	0.00	0	0.00	700	1.00	0	0.00
Nova/Prizm	83,130	100.00	83,130	100.00	0	0.00	0	0.00	0	0.00	0	0.00
TOYOTA	**188,185**	**100.00**	**188,185**	**100.00**	**0**	**0.00**	**0**	**0.00**	**32,672**	**30.26**	**85,791**	**79.26**
Total Cars, U.S.	**8,686,783**	**94.61**	**8,774,491**	**95.56**	**279,801**	**3.05**	**492,161**	**5.69**	**2,176,342**	**30.02**	**662,121**	**9.53**

*Probe numbers not included in Ford total; Probe is built at Mazda Flat Rock, MI plant. **Mazda options were not available at publication time.

OPTIONS/EQUIPMENT

Roof and convenience options on 1989 U.S. models

	Vinyl Roofs	Percent of Output	Electric Slide Sunroofs	Percent of Output	Pop-Up Sunroofs	Percent of Output	T-Roofs	Percent of Output	Power Locks	Percent of Output	Power Windows	Percent of Output	Power Side Mirrors	Percent of Output
CHRYSLER MOTORS	**0**	**0.00**	**14,679**	**1.51**	**22,618**	**2.32**	**7,926**	**0.81**	**448,412**	**46.05**	**431,738**	**44.34**	**465,452**	**47.80**
Total Plymouth	0	0.00	0	0.00	5,832	2.17	0	0.00	60,353	22.46	37,073	13.81	44,789	16.68
Horizon	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Sundance	0	0.00	0	0.00	5,832	5.60	0	0.00	21,247	20.40	5,520	5.30	9,374	9.00
Reliant	0	0.00	0	0.00	0	0.00	0	0.00	3,817	10.60	0	0.00	0	0.00
Acclaim	0	0.00	0	0.00	0	0.00	0	0.00	33,978	43.70	30,945	39.80	30,790	39.60
Gran Fury	0	0.00	0	0.00	0	0.00	0	0.00	1,311	26.30	608	12.20	4,626	92.80
Total Chrysler	0	0.00	6,385	2.85	3,388	1.51	0	0.00	185,173	82.63	195,282	87.14	171,163	76.38
LeBaron J	0	0.00	0	0.00	3,388	3.40	0	0.00	67,153	67.40	74,027	74.30	67,153	67.40
LeBaron GTS	0	0.00	0	0.00	0	0.00	0	0.00	4,041	61.70	3,340	51.00	3,550	54.20
New Yorker C-Class	0	0.00	5,827	5.80	0	0.00	0	0.00	96,945	96.50	100,461	100.00	100,461	100.00
Fifth Avenue	0	0.00	559	3.20	0	0.00	0	0.00	17,035	97.60	17,454	100.00	0	0.00
Total Dodge	0	0.00	8,294	1.72	13,398	2.78	7,926	1.65	202,886	42.17	199,382	41.44	249,500	51.86
Omni	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Daytona	0	0.00	0	0.00	5,257	6.50	7,926	9.80	18,925	23.40	24,425	30.20	73,195	90.50
Shadow	0	0.00	0	0.00	6,982	7.00	0	0.00	17,256	17.30	6,284	6.30	10,373	10.40
Aries	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Dynasty	0	0.00	7,988	5.80	0	0.00	0	0.00	132,898	96.50	137,718	100.00	137,718	100.00
Lancer	0	0.00	261	5.20	0	0.00	0	0.00	1,937	38.60	1,551	30.90	1,691	33.70
Spirit	0	0.00	0	0.00	1,159	1.70	0	0.00	28,636	42.00	26,659	39.10	26,522	38.90
Diplomat	**0**	**0.00**	**45**	**0.70**	**0**	**0.00**	**0**	**0.00**	**3,234**	**50.30**	**2,745**	**42.70**	**0**	**0.00**
FORD MOTOR CO.	**158,191**	**9.86**	**68,324**	**3.91**	**24,123**	**1.38**	**0**	**0.00**	**1,293,874**	**68.91**	**910,291**	**52.14**	**1,628,854**	**93.25**
Total Ford Div.	**0**	**0.00**	**35,807**	**2.90**	**24,123**	**1.95**	**0**	**0.00**	**742,834**	**60.15**	**462,310**	**37.44**	**1,167,922**	**94.57**
Escort	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**301,754**	**83.10**
Mustang	**0**	**0.00**	**0**	**0.00**	**24,123**	**11.50**	**0**	**0.00**	**207,462**	**98.90**	**179,772**	**85.70**	**208,510**	**99.40**
Tempo	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**141,299**	**93.00**	**21,271**	**14.00**	**147,528**	**97.10**
Taurus	**0**	**0.00**	**18,577**	**4.70**	**0**	**0.00**	**0**	**0.00**	**280,240**	**70.90**	**261,268**	**66.10**	**395,261**	**100.00**
Thunderbird	**0**	**0.00**	**17,230**	**15.00**	**0**	**0.00**	**0**	**0.00**	**113,834**	**99.10**	**0**	**0.00**	**114,868**	**100.00**
Probe*	**0**	**0.00**	**0**	**0.00**	**33,220**	**16.50**	**0**	**0.00**	**93,016**	**46.20**	**59,192**	**29.40**	**160,061**	**79.50**
Total L-M Division	**158,191**	**30.97**	**32,517**	**6.37**	**0**	**0.00**	**0**	**0.00**	**460,239**	**90.09**	**447,981**	**87.69**	**460,132**	**90.07**
Total Mercury	0	0.00	4,050	1.37	0	0.00	0	0.00	244,273	82.83	232,015	78.68	244,166	82.80
Topaz	0	0.00	0	0.00	0	0.00	0	0.00	29,918	44.70	16,197	24.20	16,197	24.20
Cougar	0	0.00	0	10.10	0	0.00	0	0.00	96,242	98.90	97,312	100.00	97,312	100.00
Sable	0	0.00	4,050	3.10	0	0.00	0	0.00	118,114	90.40	118,506	90.70	130,657	100.00
Total Lincoln	158,191	73.25	28,466	13.18	0	0.00	0	0.00	215,966	100.00	215,966	100.00	215,966	100.00
Continental	0	0.00	18,026	31.20	0	0.00	0	0.00	57,775	100.00	57,775	100.00	57,775	100.00
Mark VII	29,658	100.00	1,957	6.60	0	0.00	0	0.00	29,658	100.00	29,658	100.00	29,658	100.00
Town Car	128,533	100.00	8,483	6.60	0	0.00	0	0.00	128,533	100.00	128,533	100.00	128,533	100.00
GENERAL MOTORS	**159,768**	**4.71**	**49,859**	**1.47**	**84,793**	**2.50**	**83,213**	**2.45**	**1,894,184**	**55.81**	**1,926,757**	**56.77**	**826,672**	**24.36**
Total Buick	42,592	8.40	10,615	2.09	0	0.00	0	0.00	416,101	82.11	381,025	75.18	212,361	41.90
Skyhawk	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**2,196**	**9.40**	**0**	**0.00**
Skylark/Somerset	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**25,662**	**41.70**	**34,647**	**56.30**	**0**	**0.00**
Century	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**127,748**	**83.60**	**94,742**	**62.00**	**47,676**	**31.20**
Riviera	**8,921**	**42.10**	**4,344**	**20.50**	**0**	**0.00**	**0**	**0.00**	**21,189**	**100.00**	**21,189**	**100.00**	**21,189**	**100.00**
Electra	**17,967**	**21.50**	**4,596**	**5.50**	**0**	**0.00**	**0**	**0.00**	**83,482**	**99.90**	**83,566**	**100.00**	**79,973**	**95.70**
LeSabre (fwd)	**15,705**	**10.50**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**143,290**	**95.80**	**130,128**	**87.00**	**52,201**	**34.90**
LeSabre (rwd)	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**7,720**	**99.70**	**7,549**	**97.50**	**4,313**	**55.70**
Reatta	**0**	**0.00**	**1,575**	**23.90**	**0**	**0.00**	**0**	**0.00**	**7,009**	**100.00**	**7,009**	**100.00**	**7,009**	**100.00**
Total Cadillac	**37,518**	**13.58**	**9,085**	**3.29**	**0**	**0.00**	**0**	**0.00**	**42,765**	**15.48**	**276,330**	**100.00**	**276,330**	**100.00**
Eldorado	**764**	**2.47**	**2,016**	**6.52**	**0**	**0.00**	**0**	**0.00**	**6,278**	**20.30**	**30,925**	**100.00**	**30,925**	**100.00**
Seville	1,700	7.42	1,143	4.99	0	0.00	0	0.00	5,647	24.65	22,909	100.00	22,909	100.00
Brougham (rwd)	0	0.00	1,059	2.63	0	0.00	0	0.00	6,570	16.32	40,260	100.00	40,260	100.00
Deville (fwd)	35,054	19.59	4,867	2.72	0	0.00	0	0.00	20,972	11.72	178,938	100.00	178,938	100.00
Allante	0	0.00	0	0.00	0	0.00	0	0.00	3,298	100.00	3,298	100.00	3,298	100.00
Total Chevrolet	60,295	4.73	0	0.00	61,914	4.85	44,628	3.50	647,033	50.73	519,155	40.70	54,072	4.24
Cavalier	0	0.00	0	0.00	30,507	8.10	0	0.00	66,286	17.60	54,611	14.50	0	0.00
Camaro	0	0.00	0	0.00	0	0.00	44,628	40.30	99,333	89.70	61,682	55.70	27,463	24.80
Celebrity	0	0.00	0	0.00	0	0.00	0	0.00	89,815	58.60	48,126	31.40	0	0.00
Corsica/Beretta	0	0.00	0	0.00	26,124	6.35	0	0.00	216,813	52.70	202,413	49.20	0	0.00
Caprice	60,295	30.60	0	0.00	0	0.00	0	0.00	148,374	75.30	125,911	63.90	197	0.10
Corvette	**0**	**0.00**	**0**	**0.00**	**5,282**	**20.00**	**0**	**0.00**	**26,412**	**100.00**	**26,412**	**100.00**	**26,412**	**100.00**
Total Oldsmobile	**19,363**	**3.63**	**10,854**	**2.03**	**3,297**	**0.62**	**0**	**0.00**	**409,475**	**76.71**	**379,404**	**71.07**	**183,179**	**34.31**
Calais	**0**	**0.00**	**0**	**0.00**	**3,297**	**3.00**	**0**	**0.00**	**69,231**	**63.00**	**41,868**	**38.10**	**0**	**0.00**
Cutlass Ciera	**0**	**0.00**	**480**	**0.60**	**0**	**0.00**	**0**	**0.00**	**59,485**	**74.40**	**54,288**	**67.90**	**0**	**0.00**
Cutlass Supreme	**0**	**0.00**	**4,301**	**4.30**	**0**	**0.00**	**0**	**0.00**	**62,616**	**62.60**	**73,619**	**73.60**	**50,813**	**50.80**
Toronado	**0**	**0.00**	**1,906**	**19.30**	**0**	**0.00**	**0**	**0.00**	**9,877**	**100.00**	**9,877**	**100.00**	**9,877**	**100.00**
Olds 88	**9,274**	**6.10**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**135,163**	**88.90**	**126,648**	**83.30**	**50,629**	**33.30**
Olds 98	**10,088**	**13.80**	**4,167**	**5.70**	**0**	**0.00**	**0**	**0.00**	**73,103**	**100.00**	**73,103**	**100.00**	**71,860**	**98.30**
Total Pontiac	**0**	**0.00**	**19,305**	**2.41**	**19,582**	**2.44**	**38,586**	**4.81**	**378,811**	**47.26**	**370,843**	**46.26**	**100,730**	**12.57**
Sunbird	**0**	**0.00**	**0**	**0.00**	**7,261**	**5.20**	**0**	**0.00**	**12,708**	**9.10**	**9,915**	**7.10**	**0**	**0.00**
Grand Am	0	0.00	246	0.10	12,321	5.00	0	0.00	46,819	19.00	75,650	30.70	11,828	4.80
Firebird	0	0.00	0	0.00	0	0.00	38,586	59.91	53,025	82.33	53,025	82.33	33,111	51.41
Grand Prix	0	0.00	9,508	6.95	0	0.00	0	0.00	104,789	76.63	115,387	84.38	35,390	25.88
Pontiac 6000	0	0.00	0	0.00	0	0.00	0	0.00	71,597	71.18	49,146	48.86	1,539	1.53
Bonneville	0	0.00	9,551	8.79	0	0.00	0	0.00	85,434	78.63	63,442	58.39	14,831	13.65
Safari/Parisienne	0	0.00	0	0.00	0	0.00	0	0.00	4,438	86.24	4,276	83.10	4,030	78.32
HONDA	**0**	**0.00**	**60,143**	**17.31**	**0**	**0.00**	**0**	**0.00**	**262,833**	**75.65**	**262,833**	**75.65**	**262,833**	**75.65**
Civic	0	0.00	0	0.00	0	0.00	0	0.00	73,151	63.00	73,151	63.00	73,151	63.00
Accord	0	0.00	60,143	26.00	0	0.00	0	0.00	189,682	82.00	189,682	82.00	189,682	82.00
MAZDA**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NISSAN	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
SUBARU	**0**	**0.00**	**3,761**	**2.40**	**0**	**0.00**	**0**	**0.00**	**98,060**	**99.20**	**16,570**	**16.77**	**6,294**	**6.40**
Corolla	0	0.00	2,089	3.00	0	0.00	0	0.00	8,394	12.00	8,394	12.00	8,394	12.00
Nova/Prizm	0	0.00	1,883	2.00	0	0.00	0	0.00	82,299	88.00	7,482	8.00	0	0.00
TOYOTA	**0**	**0.00**	**10,041**	**17.00**	**0**	**0.00**	**0**	**0.00**	**82,976**	**70.70**	**82,976**	**70.70**	**22,976**	**19.60**
Total Cars, U.S.	**317,959**	**4.90**	**219,507**	**3.38**	**131,894**	**1.88**	**91,139**	**1.39**	**3,662,173**	**56.34**	**3,636,472**	**51.37**	**3,213,478**	**45.41**

*Probe numbers not included in Ford total. Probe is built at Mazda Hyo Plant. **Mazda options were not available at publication time.

OPTIONS/EQUIPMENT

Miscellaneous options on 1989 U.S. models

	Rear Window Defogger	Percent of Output	Two-Tone Paint	Percent of Output	Automatic Seatbelts	Percent of Output	Airbags	Percent of Output	Electronic Dashboard Display	Percent of Output
CHRYSLER MOTORS	**683,719**	**70.22**	**45,562**	**4.68**	**156,761**	**16.10**	**144,912**	**14.88**	**179,473**	**18.43**
Total Plymouth	164,098	61.13	31,037	11.56	39,577	14.74	4,840	1.80	0	0.00
Horizon	45,341	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Sundance	92,589	88.90	31,037	29.80	39,577	38.00	0	0.00	0	0.00
Reliant	21,571	59.90	0	0.00	0	0.00	0	0.00	0	0.00
Acclaim	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Gran Fury	4,596	92.20	0	0.00	0	0.00	4,840	97.10	0	0.00
Total Chrysler	224,097	100.00	14,525	6.48	0	0.00	65,260	29.12	84,780	37.83
LeBaron J	99,633	100.00	13,949	14.00	0	0.00	65,260	65.50	7,871	7.90
LeBaron GTS	6,549	100.00	576	8.80	0	0.00	0	0.00	157	2.40
New Yorker C-Class	100,461	100.00	0	0.00	0	0.00	0	0.00	76,752	76.40
Fifth Avenue	17,454	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Dodge	295,516	61.42	0	0.00	117,184	24.36	74,812	15.55	94,693	19.68
Omni	46,239	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Daytona	80,878	100.00	0	0.00	80,878	100.00	74,812	92.50	80,878	100.00
Shadow	0	0.00	0	0.00	36,306	36.40	0	0.00	13,765	13.80
Aries	20,313	55.00	0	0.00	0	0.00	0	0.00	0	0.00
Dynasty	137,718	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Lancer	5,019	100.00	0	0.00	0	0.00	0	0.00	50	1.00
Spirit	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Diplomat	5,349	83.20	0	0.00	0	0.00	0	0.00	0	0.00
FORD MOTOR CO.	**1,543,768**	**88.43**	**68,648**	**3.93**	**97,312**	**5.57**	**65,927**	**3.78**	**226,288**	**12.96**
Total Ford Div.	1,038,042	84.06	65,495	5.30	0	0.00	6,077	0.49	32,411	2.62
Escort	314,101	86.50	33,044	9.10	0	0.00	0	0.00	0	0.00
Mustang	110,338	52.60	26,221	12.50	0	0.00	0	0.00	0	0.00
Tempo	144,185	94.90	6,229	4.10	0	0.00	6,077	4.00	0	0.00
Taurus	354,549	89.70	0	0.00	0	0.00	0	0.00	32,411	8.20
Thunderbird	114,868	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Probe*	192,475	95.60	0	0.00	201,334	100.00	0	0.00	40,468	20.10
Total L-M Division	505,726	98.99	3,146	0.62	97,312	19.05	59,850	11.72	193,875	37.95
Total Mercury	289,760	98.26	3,146	1.07	97,312	33.00	2,075	0.70	109,237	37.04
Topaz	64,788	96.80	3,146	4.70	0	0.00	2,075	3.10	0	0.00
Cougar	96,144	98.80	0	0.00	97,312	100.00	0	0.00	92,252	94.80
Sable	128,828	98.60	0	0.00	0	0.00	0	0.00	16,985	13.00
Total Lincoln	215,966	100.00	0	0.00	0	0.00	57,775	26.75	84,638	39.19
Continental	57,775	100.00	0	0.00	0	0.00	57,775	100.00	57,775	100.00
Mark VII	29,658	100.00	0	0.00	0	0.00	0	0.00	5,012	16.90
Town Car	128,533	100.00	0	0.00	0	0.00	0	0.00	21,851	17.00
GENERAL MOTORS	**2,361,914**	**69.59**	**237,263**	**6.99**	**1,243,819**	**36.65**	**276,190**	**8.14**	**608,426**	**17.93**
Total Buick	440,888	87.00	13,232	2.61	294,678	58.15	0	0.00	34,643	6.84
Skyhawk	19,949	85.40	0	0.00	0	0.00	0	0.00	0	0.00
Skylark/Somerset	47,447	77.10	5,969	9.70	61,540	100.00	0	0.00	0	0.00
Century	128,665	84.20	0	0.00	0	0.00	0	0.00	0	0.00
Riviera	21,189	100.00	2,416	11.40	0	0.00	0	0.00	21,189	100.00
Electra	83,315	99.70	4,847	5.80	83,566	100.00	0	0.00	13,454	16.10
LeSabre (fwd)	126,089	84.30	0	0.00	149,572	100.00	0	0.00	0	0.00
LeSabre (rwd)	7,224	93.30	0	0.00	0	0.00	0	0.00	0	0.00
Reatta	7,009	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Cadillac	238,657	86.37	9,308	3.37	276,330	100.00	273,032	98.81	190,969	69.13
Eldorado	30,925	100.00	4,963	16.05	30,925	100.00	30,925	100.00	30,925	100.00
Seville	21,514	93.91	1,047	4.57	22,909	100.00	22,909	100.00	22,909	100.00
Brougham (rwd)	34,330	85.27	0	0.00	40,260	100.00	40,260	100.00	40,260	100.00
Deville (fwd)	148,590	83.04	0	0.00	178,938	100.00	178,938	100.00	94,086	52.58
Allante	3,298	100.00	3,298	100.00	3,298	100.00	0	0.00	2,810	85.20
Total Chevrolet	862,448	67.62	56,205	4.41	0	0.00	0	0.00	68,982	5.41
Cavalier	230,118	61.10	0	0.00	0	0.00	0	0.00	23,727	6.30
Camaro	59,578	53.80	0	0.00	0	0.00	0	0.00	0	0.00
Celebrity	112,192	73.20	16,246	10.60	0	0.00	0	0.00	0	0.00
Corsica/Beretta	282,227	68.60	29,909	7.27	0	0.00	0	0.00	45,255	11.00
Caprice	151,921	77.10	10,049	5.10	0	0.00	0	0.00	0	0.00
Corvette	26,412	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Total Oldsmobile	383,949	71.93	49,629	9.30	426,393	79.86	3,158	0.59	123,400	23.11
Calais	67,383	61.30	0	0.00	109,891	100.00	0	0.00	0	0.00
Cutlass Ciera	58,845	73.60	0	0.00	0	0.00	0	0.00	0	0.00
Cutlass Supreme	70,618	70.60	48,513	48.50	100,026	100.00	0	0.00	100,026	100.00
Toronado	9,877	100.00	1,116	11.30	0	0.00	0	0.00	9,877	100.00
Olds 88	117,374	77.20	0	0.00	143,373	94.30	2,261	1.50	5,017	3.30
Olds 98	59,871	81.90	0	0.00	73,103	100.00	877	1.20	8,480	11.60
Total Pontiac	435,972	54.39	108,889	13.58	246,418	30.74	0	0.00	190,411	23.75
Sunbird	61,692	58.50	20,393	14.80	0	0.00	0	0.00	0	0.00
Grand Am	139,473	56.60	33,266	13.50	246,418	100.00	0	0.00	0	0.00
Firebird	43,223	67.11	12,224	18.98	0	0.00	0	0.00	0	0.00
Grand Prix	0	0.00	0	0.00	0	0.00	0	0.00	136,747	100.00
Pontiac 6000	78,980	78.52	17,683	17.58	0	0.00	0	0.00	1,543	1.53
Bonneville	88,150	81.13	25,327	23.31	0	0.00	0	0.00	52,121	47.97
Safari/Parisienne	4,454	86.56	0	0.00	0	0.00	0	0.00	0	0.00
HONDA	**347,432**	**100.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
Civic	116,113	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Accord	231,319	100.00	0	0.00	0	0.00	0	0.00	0	0.00
MAZDA**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**	**0**	**0.00**
NISSAN	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
NUMMI	113,985	77.61	0	0.00	0	0.00	0	0.00	0	0.00
Corolla	35,675	51.05	0	0.00	0	0.00	0	0.00	0	0.00
Nova/Prizm	83,130	100.00	0	0.00	0	0.00	0	0.00	0	0.00
TOYOTA	166,166	100.00	0	0.00	166,166	100.00	0	0.00	0	0.00
Total Auto. U.S.	6,165,681	71.55	351,455	4.07	1,683,977	22.77	487,969	5.66	814,511	9.45

OPTIONS/EQUIPMENT

Engine options on 1989 import models

Note: All numbers are based on 1989 model car sales in 1988 and 1989 calendar years.

	V-8 Gasoline	Percent of Installation	6-Cylinder Gasoline	Percent of Installation	4-Cylinder Gasoline	Percent of Installation	Multi-Valve Engine	Percent of Installation	Turbo-charging	Percent of Installation	Fuel Injection	Percent of Installation
ACURA	0	0.00	72,702	51.67	72,702	51.67	140,713	100.00	0	0.00	140,713	100.00
Legend	0	0.00	72,702	100.00	0	0.00	68,011	100.00	0	0.00	68,011	100.00
Integra	0	0.00	0	0.00	72,702	100.00	72,702	100.00	0	0.00	72,702	100.00
ALFA ROMEO	0	0.00	491	27.54	1,292	72.46	0	0.00	0	0.00	1,783	100.00
AUDI	0	0.00	0	0.00	2,861	16.63	0	0.00	1,890	15.25	12,390	100.00
80/90	0	0.00	0	0.00	2,061	41.09	0	0.00	0	0.00	5,016	100.00
100/200	0	0.00	0	0.00	0	0.00	0	0.00	1,890	25.63	7,374	100.00
BMW	0	0.00	58,983	93.35	978	1.55	1,332	2.11	31,859	50.41	31,336	49.59
3-Series	0	0.00	30,881	96.93	978	3.07	978	3.07	31,859	100.00	0	0.00
5-Series	0	0.00	19,100	100.00	0	0.00	0	0.00	0	0.00	19,100	100.00
6-Series	0	0.00	1,837	100.00	0	0.00	354	19.27	0	0.00	1,837	100.00
7-Series*	0	0.00	7,175	69.00	0	0.00	0	0.00	0	0.00	10,399	100.00
CHEVROLET/GEO	0	0.00	0	0.00	107,454	100.00	0	0.00	0	0.00	46,752	100.00
Sprint/Metro	0	0.00	0	0.00	46,752	100.00	0	0.00	0	0.00	46,752	100.00
Spectrum	0	0.00	0	0.00	60,702	100.00	0	0.00	0	0.00	0	0.00
CHRYSLER MOTORS	0	0.00	0	0.00	138,154	100.00	3,642	2.64	9,506	6.88	133,625	96.72
Colt	0	0.00	0	0.00	76,933	100.00	0	0.00	769	1.00	76,164	99.00
Conquest	0	0.00	0	0.00	4,977	100.00	0	0.00	4,977	100.00	4,977	100.00
Vista	0	0.00	0	0.00	15,554	100.00	0	0.00	0	0.00	15,554	100.00
Summit	0	0.00	0	0.00	27,213	100.00	3,266	12.00	0	0.00	27,213	100.00
Medallion	0	0.00	0	0.00	9,717	100.00	0	0.00	0	0.00	9,717	100.00
TC	0	0.00	0	0.00	3,760	100.00	376	10.00	3,760	100.00	0	0.00
DAIHATSU	0	0.00	0	0.00	3,567	28.90	0	0.00	0	0.00	0	0.00
FORD Festiva	0	0.00	0	0.00	75,000	100.00	0	0.00	0	0.00	27,975	37.30
HONDA	0	0.00	0	0.00	319,158	100.00	319,158	100.00	0	0.00	162,715	50.99
Civic/CRX	0	0.00	0	0.00	124,144	100.00	124,144	100.00	0	0.00	124,144	100.00
Accord	0	0.00	0	0.00	142,679	100.00	142,679	100.00	0	0.00	0	0.00
Prelude	0	0.00	0	0.00	52,335	100.00	52,335	100.00	0	0.00	38,571	73.70
ISUZU	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
I-Mark	0	0.00	0	0.00	11,726	100.00	3,436	29.30	164	1.40	3,588	30.60
Impulse	0	0.00	0	0.00	3,153	100.00	0	0.00	1,438	45.60	3,153	100.00
JAGUAR	6,843	30.67	15,469	69.33	0	0.00	15,469	69.33	0	0.00	22,312	100.00
MERCURY	0	0.00	1,462	36.82	2,509	63.18	0	0.00	2,509	63.18	3,971	63.18
XR4Ti	0	0.00	0	0.00	2,509	100.00	0	0.00	2,509	100.00	2,509	100.00
Scorpio	0	0.00	1,462	100.00	0	0.00	0	0.00	0	0.00	1,462	100.00
MERCEDES-BENZ	24,303	30.83	53446.8	97.80	0	0.00	0	0.00	0	0.00	78840	100.00
190	0	0.00	14,379	97.80	0	0.00	0	0.00	0	0.00	14,702	100.00
260/300	0	0.00	28,270	100.00	0	0.00	0	0.00	0	0.00	28,270	100.00
300/420/560 SEL	13,993	54.75	10,798	42.25	0	0.00	0	0.00	0	0.00	25,558	100.00
560 SL	8,467	100.00	0	0.00	0	0.00	0	0.00	0	0.00	8,467	100.00
560 SEC	1,843	100.00	0	0.00	0	0.00	0	0.00	0	0.00	1,843	100.00
MITSUBISHI	0	0.00	2,129	2.80	73,836	97.20	0	0.00	980	1.30	58,823	77.57
Starion	0	0.00	0	0.00	152	100.00	0	0.00	152	100.00	152	100.00
Mirage	0	0.00	0	0.00	20,941	100.00	0	0.00	838	4.00	20,941	100.00
Galant	0	0.00	0	0.00	35,701	100.00	0	0.00	0	0.00	35,701	100.00
Sigma	0	0.00	2,129	100.00	0	0.00	0	0.00	0	0.00	2,129	100.00
Precis	0	0.00	0	0.00	17,036	100.00	0	0.00	0	0.00	0	0.00
NISSAN	0	0.00	129,980	31.37	284,124	68.63	16,974	4.10	2,153	0.52	414,824	100.00
Sentra	0	0.00	0	0.00	151,235	100.00	0	0.00	0	0.00	151,235	100.00
Pulsar	0	0.00	0	0.00	26,271	100.00	5,254	20.00	0	0.00	26,271	100.00
Stanza	0	0.00	0	0.00	37,625	100.00	0	0.00	0	0.00	37,625	100.00
Maxima	0	0.00	105,982	100.00	0	0.00	0	0.00	0	0.00	105,982	100.00
200SX/240SX	0	0.00	0	0.00	68,993	100.00	0	0.00	0	0.00	68,993	100.00
300ZX	0	0.00	23,918	100.00	0	0.00	11,720	49.00	2,153	9.00	23,918	100.00
PEUGEOT	0	0.00	0	0.00	8,626	100.00	2,062	23.90	0	0.00	8,626	100.00
PONTIAC LeMans	0	0.00	0	0.00	62,748	100.00	0	0.00	0	0.00	0	0.00
PORSCHE	1,087	10.15	5,939	55.45	3,684	34.40	2,056	19.20	2,301	21.48	10,710	100.00
SAAB	0	0.00	0	0.00	34,144	100.00	34,144	100.00	15,912	46.60	34,144	100.00
900	0	0.00	0	0.00	6,473	100.00	6,473	100.00	0	0.00	6,473	100.00
900S	0	0.00	0	0.00	8,814	100.00	8,814	100.00	0	0.00	8,814	100.00
900 Turbo	0	0.00	0	0.00	9,076	100.00	9,076	100.00	9,076	100.00	9,076	100.00
9000S	0	0.00	0	0.00	2,945	100.00	2,945	100.00	0	0.00	2,945	100.00
9000CD	0	0.00	0	0.00	3,351	100.00	3,351	100.00	3,351	100.00	3,351	100.00
9000 Turbo	0	0.00	0	0.00	3,485	100.00	3,485	100.00	3,485	100.00	3,485	100.00
STERLING	0	0.00	4,584	100.00	0	0.00	4,584	100.00	0	0.00	4,584	100.00
SUBARU	0	0.00	3,889	4.17	84,388	95.83	0	0.00	1,997	2.27	66,427	75.40
Hatchback	0	0.00	0	0.00	1,312	100.00	0	0.00	0	0.00	0	0.00
3 dr./4 dr./Wagon	0	0.00	0	0.00	57,388	100.00	0	0.00	1,997	3.48	57,388	100.00
XT/XT6	0	0.00	3,889	40.60	5,388	59.40	0	0.00	0	0.00	9,038	100.00
Justy	0	0.00	0	0.00	20,286	100.00	0	0.00	0	0.00	0	0.00
SUZUKI Swift	0	0.00	0	0.00	6,474	100.00	4,985	77.00	0	0.00	6,474	100.00
TOYOTA	0	0.00	96,801	13.64	569,080	83.82	0	0.00	62,622	8.83	41,002	5.78
Corolla	0	0.00	0	0.00	193,888	91.70	0	0.00	0	0.00	17,549	8.30
Tercel	0	0.00	0	0.00	115,271	100.00	0	0.00	0	0.00	0	0.00
Camry	0	0.00	51,209	19.00	218,312	81.00	0	0.00	0	0.00	0	0.00
Cressida	0	0.00	27,787	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Celica	0	0.00	0	0.00	61,609	100.00	0	0.00	61,547	99.90	616	1.00
Supra	0	0.00	17,805	100.00	0	0.00	0	0.00	0	0.00	17,805	100.00
MR2	0	0.00	0	0.00	0	0.00	0	0.00	1,075	17.60	5,031	82.40
VOLKSWAGEN	0	0.00	0	0.00	126,574	97.42	0	0.00	0	0.00	126,574	97.42
Fox	0	0.00	0	0.00	38,511	100.00	0	0.00	0	0.00	38,511	100.00
Jetta	0	0.00	0	0.00	52,411	93.10	0	0.00	0	0.00	52,411	93.10
Cabriolet	0	0.00	0	0.00	10,531	100.00	0	0.00	0	0.00	10,531	100.00
Golf/GTI	0	0.00	0	0.00	25,121	100.00	0	0.00	0	0.00	25,121	100.00
VOLVO	0	0.00	2,708	2.71	98,388	97.29	8,237	8.07	21,246	20.82	102,096	100.00
200-Series	0	0.00	0	0.00	42,702	100.00	0	0.00	0	0.00	42,702	100.00
700-Series	0	0.00	2,708	4.66	55,581	95.34	8,237	13.88	21,246	35.80	59,347	100.00
TOTAL CARS, IMPORT	39,300	6.97	422,983	16.56	2,085,798	80.13	597,887	20.07	182,984	6.05	1,513,696	67.40

*Models options were not available at publication time.

OPTIONS/EQUIPMENT

Transmission options on 1989 import models

	Automatic Transmission	Percent of Installation	4-Speed Manual	Percent of Installation	5-Speed Manual	Percent of Installation	Four Wheel Drive	Percent of Installation	Limited Slip Differential	Percent of Installation
ACURA	87,087	61.89	0	0.00	53,626	38.11	0	0.00	0	0.00
Legend	57,061	83.90	0	0.00	10,950	16.10	0	0.00	0	0.00
Integra	30,026	41.30	0	0.00	42,676	58.70	0	0.00	0	0.00
ALFA ROMEO	150	8.48	0	0.00	1,748	98.04	0	0.00	1,472	82.56
AUDI	7,792	62.89	0	0.00	4,598	37.11	2,495	20.14	2,495	20.14
80/90	2,053	40.93	0	0.00	2,963	59.07	1,249	24.90	1,249	24.90
100/200	5,739	77.83	0	0.00	1,635	22.17	1,246	16.90	1,246	16.90
BMW	36,971	58.50	0	0.00	15,987	25.30	1,892	2.99	4,303	6.81
3-Series	20,071	63.00	0	0.00	11,788	37.00	1,892	5.94	978	3.07
5-Series	15,565	81.49	0	0.00	3,541	18.54	0	0.00	0	0.00
6-Series	1,335	72.67	0	0.00	502	27.33	0	0.00	725	39.47
7-Series	0	0.00	0	0.00	156	1.50	0	0.00	2,600	25.00
CHEVROLET/GEO	48,998	45.60	0	0.00	58,456	54.40	0	0.00	0	0.00
Sprint/Metro	16,644	35.60	0	0.00	30,108	64.40	0	0.00	0	0.00
Spectrum	32,354	53.30	0	0.00	28,348	46.70	0	0.00	0	0.00
CHRYSLER MOTORS	65,052	47.09	16,156	11.69	56,946	41.22	8,366	6.06	465	0.34
Colt	24,619	32.00	16,156	21.00	36,159	47.00	3,077	4.00	154	0.20
Conquest	1,692	34.00	0	0.00	3,285	66.00	0	0.00	0	0.00
Vista	7,933	51.00	0	0.00	7,621	49.00	5,288	34.00	311	2.00
Summit	18,777	69.00	0	0.00	8,436	31.00	0	0.00	0	0.00
Medallion	8,648	89.00	0	0.00	1,069	11.00	0	0.00	0	0.00
TC	3,384	90.00	0	0.00	376	10.00	0	0.00	0	0.00
DAIHATSU	3,006	24.00	0	0.00	9,518	76.00	0	0.00	0	0.00
FORD Festiva	4,672	37.30	43,875	58.50	3,150	4.20	0	0.00	0	0.00
HONDA	140,473	44.01	24,208	7.58	184,681	48.44	1,986	0.62	0	0.00
Civic/CRX	24,705	19.90	24,208	19.50	75,355	60.70	1,986	1.60	0	0.00
Accord	94,311	66.10	0	0.00	48,368	33.90	0	0.00	0	0.00
Prelude	21,457	41.00	0	0.00	30,878	59.00	0	0.00	0	0.00
ISUZU	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
I-Mark	4,092	34.90	0	0.00	7,634	65.10	0	0.00	0	0.00
Impulse	1,037	32.90	0	0.00	2,116	67.10	0	0.00	1,438	45.60
JAGUAR	22,312	100.00	0	0.00	0	0.00	0	0.00	22,312	100.00
MERCURY	2,809	70.73	0	0.00	1,162	29.27	0	0.00	0	0.00
XR4Ti	1,387	55.30	0	0.00	1,122	44.70	0	0.00	0	0.00
Scorpio	1,421	97.20	0	0.00	41	2.80	0	0.00	0	0.00
MERCEDES-BENZ	78,693	18.46	0	0.00	147	0.19	0	0.00	0	0.00
190	14,555	99.00	0	0.00	147	1.00	0	0.00	0	0.00
260/300	28,270	100.00	0	0.00	0	0.00	0	0.00	0	0.00
300/420/560 SEL	25,558	100.00	0	0.00	0	0.00	0	0.00	5,891	23.05
560 SL	8,467	100.00	0	0.00	0	0.00	0	0.00	8,467	100.00
560 SEC	1,843	100.00	0	0.00	0	0.00	0	0.00	1,843	100.00
MITSUBISHI	51,418	67.89	5,452	7.18	19,000	25.13	0	0.00	0	0.00
Starion	0	0.00	0	0.00	152	100.00	0	0.00	0	0.00
Mirage	15,496	74.00	0	0.00	5,445	26.00	0	0.00	0	0.00
Galant	27,490	77.00	0	0.00	8,211	23.00	0	0.00	0	0.00
Sigma	2,129	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Precis	6,303	37.00	5,452	32.00	5,281	31.00	0	0.00	0	0.00
NISSAN	176,666	41.22	0	0.00	97,664	23.89	796	0.18	11,729	2.83
Sentra	935	3.58	0	0.00	5,926	3.92	756	0.50	0	0.00
Pulsar	11,822	45.00	0	0.00	14,186	54.00	0	0.00	0	0.00
Stanza	27,466	73.00	0	0.00	10,159	27.00	0	0.00	0	0.00
Maxima	85,845	81.00	0	0.00	19,077	18.00	0	0.00	0	0.00
200SX/240SX	33,117	48.00	0	0.00	35,876	52.00	0	0.00	0	0.00
300ZX	11,481	48.00	0	0.00	12,437	52.00	0	0.00	11,720	49.00
PEUGEOT	5,444	63.11	0	0.00	3,182	36.89	0	0.00	2,154	24.97
PONTIAC LeMans	32,227	51.36	17,249	27.49	13,271	21.15	0	0.00	0	0.00
PORSCHE	1,107	10.34	0	0.00	9,603	89.66	9,896	92.40	1,575	14.71
SAAB	15,404	45.12	0	0.00	18,740	54.88	0	0.00	0	0.00
900	2,266	35.00	0	0.00	4,207	65.00	0	0.00	0	0.00
900S	3,437	39.00	0	0.00	5,377	61.00	0	0.00	0	0.00
900 Turbo	3,630	40.00	0	0.00	5,446	60.00	0	0.00	0	0.00
9000S	1,708	58.00	0	0.00	1,237	42.00	0	0.00	0	0.00
9000CD	2,446	73.00	0	0.00	905	27.00	0	0.00	0	0.00
9000 Turbo	1,917	55.00	0	0.00	1,568	45.00	0	0.00	0	0.00
STERLING	4,328	95.00	0	0.00	23	0.50	0	0.00	0	0.00
SUBARU	36,749	46.15	11,582	13.14	14,886	16.90	8,312	10.58	4,476	5.69
Hatchback	211	16.06	847	64.56	254	19.36	847	64.56	0	0.00
3 dr./4 dr./Wagon	24,987	43.54	0	0.00	6,393	11.14	5,033	8.77	4,476	7.80
XT/XT6	4,991	55.22	0	0.00	4,047	44.78	3,432	37.97	0	0.00
Justy	9,551	47.08	10,735	52.92	3,372	16.62	0	0.00	0	0.00
SUZUKI Swift	4,614	62.00	0	0.00	2,460	38.00	0	0.00	0	0.00
TOYOTA	508,914	71.72	95,304	13.43	105,564	14.89	15,817	2.23	0	0.00
Corolla	147,794	69.90	63,643	30.10	0	0.00	7,400	3.50	0	0.00
Tercel	57,866	50.20	17,752	15.40	39,999	34.70	0	0.00	0	0.00
Camry	233,675	86.70	0	0.00	35,846	13.30	8,355	3.10	0	0.00
Cressida	27,787	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Celica	31,790	51.60	0	0.00	29,819	48.40	62	0.10	0	0.00
Supra	8,689	48.80	9,116	51.20	0	0.00	0	0.00	0	0.00
MR2	1,313	21.50	4,793	78.50	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	31,469	24.12	33,004	25.30	65,985	50.58	0	0.00	0	0.00
Fox	0	0.00	33,004	85.70	5,537	14.30	0	0.00	0	0.00
Jetta	20,041	35.60	0	0.00	36,254	64.40	0	0.00	0	0.00
Cabriolet	4,118	39.10	0	0.00	6,413	60.90	0	0.00	0	0.00
Golf/GTI	7,310	29.10	0	0.00	17,811	70.90	0	0.00	0	0.00
VOLVO	32,847	99.70	3,966	8.17	0	0.00	0	0.00	0	0.00
200-Series	35,870	64.00	6,832	16.00	0	0.00	0	0.00	0	0.00
700-Series	56,777	95.67	2,522	4.25	0	0.00	0	0.00	0	0.00
TOTAL CARS, IMPORT	1,433,888	54.79	386,193	8.69	788,697	27.14	66,861	1.93	39,091	1.35

*Mazda options were not available at publication time.

OPTIONS/EQUIPMENT

Radio options on 1989 import models

	AM/FM Stereo	Percent of Installation	AM/FM Stereo w/Cassette	Percent of Installation	AM/FM Stereo w/Cassette Graphic Equalizer	Percent of Installation	AM/FM Stereo w/Compact Disc Player	Percent of Installation
ACURA	0	0.00	57,606	49.94	58,853	49.40	0	0.00
Legend	0	0.00	41,759	61.40	0	0.00	0	0.00
Integra	0	0.00	15,849	21.80	58,853	78.20	0	0.00
ALFA ROMEO	0	0.00	1,212	57.95	0	0.00	0	0.00
AUDI	0	0.00	12,398	100.00	0	0.00	0	0.00
80/90	0	0.00	5,016	100.00	0	0.00	0	0.00
100/200	0	0.00	7,374	100.00	0	0.00	0	0.00
BMW	0	0.00	52,796	63.54	0	0.00	0	0.00
3-Series	0	0.00	31,859	100.00	0	0.00	0	0.00
5-Series	0	0.00	19,100	100.00	0	0.00	0	0.00
6-Series	0	0.00	1,837	100.00	0	0.00	0	0.00
7-Series	0	0.00	0	0.00	0	0.00	0	0.00
CHEVROLET/GEO	47,670	44.36	18,630	17.34	0	0.00	0	0.00
Sprint/Metro	22,721	48.60	6,732	14.40	0	0.00	0	0.00
Spectrum	24,949	41.10	11,898	19.60	0	0.00	0	0.00
CHRYSLER MOTORS	59,022	42.72	17,337	12.55	7,618	5.51	0	0.00
Colt	25,388	33.00	2,308	3.00	231	0.30	0	0.00
Conquest	0	0.00	0	0.00	4,977	100.00	0	0.00
Vista	14,683	94.40	871	5.60	0	0.00	0	0.00
Summit	14,967	55.00	5,443	20.00	1,633	6.00	0	0.00
Medallion	3,984	41.00	4,956	51.00	777	8.00	0	0.00
TC	0	0.00	3,760	100.00	0	0.00	0	0.00
DAIHATSU	0	0.00	7,386	58.97	0	0.00	0	0.00
FORD Festiva	34,725	46.30	16,350	21.80	0	0.00	0	0.00
HONDA	0	0.00	176,466	55.25	0	0.00	0	0.00
Civic/CRX	0	0.00	0	0.00	0	0.00	0	0.00
Accord	0	0.00	124,131	87.00	0	0.00	0	0.00
Prelude	0	0.00	52,335	100.00	0	0.00	0	0.00
ISUZU	0	0.00	0	0.00	0	0.00	0	0.00
I-Mark	1,782	15.20	4,257	36.30	164	1.40	0	0.00
Impulse	0	0.00	1,715	54.40	1,438	45.60	0	0.00
JAGUAR	0	0.00	22,312	100.00	0	0.00	0	0.00
MERCURY	0	0.00	3,971	100.00	0	0.00	0	0.00
XR4Ti	0	0.00	2,509	100.00	0	0.00	0	0.00
Scorpio	0	0.00	1,462	100.00	0	0.00	0	0.00
MERCEDES-BENZ	0	0.00	78840	100.00	0	0.00	0	0.00
190	0	0.00	14,702	100.00	0	0.00	0	0.00
260/300	0	0.00	28,270	100.00	0	0.00	0	0.00
300/420/560 SEL	0	0.00	25,558	100.00	0	0.00	0	0.00
560 SL	0	0.00	8,467	100.00	0	0.00	0	0.00
560 SEC	0	0.00	1,843	100.00	0	0.00	0	0.00
MITSUBISHI	0	0.00	30,748	46.48	2,276	3.00	0	0.00
Starion	0	0.00	0	0.00	152	100.00	0	0.00
Mirage	0	0.00	14,659	70.00	0	0.00	0	0.00
Galant	0	0.00	12,852	36.00	357	1.00	0	0.00
Sigma	0	0.00	0	0.00	1,767	83.00	0	0.00
Precis	0	0.00	3,237	19.00	0	0.00	0	0.00
NISSAN	0	0.00	237,142	67.28	37,945	8.95	0	0.00
Sentra	0	0.00	22,685	15.00	0	0.00	0	0.00
Pulsar	0	0.00	26,271	100.00	0	0.00	0	0.00
Stanza	0	0.00	26,338	70.00	0	0.00	0	0.00
Maxima	0	0.00	105,982	100.00	0	0.00	0	0.00
200SX/240SX	0	0.00	32,427	47.00	36,566	53.00	0	0.00
300ZX	0	0.00	23,440	98.00	478	2.00	0	0.00
PEUGEOT	0	0.00	8,626	100.00	0	0.00	0	0.00
PONTIAC LeMans	25,833	41.17	26,229	41.80	0	0.00	0	0.00
PORSCHE	0	0.00	8,697	81.20	1,200	11.20	814	7.60
SAAB	0	0.00	18,232	53.40	15,912	46.60	0	0.00
900	0	0.00	6,473	100.00	0	0.00	0	0.00
900S	0	0.00	8,814	100.00	0	0.00	0	0.00
900 Turbo	0	0.00	0	0.00	9,076	100.00	0	0.00
9000S	0	0.00	2,945	100.00	0	0.00	0	0.00
9000CD	0	0.00	0	0.00	3,351	100.00	0	0.00
9000 Turbo	0	0.00	0	0.00	3,485	100.00	0	0.00
STERLING	0	0.00	4,984	100.00	0	0.00	0	0.00
SUBARU	78,199	88.84	0	0.00	3,969	4.17	0	0.00
Hatchback	1,312	100.00	0	0.00	0	0.00	0	0.00
3 dr./4 dr./Wagon	57,369	100.00	0	0.00	0	0.00	0	0.00
XT/XT6	5,369	59.40	0	0.00	3,669	40.60	0	0.00
Justy	14,129	69.65	0	0.00	0	0.00	0	0.00
SUZUKI Swift	0	0.00	4,985	77.00	0	0.00	0	0.00
TOYOTA	249,019	35.10	216,790	100.00	5,453	0.77	3,632	0.51
Corolla	81,826	38.70	33,407	15.80	0	0.00	0	0.00
Tercel	11,642	10.10	1,153	1.00	0	0.00	0	0.00
Camry	146,080	54.20	88,403	32.80	0	0.00	0	0.00
Cressida	0	0.00	22,341	80.40	5,446	19.60	0	0.00
Celica	7,510	12.19	53,107	86.20	7	0.01	0	0.00
Supra	0	0.00	14,173	79.60	0	0.00	3,632	20.40
MR2	1,960	32.10	4,207	68.90	0	0.00	0	0.00
VOLKSWAGEN	0	0.00	45,920	35.20	0	0.00	0	0.00
Fox	0	0.00	16,136	41.00	0	0.00	0	0.00
Jetta	0	0.00	12,948	23.00	0	0.00	0	0.00
Cabriolet	0	0.00	10,531	100.00	0	0.00	0	0.00
Golf/GTI	0	0.00	6,305	25.10	0	0.00	0	0.00
VOLVO	0	0.00	88,171	87.20	12,972	12.81	0	0.00
200-Series	0	0.00	42,702	100.00	0	0.00	0	0.00
700-Series	0	0.00	45,469	78.20	12,972	21.80	0	0.00
TOTAL CARS, IMPORT	494,468	10.61	1,194,979	49.35	148,668	5.48	4,446	0.17

*Unavailable options were not produced at publication time.

OPTIONS/EQUIPMENT

Power steering, brake options on 1989 import models

	Power Steering	Percent of Installation	Power Brakes	Percent of Installation	Anti-Lock Braking System (ABS)	Percent of Installation	4-Wheel Disc Brakes	Percent of Installation
ACURA	**140,713**	**100.00**	**140,713**	**100.00**	**56,041**	**39.83**	**140,713**	**100.00**
Legend	68,011	100.00	68,011	100.00	56,041	82.40	68,011	100.00
Integra	72,702	100.00	72,702	100.00	0	0.00	72,702	100.00
ALFA ROMEO	**1,783**	**100.00**	**72,702**	**100.00**	**680**	**37.80**	**1,783**	**100.00**
AUDI	**12,390**	**100.00**	**12,390**	**100.00**	**9,396**	**75.11**	**12,390**	**100.00**
80/90	5,016	100.00	5,016	100.00	2,533	50.49	5,016	100.00
100/200	7,374	100.00	7,374	100.00	6,774	91.86	7,374	100.00
BMW	**83,195**	**100.00**	**83,195**	**100.00**	**83,195**	**100.00**	**83,195**	**100.00**
3-Series	31,859	100.00	31,859	100.00	31,859	100.00	31,859	100.00
5-Series	19,100	100.00	19,100	100.00	19,100	100.00	19,100	100.00
6-Series	1,837	100.00	1,837	100.00	1,837	100.00	1,837	100.00
7-Series	10,399	100.00	10,399	100.00	10,399	100.00	10,399	100.00
CHEVROLET/GEO	**32,354**	**30.11**	**107,454**	**100.00**	**0**	**0.00**	**0**	**0.00**
Sprint/Metro	0	0.00	46,752	100.00	0	0.00	0	0.00
Spectrum	32,354	53.30	60,702	100.00	0	0.00	0	0.00
CHRYSLER MOTORS	**72,352**	**52.38**	**138,154**	**100.00**	**8,737**	**6.32**	**8,737**	**6.32**
Colt	29,235	38.00	76,933	100.00	0	0.00	0	0.00
Conquest	4,977	100.00	4,977	100.00	4,977	100.00	4,977	100.00
Vista	10,250	65.90	15,554	100.00	0	0.00	0	0.00
Summit	14,423	53.00	27,213	100.00	0	0.00	0	0.00
Medallion	9,717	100.00	9,717	100.00	0	0.00	0	0.00
TC	3,760	100.00	3,760	100.00	3,760	100.00	3,760	100.00
DAIHATSU	**2,881**	**23.00**	**12,525**	**100.00**	**0**	**0.00**	**0**	**0.00**
FORD Festiva	**0**	**0.00**	**51,875**	**98.10**	**0**	**0.00**	**0**	**0.00**
HONDA	**214,132**	**67.00**	**319,158**	**100.00**	**0**	**0.00**	**196,814**	**61.10**
Civic/CRX	19,118	15.40	124,144	100.00	0	0.00	0	0.00
Accord	142,679	100.00	142,679	100.00	0	0.00	142,679	100.00
Prelude	52,335	100.00	52,335	100.00	0	0.00	52,335	100.00
ISUZU	**14,879**	**100.00**	**14,879**	**100.00**	**0**	**0.00**	**3,153**	**21.19**
I-Mark	3,236	27.60	11,726	100.00	0	0.00	0	0.00
Impulse	3,153	100.00	3,153	100.00	0	0.00	3,153	100.00
JAGUAR	**22,312**	**100.00**	**22,312**	**100.00**	**22,312**	**100.00**	**22,312**	**100.00**
MERCURY	**3,971**	**100.00**	**3,971**	**100.00**	**0**	**0.00**	**0**	**0.00**
XR4Ti	2,509	100.00	2,509	100.00	0	0.00	0	0.00
Scorpio	1,462	100.00	1,462	100.00	0	0.00	0	0.00
MERCEDES-BENZ	**78840**	**100.00**	**78840**	**100.00**	**78,840**	**100.00**	**78,840**	**100.00**
190	14,702	100.00	14,702	100.00	14,702	100.00	14,702	100.00
260/300	28,270	100.00	28,270	100.00	28,270	100.00	28,270	100.00
300/420/560 SEL	25,558	100.00	25,558	100.00	25,558	100.00	25,558	100.00
560 SL	8,467	100.00	8,467	100.00	8,467	100.00	8,467	100.00
560 SEC	1,843	100.00	1,843	100.00	1,843	100.00	1,843	100.00
MITSUBISHI	**45,966**	**98.33**	**75,969**	**100.00**	**3,784**	**4.98**	**0**	**0.00**
Starion	152	100.00	152	100.00	152	100.00	0	0.00
Mirage	4,188	20.00	20,941	100.00	0	0.00	0	0.00
Galant	35,701	100.00	35,701	100.00	2,142	6.00	0	0.00
Sigma	2,129	100.00	2,129	100.00	1,490	70.00	0	0.00
Precis	2,896	17.00	17,036	100.00	0	0.00	0	0.00
NISSAN	**382,618**	**96.62**	**414,854**	**100.00**	**48,126**	**10.98**	**137,423**	**33.13**
Sentra	89,229	59.00	151,235	100.00	0	0.00	0	0.00
Pulsar	28,271	100.00	28,271	100.00	0	0.00	0	0.00
Stanza	37,625	100.00	37,625	100.00	0	0.00	0	0.00
Maxima	105,982	100.00	105,982	100.00	12,718	12.00	44,512	42.00
200SX/240SX	68,993	100.00	68,993	100.00	20,698	30.00	68,993	100.00
300ZX	23,918	100.00	23,918	100.00	11,720	49.00	23,918	100.00
PEUGEOT	**8,626**	**100.00**	**8,626**	**100.00**	**219**	**2.54**	**7,273**	**84.31**
PONTIAC LeMans	**34,053**	**54.27**	**62,748**	**100.00**	**0**	**0.00**	**0**	**0.00**
PORSCHE	**5,761**	**53.79**	**10,710**	**100.00**	**5,761**	**53.79**	**10,710**	**100.00**
SAAB	**34,144**	**100.00**	**34,144**	**100.00**	**9,781**	**28.65**	**34,144**	**100.00**
900	6,473	100.00	6,473	100.00	0	0.00	6,473	100.00
900S	8,814	100.00	8,814	100.00	0	0.00	8,814	100.00
900 Turbo	9,076	100.00	9,076	100.00	0	0.00	9,076	100.00
9000S	2,945	100.00	2,945	100.00	2,945	100.00	2,945	100.00
9000CD	3,351	100.00	3,351	100.00	3,351	100.00	3,351	100.00
9000 Turbo	3,485	100.00	3,485	100.00	3,485	100.00	3,485	100.00
STERLING	**4,564**	**100.00**	**4,564**	**100.00**	**4,564**	**100.00**	**4,564**	**100.00**
SUBARU	**88,427**	**78.46**	**89,835**	**100.00**	**0**	**0.00**	**0**	**0.00**
Hatchback	0	0.00	1,312	100.00	0	0.00	0	0.00
3 dr./4 dr./Wagon	57,389	100.00	57,389	100.00	0	0.00	0	0.00
XT/XT6	9,038	100.00	9,038	100.00	0	0.00	0	0.00
Justy	0	0.00	20,296	100.00	0	0.00	0	0.00
SUZUKI Swift	**0**	**0.00**	**6,474**	**100.00**	**0**	**0.00**	**4,985**	**77.00**
TOYOTA	**578,017**	**81.46**	**589,370**	**83.06**	**27,700**	**3.90**	**98,698**	**13.91**
Corolla	106,776	50.50	202,557	95.80	0	0.00	8,880	4.20
Tercel	88,413	76.70	115,271	100.00	0	0.00	0	0.00
Camry	269,521	100.00	216,156	80.20	2,965	1.10	50,400	18.70
Cressida	27,787	100.00	0	0.00	12,532	45.10	15,255	54.90
Celica	61,609	100.00	55,386	89.90	185	0.30	6,038	9.80
Supra	17,805	100.00	0	0.00	12,018	67.50	12,018	67.50
MR2	6,106	100.00	0	0.00	0	0.00	6,106	100.00
VOLKSWAGEN	**74,466**	**57.08**	**121,901**	**93.44**	**1,070**	**0.82**	**7,487**	**5.74**
Fox	0	0.00	38,511	100.00	0	0.00	0	0.00
Jetta	53,849	96.30	47,738	84.80	1,070	1.90	7,487	13.30
Cabriolet	6,824	64.80	10,531	100.00	0	0.00	0	0.00
Golf/GTI	13,993	55.70	25,121	100.00	0	0.00	0	0.00
VOLVO	**102,649**	**100.00**	**102,649**	**100.00**	**24,332**	**23.64**	**102,649**	**100.00**
200-Series	42,702	100.00	42,702	100.00	0	0.00	42,702	100.00
700-Series	59,347	100.00	59,347	100.00	24,332	41.00	59,347	100.00
TOTAL CARS, IMPORT	**1,942,881**	**74.39**	**2,333,649**	**89.36**	**339,119**	**12.87**	**1,189,948**	**45.56**

Many options were not available at publication time.

OPTIONS/EQUIPMENT

Body types, air bag options on 1989 import models

	Automatic Seatbelts	Percent of Installation	Airbags	Percent of Installation	2-door Coupe	Percent of Installation	2-door Hatchback	Percent of Installation	4-door Sedan	Percent of Installation	4-door Wagon	Percent of Installation	4-door Hatchback	Percent of Installation	Convertible	Percent of Installation
ACURA	0	0.00	72,702	51.67	22,828	16.22	52,709	37.46	49,874	35.44	0	0.00	15,302	10.87	0	0.00
Legend	0	0.00	0	0.00	0	0.00	52,709	77.50	0	0.00	0	0.00	15,302	22.50	0	0.00
Integra	0	0.00	72,702	100.00	22,828	31.40	0	0.00	49,874	68.60	0	0.00	0	0.00	0	0.00
ALFA ROMEO	0	0.00	0	0.00	0	0.00	0	0.00	491	27.54	0	0.00	0	0.00	1,292	72.46
AUDI	0	0.00	1,490	12.03	0	0.00	0	0.00	12,841	97.18	349	2.82	0	0.00	0	0.00
80/90	0	0.00	0	0.00	0	0.00	0	0.00	5,016	100.00	0	0.00	0	0.00	0	0.00
100/200	0	0.00	1,490	20.21	0	0.00	0	0.00	7,025	95.27	349	4.73	0	0.00	0	0.00
BMW	63,195	100.00	19,303	30.55	1,332	2.11	0	0.00	10,247	16.22	0	0.00	0	0.00	8,793	13.91
3-Series	31,859	100.00	0	0.00	978	3.07	0	0.00	8,764	27.51	0	0.00	0	0.00	8,793	27.60
5-Series	19,100	100.00	7,067	37.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
6-Series	1,837	100.00	1,837	100.00	354	19.27	0	0.00	1,483	80.73	0	0.00	0	0.00	0	0.00
7-Series	10,399	100.00	10,399	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
CHEVROLET/GEO	0	0.00	0	0.00	0	0.00	61,386	57.13	34,661	32.26	0	0.00	11,426	10.63	0	0.00
Sprint/Metro	0	0.00	0	0.00	0	0.00	35,345	75.60	0	0.00	0	0.00	11,426	24.44	0	0.00
Spectrum	0	0.00	0	0.00	0	0.00	26,041	42.90	34,661	57.10	0	0.00	0	0.00	0	0.00
CHRYSLER MOTORS	41,907	30.33	0	0.00	8,737	6.32	66,162	47.89	34,598	25.04	28,657	20.74	0	0.00	3,760	2.72
Colt	0	0.00	0	0.00	0	0.00	66,162	86.00	0	0.00	10,771	14.00	0	0.00	0	0.00
Conquest	4,977	100.00	0	0.00	4,977	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Vista	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	15,554	100.00	0	0.00	0	0.00
Summit	27,213	100.00	0	0.00	0	0.00	0	0.00	27,213	100.00	0	0.00	0	0.00	0	0.00
Medallion	9,717	100.00	0	0.00	0	0.00	0	0.00	7,385	76.00	2,332	24.00	0	0.00	0	0.00
TC	0	0.00	0	0.00	3,760	100.00	0	0.00	0	0.00	0	0.00	0	0.00	3,760	100.00
DAIHATSU	0	0.00	0	0.00	0	0.00	12,525	100.00	0	0.00	0	0.00	0	0.00	0	0.00
FORD Festiva	0	0.00	0	0.00	0	0.00	75,000	100.00	0	0.00	0	0.00	0	0.00	0	0.00
HONDA	98,547	30.00	0	0.00	98,673	30.29	76,236	23.00	133,482	41.02	12,911	4.05	0	0.00	0	0.00
Civic/CRX	34,512	27.80	0	0.00	44,195	35.60	64,679	52.10	2,483	2.00	12,911	10.40	0	0.00	0	0.00
Accord	11,700	8.20	0	0.00	143	0.10	11,557	8.10	130,979	91.80	0	0.00	0	0.00	0	0.00
Prelude	52,335	100.00	0	0.00	52,335	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
ISUZU	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
I-Mark	0	0.00	0	0.00	0	0.00	4,561	38.90	7,165	61.10	0	0.00	0	0.00	0	0.00
Impulse	3,153	100.00	0	0.00	0	0.00	3,153	100.00	0	0.00	0	0.00	0	0.00	0	0.00
JAGUAR	22,312	100.00	0	0.00	6,843	30.67	0	0.00	15,469	69.33	0	0.00	0	0.00	0	0.00
MERCURY	0	0.00	0	0.00	0	0.00	2,509	63.18	1,462	36.82	0	0.00	0	0.00	0	0.00
XR4Ti	0	0.00	0	0.00	0	0.00	2,509	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Scorpio	0	0.00	0	0.00	0	0.00	0	0.00	1,462	100.00	0	0.00	0	0.00	0	0.00
MERCEDES-BENZ	0	0.00	78840	100.00	4048.06	5.13	0	0.00	63882.412	81.03	2445.35	3.10	0	0.00	8467	10.74
190	0	0.00	14,702	100.00	0	0.00	0	0.00	14,702	100.00	0	0.00	0	0.00	0	0.00
260/300	0	0.00	28,270	100.00	2,205	7.80	0	0.00	23,622	83.56	2,445	8.65	0	0.00	0	0.00
300/420/560 SEL	0	0.00	25,558	100.00	0	0.00	0	0.00	25,558	100.00	0	0.00	0	0.00	0	0.00
560 SL	0	0.00	8,467	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	8,467	100.00
560 SEC	0	0.00	1,843	100.00	1,843	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
MITSUBISHI	3,918	5.16	0	0.00	0	0.00	13,300	17.52	57,515	75.72	0	0.00	3,918	5.16	0	0.00
Starion	0	0.00	0	0.00	0	0.00	152	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Mirage	0	0.00	0	0.00	0	0.00	111	6.00	19,685	94.00	0	0.00	0	0.00	0	0.00
Galant	0	0.00	0	0.00	0	0.00	0	0.00	35,701	100.00	0	0.00	0	0.00	0	0.00
Sigma	0	0.00	0	0.00	0	0.00	0	0.00	2,129	100.00	0	0.00	0	0.00	0	
Precis	3,918	23.00	0	0.00	0	0.00	13,116	77.00	0	0.00	0	0.00	3,918	23.00	0	0.00
NISSAN	174,975	42.26	0	0.00	46,698	11.28	79,725	19.26	186,962	25.00	41,700	10.07	0	0.00	0	0.00
Sentra	0	0.00	0	0.00	0	0.00	7,229	4.76	0	0.00	4,083	2.70	0	0.00	0	0.00
Pulsar	0	0.00	0	0.00	0	0.00	26,271	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Stanza	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	37,625	100.00	0	0.00	0	0.00
Maxima	105,982	100.00	0	0.00	0	0.00	0	0.00	105,982	100.00	0	0.00	0	0.00	0	0.00
200SX/240SX	68,993	100.00	0	0.00	22,768	33.00	46,225	67.00	0	0.00	0	0.00	0	0.00	0	0.00
300ZX	0	0.00	0	0.00	23,918	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
PEUGEOT	3,400	39.42	0	0.00	0	0.00	0	0.00	7,273	84.31	1,353	15.69	0	0.00	0	0.00
PONTIAC LeMans	0	0.00	0	0.00	0	0.00	38,402	61.20	24,346	38.80	0	0.00	0	0.00	0	0.00
PORSCHE	0	0.00	2,170	20.26	8,158	76.17	0	0.00	0	0.00	0	0.00	0	0.00	2,552	23.83
SAAB	8,763	25.67	5,239	15.34	0	0.00	12,194	35.71	12,753	37.35	0	0.00	5,929	17.37	3,267	9.57
900	0	0.00	0	0.00	0	0.00	3,431	53.00	3,042	47.00	0	0.00	0	0.00	0	0.00
900S	4,407	50.00	0	0.00	0	0.00	4,407	50.00	4,407	50.00	0	0.00	0	0.00	0	0.00
900 Turbo	4,356	48.00	0	0.00	0	0.00	4,356	48.00	1,452	16.00	0	0.00	0	0.00	3,267	36.00
9000S	0	0.00	501	17.00	0	0.00	0	0.00	501	17.00	0	0.00	2,444	83.00	0	0.00
9000CD	0	0.00	2,647	79.00	0	0.00	0	0.00	3,351	100.00	0	0.00	0	0.00	0	0.00
9000 Turbo	0	0.00	2,091	60.00	0	0.00	0	0.00	0	0.00	0	0.00	3,485	100.00	0	0.00
STERLING	3,643	80.00	0	0.00	0	0.00	0	0.00	3,871	85.00	0	0.00	228	5.00	0	0.00
SUBARU	14,002	15.91	0	0.00	9,838	10.27	32,648	34.14	26,778	28.42	28,003	29.84	0	0.00	0	0.00
Hatchback	0	0.00	0	0.00	0	0.00	9,038	100.00	0	0.00	0	0.00	0	0.00	0	0.00
3 dr./4 dr./Wagon	4,964	8.65	0	0.00	0	0.00	725	8.02	26,778	46.66	28,003	45.31	0	0.00	0	0.00
XT/XT6	9,038	100.00	0	0.00	9,038	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Justy	0	0.00	0	0.00	0	0.00	20,280	100.00	0	0.00	0	0.00	0	0.00	0	0.00
SUZUKI Swift	0	0.00	0	0.00	0	0.00	5,309	82.00	0	0.00	0	0.00	1,165	18.00	0	0.00
TOYOTA	0	0.00	0	0.00	85,854	12.10	50,438	7.11	432,363	60.94	41,918	5.91	1,844	0.26	7,270	1.02
Corolla	0	0.00	0	0.00	34,464	16.30	0	0.00	156,886	74.20	20,087	9.50	0	0.00	0	0.00
Tercel	0	0.00	0	0.00	89,911	78.00	23,515	20.40	0	0.00	0	0.00	1,844	1.60	0	0.00
Camry	0	0.00	0	0.00	0	0.00	0	0.00	247,690	91.90	21,831	8.10	0	0.00	0	0.00
Cressida	0	0.00	0	0.00	0	0.00	0	0.00	27,787	100.00	0	0.00	0	0.00	0	0.00
Celica	0	0.00	0	0.00	45,283	73.50	9,118	14.80	0	0.00	0	0.00	0	0.00	7,270	11.80
Supra	0	0.00	0	0.00	0	0.00	17,805	100.00	0	0.00	0	0.00	0	0.00	0	0.00
MR2	0	0.00	0	0.00	6,106	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
VOLKSWAGEN	0	0.00	0	0.00	22,855	17.52	14,319	10.98	68,793	52.73	0	0.00	10,802	8.28	10,531	8.07
Fox	0	0.00	0	0.00	19,872	51.60	0	0.00	15,481	40.20	0	0.00	0	0.00	0	0.00
Jetta	0	0.00	0	0.00	2,984	5.20	0	0.00	53,311	94.70	0	0.00	0	0.00	0	0.00
Cabriolet	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	10,531	100.00
Golf/GTI	0	0.00	0	0.00	0	0.00	14,319	57.00	0	0.00	0	0.00	10,802	43.00	0	0.00
VOLVO	0	0.00	32,249	31.00	1,822	1.70	0	0.00	68,886	67.42	30,994	30.37	0	0.00	0	0.00
200-Series	0	0.00	0	0.00	0	0.00	0	0.00	26,810	67.00	13,885	32.00	0	0.00	0	0.00
700-Series	0	0.00	32,249	54.34	1,822	3.07	0	0.00	40,196	67.73	17,329	29.20	0	0.00	0	0.00
TOTAL CARS, IMPORT	412,261	16.77	211,983	8.11	307,941	16.22	488,233	22.57	1,149,199	43.94	186,338	7.12	50,615	1.94	46,992	1.79

*Honda options were not available at publication time.

OPTIONS/EQUIPMENT

Convenience options on 1989 import models

	Power Windows	Percent of Installation	Power Locks	Percent of Installation	Power Seats	Percent of Installation	Sunroofs	Percent of Installation	Cruise Control	Percent of Installation	Tilt Wheel	Percent of Installation	Tilt & Telescope	Percent of Installation	Air Conditioning	Percent of Installation	Intermittent Windshield Wipers	Percent of Installation
ACURA	77,608	55.15	77,608	55.15	56,041	39.83	102,633	72.51	112,650	80.06	68,011	48.33	0	0.00	68,011	48.33	140,713	100.00
Legend	68,011	100.00	68,011	100.00	56,041	82.40	66,991	98.50	68,011	100.00	68,011	100.00	0	0.00	68,011	100.00	68,011	100.00
Integra	9,597	13.20	9,597	13.20	0	0.00	35,042	48.20	44,639	61.40	0	0.00	0	0.00	0	0.00	72,702	100.00
ALFA ROMEO	1,284	72.00	490	27.50	312	17.50	314	17.60	367	20.60	490	27.50	490	27.50	1,695	94.50	1,783	100.00
AUDI	12,390	100.00	12,390	100.00	5,884	47.49	12,161	98.15	12,390	100.00	0	0.00	0	0.00	12,390	100.00	12,390	100.00
80/90	5,016	100.00	5,016	100.00	1,349	26.90	4,891	97.50	5,016	100.00	0	0.00	0	0.00	5,016	100.00	5,016	100.00
100/200	7,374	100.00	7,374	100.00	4,535	61.50	7,271	98.60	7,374	100.00	0	0.00	0	0.00	7,374	100.00	7,374	100.00
BMW	63,195	100.00	63,195	100.00	31,336	49.59	63,195	100.00	63,195	100.00	12,415	19.65	0	0.00	63,195	100.00	63,195	100.00
3-Series	31,859	100.00	31,859	100.00	0	0.00	31,859	100.00	31,859	100.00	0	0.00	0	0.00	31,859	100.00	31,859	100.00
5-Series	19,100	100.00	19,100	100.00	19,100	100.00	19,100	100.00	19,100	100.00	12,415	65.00	0	0.00	19,100	100.00	19,100	100.00
6-Series	1,837	100.00	1,837	100.00	1,837	100.00	1,837	100.00	1,837	100.00	0	0.00	0	0.00	1,837	100.00	1,837	100.00
7-Series	10,399	100.00	10,399	100.00	10,399	100.00	10,399	100.00	10,399	100.00	0	0.00	0	0.00	10,399	100.00	10,399	100.00
CHEVROLET/GEO	0	0.00	0	0.00	0	0.00	1,169	1.09	3,096	2.88	0	0.00	0	0.00	58,574	54.51	22,675	21.10
Sprint/Metro	0	0.00	0	0.00	0	0.00	1,169	2.50	0	0.00	0	0.00	0	0.00	19,542	41.80	22,675	48.50
Spectrum	0	0.00	0	0.00	0	0.00	0	0.00	3,096	5.10	0	0.00	0	0.00	39,031	64.30	0	0.00
CHRYSLER MOTORS	14,408	10.43	19,753	14.30	3,760	2.72	2,669	1.93	21,113	15.28	19,223	13.91	8,164	5.91	85,285	61.73	66,606	48.21
Colt	462	0.60	462	0.60	0	0.00	0	0.00	462	0.60	769	1.00	0	0.00	35,389	46.00	5,385	7.00
Conquest	4,977	100.00	4,977	100.00	0	0.00	1,891	38.00	1,692	34.00	4,977	100.00	0	0.00	4,927	99.00	4,977	100.00
Vista	1,711	11.00	1,711	11.00	0	0.00	0	0.00	4,044	26.00	0	0.00	0	0.00	10,732	69.00	15,554	100.00
Summit	2,721	10.00	2,721	10.00	0	0.00	0	0.00	1,633	6.00	0	0.00	8,164	30.00	20,954	77.00	27,213	100.00
Medallion	777	8.00	6,122	63.00	0	0.00	777	8.00	9,523	98.00	9,717	100.00	0	0.00	9,523	98.00	9,717	100.00
TC	3,760	100.00	3,760	100.00	3,760	100.00	0	0.00	3,760	100.00	3,760	100.00	0	0.00	3,760	100.00	3,760	100.00
DAIHATSU	251	2.00	251	2.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	7,300	58.00	12,525	100.00
DIAHATSU	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	9,375	12.50	0	0.00	27,525	36.70	9,375	12.50
HONDA	165,866	51.72	125,748	39.40	0	0.00	120,913	37.00	176,466	55.20	248,708	77.95	0	0.00	162,782	50.98	266,297	83.21
Civic/CRX	1,366	1.10	1,366	1.10	0	0.00	18,497	14.90	0	0.00	53,754	43.30	0	0.00	0	0.00	13,283	10.70
Accord	125,129	87.70	117,996	82.70	0	0.00	50,080	35.10	124,131	87.00	142,679	100.00	0	0.00	124,131	87.00	142,679	100.00
Prelude	38,571	73.70	6,385	12.20	0	0.00	52,335	100.00	52,335	100.00	52,335	100.00	0	0.00	38,571	73.70	52,335	100.00
ISUZU	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
I-Mark	0	0.00	0	0.00	0	0.00	164	1.40	164	1.40	11,491	98.00	0	0.00	6,238	53.20	1,149	9.80
Impulse	3,153	100.00	3,153	100.00	0	0.00	3,153	100.00	3,153	100.00	3,153	100.00	3,153	100.00	3,153	100.00	3,153	100.00
JAGUAR	22,312	100.00	245,432	100.00	22,312	100.00	22,312	100.00	22,312	100.00	0	0.00	22,312	100.00	22,312	100.00	22,312	100.00
MERCURY	3,971	100.00	3,971	100.00	0	0.00	3,914	98.56	2,481	62.49	0	0.00	0	0.00	3,971	100.00	3,971	100.00
XR4Ti	2,509	100.00	2,509	100.00	0	0.00	2,466	98.30	2,481	98.90	0	0.00	0	0.00	2,509	100.00	2,509	100.00
Scorpio	1,462	100.00	1,462	100.00	0	0.00	1,447	99.00	0	0.00	0	0.00	0	0.00	1,462	100.00	1,462	100.00
MERCEDES-BENZ	78,840	100.00	78,840	100.00	60,641	76.92	70,373	89.26	78,840	100.00	0	0.00	27,401	34.76	70,373	89.26	70,373	89.26
190	14,702	100.00	14,702	100.00	7,204	49.00	14,702	100.00	14,702	100.00	0	0.00	0	0.00	14,702	100.00	14,702	100.00
260300	28,270	100.00	28,270	100.00	26,037	92.10	28,270	100.00	28,270	100.00	0	0.00	0	0.00	28,270	100.00	28,270	100.00
300/420/560 SEL	25,558	100.00	25,558	100.00	25,558	100.00	25,558	100.00	25,558	100.00	0	0.00	25,558	0.00	25,558	100.00	25,558	100.00
560 SL	8,467	100.00	8,467	100.00	0	0.00	0	0.00	8,467	100.00	0	0.00	0	0.00	0	0.00	0	0.00
560 SEC	1,843	100.00	1,843	100.00	1,843	100.00	1,843	100.00	1,843	100.00	0	0.00	1,843	100.00	1,843	100.00	1,843	100.00
MITSUBISHI	19,774	26.63	19,774	26.63	0	0.00	7,279	9.58	19,774	26.63	37,982	50.00	0	0.00	34,694	45.66	19,994	26.31
Starion	152	100.00	152	100.00	0	0.00	78	51.00	152	100.00	152	100.00	0	0.00	152	100.00	152	100.00
Mirage	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	13,612	65.00	209	1.00
Galant	17,493	49.00	17,493	49.00	0	0.00	4,284	12.00	17,493	49.00	35,701	100.00	0	0.00	16,085	45.00	17,493	49.00
Sigma	2,129	100.00	2,129	100.00	0	0.00	1,214	57.00	2,129	100.00	2,129	100.00	0	0.00	2,129	100.00	2,129	100.00
Precis	0	0.00	0	0.00	0	0.00	1,704	10.00	0	0.00	0	0.00	0	0.00	2,726	16.00	0	0.00
NISSAN	187,536	45.38	187,536	45.38	29,572	7.14	167,362	40.42	187,536	45.38	340,296	82.19	0	0.00	291,103	70.31	367,141	88.68
Sentra	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	89,229	59.00	0	0.00	90,741	60.00	104,352	69.00
Pulsar	0	0.00	0	0.00	0	0.00	26,271	100.00	0	0.00	26,271	100.00	0	0.00	11,822	45.00	26,271	100.00
Stanza	21,070	56.00	21,070	56.00	0	0.00	3,010	8.00	21,070	56.00	37,625	100.00	0	0.00	20,694	55.00	37,625	100.00
Maxima	105,982	100.00	105,982	100.00	28,615	27.00	72,068	68.00	105,982	100.00	105,982	100.00	0	0.00	105,982	100.00	105,982	100.00
200SX/240SX	36,566	53.00	36,566	53.00	0	0.00	42,086	61.00	36,566	53.00	68,993	100.00	0	0.00	37,946	55.00	68,993	100.00
300ZX	23,918	100.00	23,918	100.00	957	4.00	23,918	100.00	23,918	100.00	12,198	51.00	0	0.00	23,918	100.00	23,918	100.00
PEUGEOT	6,470	75.00	8,626	100.00	1,544	17.90	5,426	62.90	6,470	75.00	6,470	75.00	0	0.00	8,626	100.00	8,626	100.00
PONTIAC LeMans	0	0.00	0	0.00	0	0.00	570	0.91	0	0.00	7,856	12.52	0	0.00	38,075	60.68	0	0.00
PORSCHE	10,710	100.00	10,710	100.00	10,710	100.00	7,341	68.54	10,710	100.00	0	0.00	0	0.00	10,710	100.00	10,710	100.00
SAAB	27,671	81.04	34,144	100.00	6,836	20.02	24,404	71.47	27,671	81.04	0	0.00	4,642	13.30	34,144	100.00	34,144	100.00
900	0	0.00	6,473	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	6,473	100.00	6,473	100.00
900S	8,814	100.00	8,814	100.00	0	0.00	8,814	100.00	8,814	100.00	0	0.00	0	0.00	8,814	100.00	8,814	100.00
900 Turbo	9,076	100.00	9,076	100.00	0	0.00	5,808	64.00	9,076	100.00	0	0.00	0	0.00	9,076	100.00	9,076	100.00
9000S	2,945	100.00	2,945	100.00	0	0.00	2,945	100.00	2,945	100.00	0	0.00	2,444	83.00	2,945	100.00	2,945	100.00
9000CD	3,351	100.00	3,351	100.00	3,351	100.00	3,351	100.00	3,351	100.00	0	0.00	704	21.00	3,351	100.00	3,351	100.00
9000 Turbo	3,485	100.00	3,485	100.00	3,485	100.00	3,485	100.00	3,485	100.00	0	0.00	1,394	40.00	3,485	100.00	3,485	100.00
STERLING	4,564	100.00	4,564	100.00	3,566	78.00	4,564	100.00	4,564	100.00	4,564	100.00	0	0.00	4,564	100.00	4,564	100.00
SUBARU	66,427	75.46	66,427	75.46	0	0.00	18,938	21.51	31,391	35.66	67,730	76.95	46,026	52.29	27,776	31.56	71,999	81.79
Hatchback	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1,312	100.00	0	0.00	0	0.00	1,312	100.00
3 dr./4 dr./Wagon	57,389	100.00	57,389	100.00	0	0.00	18,938	33.00	27,776	48.40	57,389	100.00	46,026	80.20	27,776	48.40	57,389	100.00
XT/XT6	9,038	100.00	9,038	100.00	0	0.00	0	0.00	3,615	40.00	9,038	100.00	0	0.00	0	0.00	9,038	100.00
Justy	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,280	21.00
SUZUKI Swift	0	0.00	1,165	18.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4,985	77.00
TOYOTA	0	0.00	298,143	42.02	65,610	9.25	134,222	18.92	303,419	42.76	418,616	59.00	0	0.00	490,411	69.12	420,613	59.28
Corolla	0	0.00	23,047	10.90	0	0.00	23,047	10.90	16,492	7.80	67,026	31.70	0	0.00	129,822	61.40	29,601	14.00
Tercel	0	0.00	0	0.00	0	0.00	0	0.00	115	0.10	30,547	26.50	0	0.00	26,397	22.90	8,184	7.10
Camry	0	0.00	211,574	78.50	15,363	5.70	61,451	22.80	210,765	78.20	240,143	89.10	0	0.00	238,796	88.60	269,521	100.00
Cressida	0	0.00	27,787	100.00	27,787	100.00	22,924	82.50	27,787	100.00	27,787	100.00	0	0.00	27,787	100.00	27,787	100.00
Celica	0	0.00	14,108	22.90	6,223	10.10	24,828	40.30	26,430	42.90	29,203	47.40	0	0.00	44,975	73.00	61,609	100.00
Supra	0	0.00	17,805	100.00	16,238	91.20	0	0.00	17,805	100.00	17,805	100.00	0	0.00	17,805	100.00	17,805	100.00
MR2	0	0.00	3,822	62.60	0	0.00	1,972	32.30	4,024	65.90	6,106	100.00	0	0.00	4,830	79.10	6,106	100.00
VOLKSWAGEN	9,795	7.51	9,795	7.51	3,997	3.06	49,320	37.81	24,829	19.03	0	0.00	0	0.00	110,896	85.01	130,458	100.00
Fox	0	0.00	0	0.00	0	0.00	2,657	6.90	0	0.00	0	0.00	0	0.00	30,077	78.10	38,511	100.00
Jetta	9,795	17.40	9,795	17.40	3,997	7.10	37,267	66.20	16,889	30.00	0	0.00	0	0.00	51,172	90.90	56,295	100.00
Cabriolet	0	0.00	0	0.00	0	0.00	0	0.00	7,940	75.40	0	0.00	0	0.00	9,952	94.50	10,531	100.00
Golf/GTI	0	0.00	0	0.00	0	0.00	9,395	37.40	0	0.00	0	0.00	0	0.00	19,695	78.40	25,121	100.00
VOLVO	182,949	100.00	182,949	100.00	12,872	12.61	64,172	62.90	21,199	20.77	11,699	18.83	0	0.00	182,949	100.00	182,949	100.00
200-Series	42,702	100.00	42,702	100.00	0	0.00	4,825	11.30	0	0.00	0	0.00	0	0.00	42,702	100.00	42,702	100.00
700-Series	59,347	100.00	59,347	100.00	12,872	21.69	59,347	100.00	21,199	35.72	11,699	18.62	0	0.00	59,347	100.00	59,347	100.00
TOTAL CARS, IMPORT	951,999	32.58	1,125,199	43.02	292,714	11.19	886,318	32.89	1,166,182	43.37	1,382,846	47.98	86,823	3.31	1,714,129	63.84	1,767,167	66.33

PRODUCT PROFILES

In the following pages you will find profiles of the world's vehicle builders and their products sold in the United States.

Our editors combed financial reviews, manufacturers' reports and the pages of *Automotive News* to provide you with handy, useful information. Photos, specifications and sales data accompany information on each manufacturer and importing entity. Reports of recent significant events are included.

We've covered importing organizations, 32 manufacturing companies, a dozen car-building divisions and are giving you a look at close to 250 of the vehicles they sell.

ALFA ROMEO

Darrell L. Davis, president
Alfa Romeo Distributors of North America
8259 Exchange Drive
Box 598026
Orlando, FL 32859-8026

	1989	1988
U.S. car sales	2,912	4,476
Car share (%)	0.03	0.04

Alfa Romeo, Milan, Italy, is one of the oldest names in the industry and specializes in high-powered, small cars or sporting roadsters. Alfa products have survived in a niche that has seen the fading of grand names like MG and Triumph. The U.S. marketing arm is Alfa Romeo Distributors of North America, a joint venture of Fiat Auto SpA, Alfa Romeo's parent in Turin, and Chrysler Corp., Highland Park, Mich.

SPIDER

	1989	1988
Car sales	1,842	2,148

Spider has maintained virtually same look since 1966 introduction as Duetto, designed by Battista Pininfarina, Italian coach builder. Spider was given more power in 1990. In June, the 164 bows as a 1991 model.

Sales rank
14 of 22 specialty cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Graduate conv.	88.6	167.7	63.9	2,548	2.0-liter	$16,950	NA

ASTON MARTIN

M.V. Gauntlett, chairman
Aston Martin Lagonda of North America
180 Harvard Ave.
Stamford, CT 06902

	1989	1988
U.S. car sales	34	65
Car share (%)	0.00	0.00

Aston Martin Lagonda of North America, Stamford, Conn., importer of Aston Martin and Lagonda cars, is a subsidiary of 75-year-old Aston Martin Lagonda Ltd., Newport Pagnell, England, which Ford Motor Co. acquired in 1987.

Cars are characterized by hand-built quality and high performance. Lagonda is a luxury sedan which can date its pedigree back to the turn of the century. The roomy sedan is built at the rate of one per week by hand in Newport Pagnell, Buckinghamshire, England. No 1990 Lagondas will be imported, but car will return, maker says.

VIRAGE

	1989	1988
Car sales	34	65

Virage is a British 4-seater with hand-formed aluminum body, 155 mph top speed. Aluminum 32-valve V-8 was developed with Calloway Engineering, Old Lyme, Conn., Chevrolet Corvette converter.

Sales rank
22 of 22 specialty cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	102.8	187.0	73.0	3,947	5.3-liter	$200,000	NA

BMW

Gunter Kramer, chairman
Karl Gerlingen, president and CEO
BMW of North America Inc.
300 Chestnut Ridge Rd.
Woodcliff Lake, NJ 07675.

	1989	1988
U.S. car sales	64,881	73,359
Car share (%)	0.66	0.69

BMW of North America (1975) is a subsidiary of BMW AG, Munich, West Germany. BMWs, built at six sites in Germany and Austria, by Bayerische Motoren Werke AG, have a strong reputation as high-performance road cars built in the tradition of German engineering.

BMW is considered an aggressive competitor in what may be the most dynamic part of the American car market, the luxury/performance segment. For 1991 there are three new models, V-12-powered 850i coupe, the M5, a hand-built sports sedan and the 318i, a 4-cylinder, entry level sports sedan.

3-SERIES

	1989	1988
Car sales	31,174	36,671

The compact 3-Series, introduced with the 320i in 1977, comes as seven models including a convertible and one with all-wheel drive. A new 318i, entry-level 4-cylinder sports sedan goes on sale this summer as 1991.

Sales rank
26 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
325i coupe	101.2	170.3	64.8	2,810	2.5-liter	$24,650	
325i sedan	101.2	170.3	64.8	2,854	2.5-liter	25,450	
325i conv.	101.2	175.2	64.8	2,990	2.5-liter	33,850	
325is coupe	101.2	170.3	64.8	2,845	2.5-liter	28,950	
325ix coupe	101.2	170.3	65.4	3,000	2.5-liter	29,950	
325ix sedan	101.2	170.3	65.4	3,044	2.5-liter	30,750	NA

5-SERIES

	1989	1988
Car sales	20,219	18,628

Made in Munich, West Germany, the BMW line has included its intermediate 5 Series since 1988. The series includes 4-door, 5-passenger sedans with 6-cylinder 2.5-liter or 3.4-liter engines.

Sales rank
34 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
525i sedan	108.7	185.8	68.9	3,395	2.5-liter	$33,200	NA
535i sedan	108.7	185.8	68.9	3,530	3.5-liter	41,500	NA

7-SERIES

	1989	1988
Car sales	10,399	13,308

At the upper scale is the 7 Series of standard-sized luxury cars from Munich, West Germany. The largest, most luxurious of the BMW sedans, the 7 Series boasts a 750iL, the only 12-cylinder sedan offered in North America.

Sales rank
15 of 23 standard cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
735i sedan	111.5	193.3	72.6	3,835	3.5-liter	$49,000	
735iL sedan	116.0	197.8	72.6	4,015	3.5-liter	53,000	
750iL sedan	116.0	197.8	72.6	4,235	5.0-liter	70,000	NA

M3 SEDAN

	1989	1988
Car sales	979	1,675

M3 is a limited-production, 3-Series sedan developed as a racing production car. It has a 2.3-liter, 192 hp 4-cylinder engine with twin cams, four valves per cylinder. Top speed: 143 mph.

Sales rank
37 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
M3 sedan	101.0	171.1	66.1	2,865	2.3-liter	$34,950	NA

PRODUCT PROFILES

CHRYSLER CORP.

L.A. Iacocca, chairman
Gerald Greenwald, vice chairman
Chrysler Corp.
12000 Chrysler Dr.
Highland Park, MI 48288-1919

	1989	1988
U.S. car sales	1,019,693	1,191,294
U.S. light truck sales	984,354	1,016,763
Car share (%)	10.33	11.25
Truck share (%)	21.03	20.87

Walter P. Chrysler, former GM executive, founded Chrysler Corp. in 1925. By 1927, the automaker had rocketed from 27th to fourth in the industry.

In April, 1987, Chrysler bought American Motors Corp., fourth largest U.S.-based car maker, which gave it four assembly plants, nine parts plants and 1,600 dealers. Under that pact, Chrysler and Renault have continued an AMC program to import and make cars with the Eagle badge.

Today, Chrysler has ties with Mitsubishi Motors of Japan - but sold an equity interest early in 1990. It owns Italian exotic car maker, Lamborghini, has a stake in Maserati of Italy and a venture with Fiat of Italy to sell Alfa Romeo cars.

Chrysler with Renault soon will produce a mini-sport utility vehicle codenamed JJ. Hyundai Motor of Korea will supply Chrysler with mid-sized sedans beginning in 1991.

CHRYSLER-PLYMOUTH

Michael V. Howe, general manager
Chrysler-Plymouth Division
Chrysler Corp.
12000 Chrysler Dr.
Highland Park, MI 48288-1919

	1989	1988
Car sales	502,286	616,989
(Chrysler)	196,125	279,127
(Plymouth)	306,161	337,862
Car share (%)	5.09	5.83
(Chrysler)	1.99	2.64
(Plymouth)	3.10	3.19

Chrysler-Plymouth Division of Chrysler Corp. dates to 1928 when the company launched Plymouth and DeSoto cars. During the same year it purchased Dodge Brothers Inc., at the time the industry's third largest company. Then, as now, trucks were important to Dodge and enjoyed a strong reputation for durability.

IMPERIAL

	1989	1988
Car sales	2,226	0

The name Imperial has been on and off Chrysler cars for generations. It returned in the 1990 model year as a front-drive standard-sized car made in Belvidere, Ill. and targeted for the older American traditional buyer.

Sales rank
58 of 72 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	109.3	203.0	68.9	3,570	3.3-liter	$25,495	5,740

LE BARON

	1989	1988
Car sales	89,299	135,115

Restyled for 1990, 6-passenger, front-drive LeBaron sedan is built in Newark, Del. The "world's best selling convertible" and coupe bowed as 1987 models and are built in St. Louis, Mo.; a few are made in Toluca, Mexico.

Sales rank
15 of 70 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	100.3	184.9	68.5	2,863	2.5-liter	$12,495	
Sedan	103.3	181.2	67.3	3,064	3.0-liter	15,995	
Convertible	100.4	184.9	68.5	3,051	2.5-liter	14,995	96,616

NEW YORKER

	1989	1988
Car sales	75,893	98,172

New Yorkers are built in Belvidere, Ill. Front-drive Landau and Salon debuted as 1989 models, bringing back a familiar name. Fifth Avenue, redone in 1990, is aimed at "mature buyers seeking status and comfort."

Sales rank
18 of 70 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	104.3	193.6	68.9	3,143	3.0-liter	$16,342	
5th Ave sedan	109.3	198.6	68.9	3,452	3.3-liter	20,860	74,675

TC by MASERATI

	1989	1988
Car sales	2,924	NA

The TC by Maserati is a front-drive 2-door luxury sport covertible/hardtop. The limited-production car is built in Milan, Italy, by Officine Alfieri Maserati SpA, and sold here by Chrysler-Plymouth dealers.

Sales rank
16 of 22 specialty cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Convertible	93.0	175.8	68.5	3,274	2.2-liter	$35,500	NA

TOWN & COUNTRY

	1989	1988
Truck sales	1,812	0

Town & Country is a front-drive 7-passenger luxury miniwagon assembled in St. Louis, Mo. Introduced in July, 1989, it has leather interior, 3.3-liter V-6 engine and electronic 4-speed automatic transmission.

Sales rank
18 of 19 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Town & Country	119.1	191.4	72.0	3,817	3.3-liter	$23,500	3,330

ACCLAIM

	1989	1988
Car sales	92,017	3,508

Acclaim was introduced in 1989 as "most researched" Plymouth ever. Built in Newark, Del., Acclaim appeals to young and affluent buyers, the company says. Its Dodge counterpart is the Spirit.

Sales rank
14 of 70 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	103.3	181.2	67.3	2,798	2.5-liter	$10,395	125,292

COLT

	1989	1988
Car sales	58,299*	79,885*

*—Total sales combined for Plymouth and Dodge Colt.

Made in Okazaki, Japan, by Mitsubishi Motors Corp., Colt was restyled in 1989. Sibling DL Wagon has front- or all-wheel drive and bowed as a 1988-model. Half of front-drive Colt DL wagon buyers are women.

Sales rank
12 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	93.9	158.7	65.7	2,194	1.5-liter	$ 6,851	NA
Wagon	93.7	169.3	64.4	2,271	1.5-liter	9,316	NA
4wd Wagon	93.9	169.3	64.4	2,568	1.8-liter	11,145	NA

COLT VISTA

	1989	1988
Car sales	12,910*	19,439*

*—Total sales combined for Plymouth and Dodge Colt.

Plymouth Colt Vista is built in Okazaki, Japan by Mitsubishi Motors Corp. The compact 5-door wagon seats up to seven passengers and can be ordered with all-wheel drive. Colt Vista made its debut in 1984.

Sales rank
29 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Wagon	103.3	176.6	64.8	2,667	2.0-liter	$11,941	NA
4wd Wagon	103.5	176.6	64.8	2,965	2.0-liter	13,167	NA

PRODUCT PROFILES

HORIZON

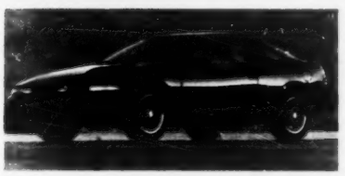
	1989	1988
Car sales	39,315	61,142

Horizon went out of production at Chrysler's Jefferson Ave. plant in Detroit early in 1990 because of slow sales. Horizon, introduced in 1978, was considered a pathfinding domestic econobox.

Sales rank
17 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	99.1	163.2	66.8	2,296	2.2-liter	$6,995	32,937

LASER



	1989	1988
Car sales	21,098	0

Sporty Laser entered the market as a 1990 model. Made in Normal, Ill., in a joint-venture between Chrysler and Mitsubishi Motors Corp., Laser has 5-speed manual transmission as standard and can be turbocharged.

Sales rank
21 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	97.2	170.5	66.5	2,524	1.8-liter	$10,855	36,914

SUNDANCE

	1989	1988
Car sales	84,335	89,218

Plymouth Sundance is a product of the Chrysler assembly plant in Sterling Heights, Mich. The compact was introduced in 1987 and comes as coupe, sedan and hatchback.

Sales rank
12 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	97.0	171.1	67.3	2,615	2.2-liter	$8,845	
Sedan	97.0	171.7	67.3	2,655	2.2-liter	9,045	100,618

VOYAGER

	1989	1988
Truck sales	184,943	192,273

Voyager, one of the Chrysler minivans that upset the competition's cart when introduced in 1984, is sold in two models. The multi-purpose van, made in Windsor, Ontario, has room for seven. A 3.3-liter V-6 is optional.

Sales rank
3 of 23 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Voyager	112.0	175.9	72.0	4,070	2.5-liter	$11,995	119,572

DODGE

Lawrence R. Baker, general manager
Dodge Division
Chrysler Corp.
12000 Chrysler Dr.
Highland Park, MI 48288-1919

	1989	1988
Car sales	447,688	508,308
Car share (%)	4.54	4.80

Chrysler Corp.'s Dodge Division dates to 1928 when the company purchased Dodge Brothers Inc., at the time the industry's third largest company. Trucks were big sellers even then and the dealer organization was one of the strongest. Vehicles wearing the Dodge nameplate enjoyed a strong reputation for rugged durability.

COLT

	1989	1988
Car sales	58,299*	79,885*

*—Total sales combined for Dodge and Plymouth Colt.

Colt, restyled as a 1989 model, is made by Mitsubishi Motors Corp. in Okazaki, Japan. The 2-door hatchback is aimed at first-time buyers. The 4-door DL wagon entered the U.S. market in 1988.

Sales rank
12 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	93.9	158.7	65.7	2,194	1.5-liter	$6,851	NA
Wagon	93.7	169.3	64.4	2,271	1.5-liter	9,316	NA

COLT VISTA

	1989	1988
Car sales	12,910*	19,439*

*—Total sales combined for Dodge and Plymouth Colt Vista.

Colt Vista is a product of Mitsubishi Motors Corp.'s assembly plant in Okazaki, Japan. Introduced in the 1984 model year, Vista has optional on-demand all-wheel drive.

Sales rank
29 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Wagon	103.3	176.6	64.8	2,667	2.0-liter	$11,941	NA
4wd Wagon	103.5	176.6	64.8	2,965	2.0-liter	13,167	NA

DAYTONA

	1989	1988
Car sales	64,097	72,171

Dodge Daytona is a sporty compact that can be ordered with a variable suspension system that allows an occupant to select ride settings in degrees of softness. Daytonas are constructed at St. Louis, Mo.

Sales rank
15 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	97.0	179.2	69.3	2,751	2.5-liter	$9,745	72,452

DYNASTY

	1989	1988
Car sales	109,250	83,012

Dynasty, a front-drive 6-passenger intermediate, was introduced in 1988. The C-car, assembled in Belvidere, Ill., offers a choice of two V-6 engines or the standard 4-cylinder power.

Sales rank
10 of 70 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	104.3	192.0	68.9	3,006	2.5-liter	$12,995	132,636

MONACO

	1989	1988
Car sales	0	0

Subcompact sedan Monaco is a low-priced version of the front-drive Eagle Premier, introduced as a 1990 model. Monaco, a time-honored Chrysler name, was last used in 1978. It is built in Bramalea, Ontario.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	106.0	192.8	70.0	3,083	3.0-liter	$14,995	1,184

PRODUCT PROFILES

OMNI

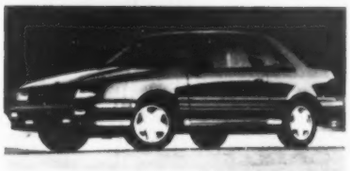
	1989	1988
Car sales	40,185	59,664

Introduced in 1978, Omni immediately cut into econobox market which had been dominated by Japanese cars and Ford Fiesta. It was produced at Belvidere, Ill., then Detroit until its demise early in 1990.

Sales rank
16 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	99.1	163.2	66.8	2,335	2.2-liter	$6,995	34,621

SHADOW



	1989	1988
Car sales	82,953	91,090

Shadow is a compact built at Sterling Heights, Mich., and introduced in 1987. Dodge calls it a "pocket rocket." In the ES iteration, Shadow packs a 2.2-liter intercooled 4-cylinder engine with variable nozzle turbocharging.

Sales rank
13 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	97.0	171.7	67.3	2,610	2.2-liter	$8,785	
Sedan	97.0	171.7	67.3	2,650	2.2-liter	8,985	104,145

SPIRIT

	1989	1988
Car sales	76,558	3,950

Dodge Spirit, the Chrysler intermediate-sized A-body car, was introduced in January, 1989, and was given minor appearance changes for 1990. Spirits are built in Newark, Del. Sibling is Acclaim.

Sales rank
16 of 70 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	103.3	181.2	67.3	2,798	2.5-liter	$10,495	108,048

CARAVAN

	1989	1988
Truck sales	219,576	230,140

Caravan is the industry's best-selling minivan and the biggest selling nameplate in the Chrysler Corp. stable. For 1990, Grand Caravan gets a domestic 3.3-liter engine. Caravan is built in Windsor, Ontario.

Sales rank
1 of 23 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Caravan	112.0	175.9	64.6	4,070	2.5-liter	$11,995	248,852

DAKOTA

	1989	1988
Truck sales	89,294	93,396

There's still only one factory-built convertible pickup sold in this country and that's an option package on the Dodge Dakota. Dakota comes in conventional form with 2-wheel or 4-wheel power.

Sales rank
8 of 20 pickups

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Dakota	112.0	185.9	68.4	4,240	2.5-liter	$9,700	NA

RAM PICKUP

	1989	1988
Truck sales	90,302	82,013

Dodge made an optional diesel engine available in its rugged Ram truck in 1989 and the engine proved so popular output of the unit will be doubled in 1990 model year. Club Cab is offered in 2wd and 4wd configurations.

Sales rank
10 of 20 pickups

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Pickup	115.0	185.9	68.4	3,599	2.5-liter	$10,450	91,036

RAM 50

	1989	1988
Truck sales	28,967	53,283

Dodge Ram has a 1990-V-6 engine option and is available as Power Ram with 4wd and 2wd Ram 50 which can accommodate Sports Cab for more space. Rams are made in Wayne, Mich., and Lago Alberto, Mexico.

Sales rank
11 of 20 pickups

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Pickup	105.1	176.9	65.1	4,165	2.6-liter	$7,781	NA

RAMCHARGER

	1989	1988
Truck sales	18,973	18,309

Dodge Ramcharger full-size utility vehicle is the industry's lowest priced member of that classification and is also built in Lago Alberto, Mexico. Functional features for 1990 included standard rear anti-lock brakes.

Sales rank
13 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Pickup	106.0	184.6	79.5	5,600	5.2-liter	$14,275	NA

RAM VAN/WAGON

	1989	1988
Truck sales	91,867	85,034

Dodge calls its roomy Ram Van/Wagon a "people mover." It is used widely as airporter or commuter vehicle. Unchanged in style through the years, Ram Wagon, built in Windsor, Ontario, gets engineering updates.

Sales rank
19 of 23 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Van/wagon	109.6	178.9	79.8	3,680	3.9-liter	$14,145	96,724

JEEP/EAGLE

	1989	1988
Car sales	69,719	65,997
Car share (%)	0.71	0.62

Jeep/Eagle is the newest U.S. car-making entity and includes parts of former Renault operations, Mitsubishi and Jeep. In '90, slick, fast Talon is aimed at young, tech-conscious buyers. Its all-wheel-drive system is Chrysler's first. Turbocharged, intercooled, 16-valve motor also aims at the young, performance-oriented.

Martin R. Levine, general manager
Jeep/Eagle Division
Chrysler Corp.
12000 Chrysler Dr.
Highland Park, MI 48288-1919

PRODUCT PROFILES

PREMIER

	1989	1988
Car sales	39,546	40,872

Eagle Premier, sold since the 1988 model year by Jeep-Eagle dealers, is made in Bramalea, Ont. The 4-door, 5-passenger intermediate has a 3-liter V-6 and such standard amenities as air conditioning.

Sales rank
26 of 70 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	106.0	192.8	70.0	3,023	3.0-liter	$15,350	32,720

SUMMIT

	1989	1988
Car sales	19,121	4,603

Eagle Summit is built in Okasaki, Japan. Four-passenger front-drive subcompact Mitsubishi sedan bowed as a 1989 model. Close to 80 percent of Summit buyers previously owned cars other than Chrysler products.

Sales rank
26 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	96.7	170.1	65.7	2,271	1.5-liter	$8,895	NA

TALON

	1989	1988
Car sales	7,145	0

Eagle Talon is the Chrysler Corp. version of the compact made in a joint venture of Chrysler and Mitsubishi Motors Corp. at Normal, Ill. Talon can be ordered with all-wheel drive and a 2.0-liter 16-valve engine.

Sales rank
31 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	97.2	172.4	66.9	2,711	2.0-liter	$12,995	
4wd Coupe	97.2	172.4	66.9	3,101	2.0-liter	16,437	12,915

JEEP CHEROKEE

	1989	1988
Truck sales	156,118	149,566

Available with 4wd, the multi-purpose Cherokee has been sold since 1984. The still-stylish Jeep is built in Toledo.

Sales rank
2 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Cherokee	101.4	165.3	70.5	2,853	2.5-liter	$13,745	207,216

JEEP COMANCHE

	1989	1988
Truck sales	25,074	37,971

Introduced in 1986, Toledo-built Comanche is a combination of versatile family pickup and muscular Jeep off-road four-wheeler. Long-bed cargo box is available.

Sales rank
12 of 20 pickups

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Pickup	112.9	179.2	71.7	NA	2.5-liter	$8,095	25,311

JEEP WAGONEER

	1989	1988
Truck sales	17,252	23,620

Upscale Toledo-built Wagoneer bowed in current iteration in 1984. A combination of Jeep ruggedness and luxury car, Wagoneer is a favorite of gentleman farmers, car armorers, political security forces, bodyguards.

Sales rank
19 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Limited	101.4	165.3	70.5	2,936	2.5-liter	$24,795	
Grand	108.7	186.4	74.8	4,499	5.9-liter	27,795	17,057

JEEP WRANGLER

	1989	1988
Truck sales	50,726	42,076

When many people think of Jeep they envision the World War II vehicle that replaced the horse and motorcycle. Jeep Wrangler today is a versatile, highly refined product built in Brampton, Ontario.

Sales rank
7 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Wrangler	93.4	152.6	66.0	3,736	2.5-liter	$9,393	NA

DAIHATSU

S. "John" Fukunaka, President and CEO
C.R. "Dick" Brown, executive vp and COO
Daihatsu America Inc.
4422 Corporate Center Dr.
Los Alamitos, CA 95725

	1989	1988
U.S. car sales	15,118	11,460
Car share (%)	0.15	0.11

Daihatsu America, (1986), is a subsidiary of Daihatsu Motor Co., Osaka, Japan. The venerable parent firm called Hatsudoki Seizo Co. was formed in 1907 and its first car - a 3-wheeler - was built in 1930. Renamed Daihatsu Motor Co. in 1974 when its first 4wd vehicle was marketed, the Japanese auto maker came out with Charade in 1977 on a car with 933 cc power. In 1985, Daihatsu built its 10 millionth vehicle and in 1988 entered U.S. market with Charade. Toyota Motor Corp. has a 14 percent stake in Daihatsu.

CHARADE

	1989	1988
Car sales	15,118	11,460

Charade is a Daihatsu name dating back to 1977 when a car with 933cc engine was introduced in Japan. The subcompact came to this country in 1988 on 2-door hatchback. A Daihatsu sedan bowed as 1990 model.

Sales rank
27 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr Hatchback	92.1	144.9	63.6	1,820	1.0-liter	$6,497	
Sedan	92.1	159.6	63.6	2,045	1.3-liter	8,197	NA

ROCKY

	1989	1988
Car sales	0	0

Daihatsu's Rocky is wide-track 4wd utility with a 16-valve, 1.6-liter multiport injection engine that combines "luxury with economical ruggedness." Rocky is sold with removeable hardtop or retractable soft top.

Sales rank
25 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Rocky	85.6	148.2	68.5	2,833	1.6-liter	$10,897	NA

PRODUCT PROFILES

FERRARI

Giuseppe Greco, president
Ferrari North America
777 Terrace Ave.
Hasbrouck Heights, NJ 07604

	1989	1988
U.S. car sales	805	1,054
Car share (%)	0.00	0.01

Bearing the badge of the prancing horse, Ferrari cars are built by Ferrari SpA, Modena, Italy, with engines coming from Maranello. Cars bear the stamp of Enzo Ferrari, race driver-entrepreneur, who died in 1988. The first true Ferrari was a race car, the 125 built in 1947, and that successful V-12 effort was followed by a steady stream of racers. Strong, slick Ferraris formed the backbone of a breed of cars that became known in the post World War II period as "the supercars." Victories in Formula One racing focused attention on Ferrari. Joining the stable in the 1990 model year is a 2-seater Ferrari 348 TB with a 3.4-liter 32-valve V-8, 300 hp engine that is longitudinally mounted.

TESTAROSSA

	1989	1988
Car sales	NA	NA

The 180 mph Ferrari Testarossa (Redhead) is engineered for high-performance and "from its inception has been the very embodiment of the Ferrari spirit." The 12-cylinder, 48-valve engine generates 380 hp.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Coupe	100.4	176.6	77.8	3,660	4.9-liter	$161,600	NA

MONDIAL t

	1989	1988
Car sales	NA	NA

Ferrari's Mondial was introduced in 1980 but the Mondial t is new in styling and technicals in the 1990 model year. The letter t indicates the transverse gear box. A coupe and Cabriolet convertible make up the line.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Coupe	104.3	178.5	70.6	3,440	3.2-liter	NA	
2-dr. Cabriolet	104.3	178.5	70.6	3,462	3.2-liter	NA	NA

FORD MOTOR CO.

Harold A. Poling, chairman and CEO.
Philip E. Benton Jr., president and COO.
Ford Motor Co.
The American Road
Dearborn, MI 48121

	1989	1988
U.S. car sales	2,177,866	2,289,764
U.S. light truck sales	1,401,994	1,462,087
Car share (%)	22.07	21.62
Truck share (%)	29.95	30.00

Ford Motor Co., was founded by Henry Ford whose first car ran June 4, 1896. The great inventor and entrepreneurial genius built the business from a one-man operation in a Detroit shed into a broadly held worldwide company selling millions of cars a year. "The car that put the world on wheels," the Model T was launched in 1908; 15 million were built.

In March, Ford bought Jaguar plc, the holding company for Jaguar Cars Ltd., for $2.5 billion and said that move "gives Ford a new presence in the world's premium-car market."

FORD DIV.

Thomas J. Wagner, vp and general manager
Ford Division
Ford Motor Co.
P.O. Box 43301
300 Renaissance Center
Detroit, MI 48243

	1989	1988
Car sales	1,502,878	1,596,671
Car share (%)	15.23	15.08

Ford Division was formed Feb. 11, 1949, following a post-World War II reorganization under Henry Ford II, grandson of the company's founder. The division was created to bring a central staff more control of administration and production.

Ford Division builds "workingman's car to luxurious family-sized cars."

ESCORT

	1989	1988
Car sales	333,535	387,815

The 1980's best-seller bowed in the U.S. in 1980; Escort 1989 sales were 392,360 units, it's best. The subcompact was redesigned in 1985, not again until 1991. Escorts are built in Wayne, Mich., and Hermosillo, Mexico.

Sales rank
1 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	94.2	169.4	65.9	2,242	1.9-liter	$7,565	
Sedan	94.2	169.4	65.9	2,310	1.9-liter	8,674	
Wagon	94.2	169.4	65.9	2,313	1.9-liter	9,259	347,290

FESTIVA

	1989	1988
Car sales	69,328	69,167

Festiva was introduced in August, 1987, as a 1988 model to compete with other Asian imports. Built in Seoul, South Korea, the subcompact has throttle-body injection and a 5-speed manual transmission.

Sales rank
9 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	90.2	140.5	63.2	1,785	1.3-liter	$6,319	NA

LTD CROWN VICTORIA

	1989	1988
Car sales	108,085	114,212

Dating from 1978, LTD Crown Victoria and its powerful 8-cylinder engine is popular with police and taxi fleet managers and those with more customary driving needs. Crown Vic is built at St. Thomas, Ontario.

Sales rank
7 of 23 standard cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	114.3	211.0	77.5	3,821	5.0-liter	$17,257	
Wagon	114.3	215.7	79.3	3,978	5.0-liter	17,668	117,900

MUSTANG

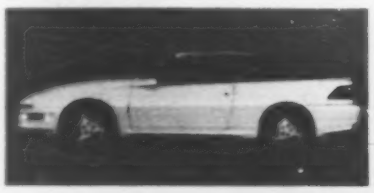
	1989	1988
Car sales	161,148	170,080

Few cars have met with the near-exuberance the public showed Mustang as it appeared April 17, 1964. Mustang is built at the Rouge complex in Dearborn, Mich., with most recent redesign in 1979.

Sales rank
7 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	100.5	179.6	68.3	2,759	2.3-liter	$ 9,456	
2-dr. Hatchback	100.5	179.6	68.3	2,824	2.3-liter	9,962	
Convertible	100.5	179.6	68.3	2,960	2.3-liter	15,141	
GT V-8 coupe	100.5	179.6	68.3	2,970	5.0-liter	13,986	172,698

PROBE



	1989	1988
Car sales	133,650	77,763

Probe is designed by Ford but engineered and built by Mazda Motor Manufacturing (USA) Corp. in a plant in Flat Rock, Mich., that also turns out Mazda MX-6 cars. The compact bowed in May, 1988, as a 1989 model.

Sales rank
8 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
GL coupe	99.0	177.0	67.9	2,730	2.2-liter	$11,470	129,891

PRODUCT PROFILES

TAURUS

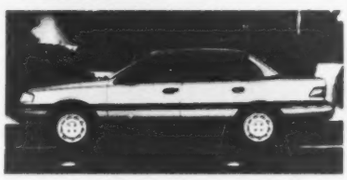
	1989	1988
Car sales	348,061	374,627

Taurus put Ford into a fiscal turnaround mode, moving it solidly into the automotive mainstream of the 1980's. Taurus is assembled in Atlanta, Ga., and Chicago, Ill., and is available as the Taurus SHO.

Sales rank
1 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	106.0	188.4	70.8	2,956	2.5-liter	$12,640	
SHO (24-V engine)	106.0	188.4	70.8	2,970	3.0-liter	21,633	
Wagon	106.0	191.9	70.8	3,244	3.0-liter	14,272	362,181

TEMPO



	1989	1988
Car sales	228,426	285,441

Another durable Ford platform is Tempo, which bowed as a 1984 model. Built at Kansas City, Mo., and Oakville, Ontario, Tempo had a significant styling revision for the 1986 car year and an exterior freshening for 1988.

Sales rank
4 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	99.9	176.7	68.3	2,529	2.3-liter	$9,483	
Sedan	99.9	177.0	68.3	2,587	2.3-liter	9,633	281,077

THUNDERBIRD

	1989	1988
Car sales	120,645	117,866

Built in Lorain, Ohio, Thunderbird has been Ford Division's top entry since its appearance as a 1955 model. The T'Bird started as a little sports job at $2,950, grew to become a 4-door then was switched back to a coupe.

Sales rank
5 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	113.0	198.7	72.7	3,581	3.8-liter	$14,980	
Super Coupe	113.0	198.7	72.7	3,809	3.8-liter	20,390	137,395

AEROSTAR

	1989	1988
Van sales	188,130	184,578

Aerostar wagon and van went on sale in 1986. Built in St. Louis, Mo., the versatile vehicles may be ordered in extended length and with 4wd starting in 1990. ABS is standard as is 21-gallon plastic fuel tank.

Sales rank
2 of 23 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Aerostar/wagon	118.9	174.9	71.7	3,102	3.0-liter	$12,267	215,702

BRONCO

	1989	1988
Truck sales	62,653	55,124

The big, rugged 4WD Bronco entered the market in 1966 with current platform dating to 1980 model year. Options include 5.0-liter and 5.8-liter injected V-8s, seating capacity for up to six. Bronco is built in Wayne, Mich.

Sales rank
6 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Bronco	104.7	180.5	79.1	4,532	4.9-liter	$16,795	70,156

BRONCO II

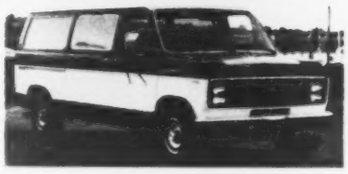
	1989	1988
Truck sales	108,990	124,109

Bronco II will be replaced in the 1991 model year by the Ford Explorer. Bronco II made its debut as a 1984 model, and has had evolutionary appearance changes since. Ford utility job is built in Louisville, Ky.

Sales rank
3 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Bronco II	94.0	161.9	68.0	4,040	2.9-liter	$13,001	118,547

ECONOLINE/ CLUB WAGON



	1989	1988
Truck sales	191,977	215,528

Econoline was introduced in 1961 to kick off an upward trend in van sales which has continued. The Ford vans and Club Wagons are assembled in Lorain, Ohio. Options include seating for up to 15.

Sales rank
5 of 23 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Econ/Club wagon	124.0	186.6	79.9	3,873	4.9-liter	$12,740	207,548

F-SERIES PICKUPS

	1989	1988
Truck sales	566,387	584,169

Ford Division dates its full-sized light trucks to 1925. The first F-100 debuted in 1953. Changes in 1990 include electronic automatic overdrive transmission, greater availability of automatic locking hubs.

Sales rank
2 of 20 pickups

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
F-150	116.8	194.1	79.0	3,670	4.9-liter	$10,249	
F-250	133.0	210.2	79.0	3,955	4.9-liter	12,156	
F-350	133.0	210.2	79.0	4,730	4.9-liter	12,403	830,791

RANGER

	1989	1988
Truck sales	284,125	298,579

Ranger has been on sale since 1983. Made in Louisville, Ky., the little truck features an optional 160 hp 4.0-liter engine and trailer towing capability boosted in 1990. Standard power is 2.3-liter "Twin Plug" engine.

Sales rank
3 of 20 pickups

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Ranger	107.9	176.5	66.8	4,420	2.3-liter	$7,856	307,460

LINCOLN-MERCURY DIV.

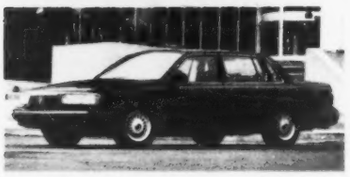
Ross H. Roberts, vp and general manager
Lincoln-Mercury Division
Ford Motor Co.
300 Renaissance Center
Detroit, MI 48243

	1989	1988
Car sales	674,988	693,093
Car share (%)	6.84	6.54

Lincoln-Mercury Division was formed Oct. 22, 1945, in a company-wide restructuring run by Ford vice president Ernest R. Breech. Under Henry Ford II, Breech aimed at modernizing organization and created divisions that followed a General Motors pattern of centralized administration.

PRODUCT PROFILES

CONTINENTAL



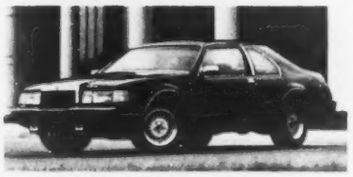
	1989	1988
Car sales	56,441	47,424

Bowing as a 1988 model, Lincoln Continental was freshened for '90 model year. Built in Wixom, Mich., it has sequential multiport injection. A light-duty towing package is optional and allows pulling of 2,000 pounds.

Sales rank
22 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	[illegible]	205.1	72.7	3,663	3.8-liter	$29,422	64,462

MARK VII



	1989	1988
Car sales	24,620	22,526

The full-sized Mark was introduced as a 1984-model. It is built at Wixom, Mich., and boasts a lengthy list of standard equipment that is optional in most other cars. Driver-side air bags are added for current model year.

Sales rank
30 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	108.5	202.8	70.9	3,779	5.0-liter	$29,246	21,592

TOWN CAR

	1989	1988
Car sales	119,254	121,674

Lincoln Town Car was given a new appearance and interior for the 1990 model year. Emphasis put on modernizing standard-sized car platform introduced in fall, 1979. All Lincolns are assembled in Wixom, Mich.

Sales rank
5 of 23 standard cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	117.4	220.2	78.1	4,025	5.0-liter	$27,986	127,679

COUGAR

	1989	1988
Car sales	99,673	100,961

Current Lorain, Ohio-built Lincoln-Mercury version of Ford Thunderbird was introduced as 1989 model. An onboard diagnostic maintenance monitor indicates when oil change is due, low fuel, low oil, low coolant.

Sales rank
12 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	113.0	198.7	72.7	3,608	3.8-liter	$15,816	
XR 7 coupe	113.0	198.7	72.7	3,805	3.8-liter	20,213	114,300

GRAND MARQUIS

	1989	1988
Car sales	111,575	114,385

Standard-sized Mercury Grand Marquis sedan is assembled in St. Thomas, Ontario. Introduced in current style in 1980, Marquis gets new instrument panel, driver air bag and updated climate control for 1990.

Sales rank
6 of 23 standard cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	114.3	213.6	77.5	3,832	5.0-liter	$17,784	
Colony Park wagon	114.3	218.0	79.3	4,006	5.0-liter	18,504	127,074

SABLE

	1989	1988
Car sales	110,962	119,218

Sable debuted as 1986 model built in Atlanta, Ga., and Chicago. Car has remained untouched by stylists since introduction while receiving engineering changes like engine improvements, safety features.

Sales rank
8 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	106.0	192.2	70.8	3,131	3.0-liter	$15,065	
Wagon	106.0	192.2	70.8	3,260	3.0-liter	16,010	116,886

TOPAZ

	1989	1988
Car sales	85,732	92,723

Built in Kansas City, Mo., and Oakville, Ont., Topaz is entry-level car for Lincoln-Mercury dealers. Introduced as a 1984 model with a 2.0-liter diesel option, compact was updated in 1986 and again in 1988.

Sales rank
11 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	99.9	176.7	68.3	2,546	2.3-liter	$10,007	
Sedan	99.9	177.0	68.3	2,602	2.3-liter	10,164	123,103

TRACER

	1989	1988
Car sales	57,966	58,921

Tracer was introduced as a 1988 model built in Hermosillo, Mexico. Reengineered with Mazda Motor Corp., the 1991 Tracer will be assembled in Wayne, Mich. as well as Hermosillo. Its mate is Ford Escort.

Sales rank
13 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	94.7	162.0	65.2	2,205	1.6-liter	$8,672	
Sedan	94.7	162.0	65.2	2,240	1.6-liter	9,358	
Wagon	94.7	169.7	65.2	2,335	1.6-liter	9,842	39,589

GENERAL MOTORS

Roger B. Smith, chairman and CEO
Robert C. Stempel, president and COO
General Motors Corp.
General Motors Bldg.
3044 W. Grand Blvd.
Detroit, MI 48202.

	1989	1988
U.S. car sales	3,437,251	3,822,014
U.S. light truck sales	1,668,973	1,689,406
Car share (%)	34.83	36.09
Truck share (%)	35.66	34.67

General Motors, formed in 1908 in Flint, Mich., has 240 operations in 142 U.S. cities including 30 assembly plants. GM also has plants in Canada and Mexico, and assembly, manufacturing or distribution sites in 35 other countries.

In 1984, GM reorganized vehicle operations into Buick-Oldsmobile-Cadillac and Chevrolet-Pontiac-GM of Canada groups, based in Warren, Mich., and the Truck & Bus Group, Pontiac, Mich. Automotive profits in 1989 were lower than in 1988 because of lower volume and higher sales incentives reflecting tough competition.

BUICK

Edward H. Mertz, general manager
Buick Motor Division
General Motors
902 E. Hamilton Ave.
Flint, MI 48550.

	1989	1988
Car sales	542,917	581,424
Car share (%)	5.50	5.49

Buick Motor Co. was organized in Flint, Mich., in 1903 by David Dunbar Buick, saved by William C. Durant a year later and became part of General Motors Co. in 1908. Operated as a separate division until 1984 when GM was reorganized, Buick became part of the Buick-Oldsmobile-Cadillac Group.

PRODUCT PROFILES

CENTURY

	1989	1988
Car sales	134,682	131,994

Buick's mid-sized Century was introduced in 1982 and is assembled in Oklahoma City, Okla. Restyled in 1989, front-drive Century is built as a coupe, sedan and station wagon.

Sales rank
4 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	104.8	189.1	69.4	2,839	2.5-liter	$13,250	
Sedan	104.8	189.1	69.4	2,869	2.5-liter	13,150	
Wagon	104.8	190.9	69.4	3,048	2.5-liter	14,570	122,766

ELECTRA

	1989	1988
Car sales	77,621	84,453

Buick Electra, built in Wentzville, Mo., was redesigned for the 1985 model year and gets another redesign for 1991. Electra is available as Electra Limited, Park Avenue, Park Avenue Ultra and Electra T.

Sales rank
9 of 23 standards

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	110.8	196.9	72.4	3,307	3.8-liter	$20,225	80,049

LE SABRE

	1989	1988
Car sales	147,321	141,440

Buick LeSabre, which made its debut in 1986, was given new front and rear appearance for the 1990 model year. LeSabre is built by Buick-Oldsmobile-Cadillac Group in Buick City, Flint, Mich.

Sales rank
3 of 23 standards

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	110.8	196.5	72.4	3,234	3.8-liter	$16,145	
Sedan	110.8	196.5	72.4	3,270	5.0-liter	16,050	
Wagon	115.9	220.5	79.3	4,339	5.0-liter	17,940	164,858

REATTA

	1989	1988
Car sales	7,905	4,514

Specialty car Reatta debuted in 1989 and a convertible version was added in the 1990 model year. The 2-seater is a product of what the company calls the Reatta Craft Center in Lansing, Mich.

Sales rank
7 of 22 specialty cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	98.5	183.5	73.0	3,372	3.8-liter	$28,335	
Convertible	98.5	183.5	73.0	3,569	3.8-liter	34,995	6,378

REGAL

	1989	1988
Car sales	76,003	122,871

Buick Regal made its debut as a coupe in 1988 and sedan in 1990. Gran Touring package includes ride, tire upgrades. A top-seller among GM-10 body cars, Regal is assembled in Oshawa, Ontario.

Sales rank
17 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	107.5	192.2	72.5	3,237	3.1-liter	$15,200	
Sedan	107.5	194.6	72.5	3,311	3.1-liter	NA	74,346

RIVIERA

	1989	1988
Car sales	19,208	11,750

Riviera by Buick is built in the Cadillac Motor Car Division assembly center in Hamtramck, Mich. The luxurious front-drive coupe was lengthened and reskinned for the 1989 car year.

Sales rank
36 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	108.0	198.3	73.1	3,463	3.8-liter	$23,040	20,626

SKYLARK

	1989	1988
Car sales	63,725	58,346

Skylark bowed in 1985 as a 4-door Somerset Regal. Name change came quickly to avoid confusion with Buick's other Regal. Skylark, made in Lansing, Mich., can be bought as an economy or sporty job.

Sales rank
16 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	103.4	180.0	66.6	2,558	2.5-liter	$10,565	
Sedan	103.4	180.0	66.6	2,625	2.5-liter	10,465	68,464

CADILLAC

	1989	1988
Car sales	266,899	266,548
Car share (%)	2.70	2.52

John O. Grettenberger, general manager
Cadillac Motor Car Division
General Motors
2860 Clark St.
Detroit, MI 48232

Cadillac Division was organized in 1902 and became part of GM in 1908. From its start, Cadillac has epitomized luxuriousness among American car makers. Cadillac was first with parts interchangeability, closed bodies and the water-cooled V-8. Unlike other GM divisions, Cadillac is an independent company.

ALLANTE

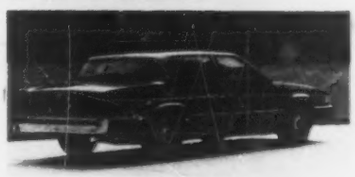
	1989	1988
Car sales	3,276	3,065

Allante, launched in 1987, is a 2-seat luxury convertible or roadster with hardtop. Painted and "dressed" at Pininfarina Coachbuilding, Turin, Italy, Allante is put on chassis in Hamtramck, Mich.

Sales rank
15 of 22 specialty cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Convertible	99.4	178.7	73.5	3,466	4.5-liter	$53,050	3,232

DE VILLE



	1989	1988
Car sales	170,444	160,291

Built in Orion Township, Mich., Coupe de Ville and Sedan de Ville are a benchmark for American luxury. DeVille, restyled in 1984, is the best selling U.S.-built luxury car and has a long list of standard features.

Sales rank
1 of 23 standards

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	110.8	202.7	71.7	3,466	4.5-liter	$26,960	
Sedan	113.8	205.6	71.7	3,546	4.5-liter	27,540	180,510

PRODUCT PROFILES

ELDORADO

	1989	1988
Car sales	30,051	31,199

Eldorado is a soft-riding coupe with high-performance features: 180 hp and acceleration from zero to 60 mph in 9.0 seconds. Debuting in 1966, Eldo was one of GM's first front-drive cars; it is built in Hamtramck, Mich.

Sales rank
29 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	108.0	191.4	72.4	3,426	4.5-liter	$28,855	29,161

FLEETWOOD

	1989	1988
Car sales	39,858	43,670

Fleetwood coupe and sedan, last restyled in 1984, are made in Orion Township, Mich. Providing roomy luxury for six, the upgraded version, Fleetwood 60 Special, may offer the most seat power adjustments on a car.

Sales rank
11 of 23 standards

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	110.8	202.7	71.7	3,538	4.5-liter	$32,400	
Sedan	113.8	205.6	71.7	3,618	4.5-liter	32,980	
Brougham	121.5	221.0	76.5	4,283	5.0-liter	27,400	56,367

SEVILLE

	1989	1988
Car sales	23,030	22,439

When talking about their Seville, Cadillac people mention styling, luxurious appointments, performance and handling that make the car distinctive with a European flair. Seville is assembled in Hamtramck, Mich.

Sales rank
32 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	108.0	190.8	72.0	3,480	4.5-liter	$31,830	24,319

CHEVROLET

J.C. Perkins, general manager
Chevrolet Motor Division
General Motors
30007 Van Dyke
Warren, MI 48090

	1989	1988
Car sales	1,348,430	1,479,616
Car share (%)	13.67	13.97

Louis Chevrolet, Swiss engineer, formed Chevrolet Motor Car Co. in Detroit, on Nov. 3, 1911. The company joined GM in 1918 and Chevy cars became chief competition for low-priced Ford Motor Co. products. In 1929, Chevrolet outsold Ford, one million units to 356,000. Americans buy more Chevys than any other make.

CAMARO

	1989	1988
Car sales	95,469	101,655

The rear-drive Camaro was introduced in 1966; it has been a top-selling muscular sporty car ever since. Built in Van Nuys, Calif., the Camaro line is beefed up by the IROC-Z in 1990 and RS and Z28 in 1991.

Sales rank
15 of 71 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	101.0	192.0	72.8	3,107	3.1-liter	$10,995	
Convertible	101.0	192.0	72.8	3,348	5.0-liter	16,880	100,684

CAPRICE

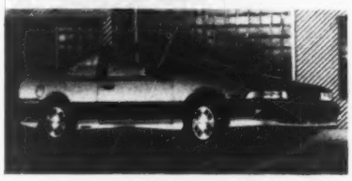
	1989	1988
Car sales	148,823	172,993

Caprice was introduced in 1965 as a model of Chevy Impala and as a separate model in 1966. Downsized in 1977, it will be restyled for the 1991 model year. Caprice production moves to Willow Run, Mich., for 1991.

Sales rank
2 of 23 standard cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	115.9	212.2	75.4	3,803	5.0-liter	$14,525	
Wagon	116.0	215.7	79.3	4,324	5.0-liter	15,725	162,751

CAVALIER



	1989	1988
Car sales	295,715	306,267

Cavalier has been a strong contender since introduction in 1982. The subcompact shares the J-car designation with Pontiac Sunbird and, at one time, with Cadillac Cimarron, Buick Skyhawk and Oldsmobile Firenza.

Sales rank
2 of 44 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	101.2	178.6	66.0	2,465	2.2-liter	$7,577	
Sedan	101.2	178.6	66.0	2,471	2.2-liter	7,777	
Wagon	101.2	178.0	66.0	2,529	2.2-liter	8,165	355,075

CELEBRITY

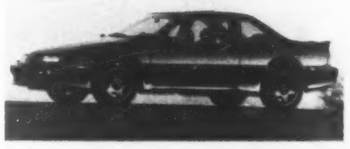
	1989	1988
Car sales	141,796	252,861

Mid-sized Celebrity debuted in 1983 as coupe, sedan and wagon. Only the 6-passenger and 8-passenger wagons survive in the 1990 model year. Celebrity is built in Oklahoma City, Okla., and Ste. Therese, Quebec.

Sales rank
5 of 71 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Wagon	104.9	190.8	69.3	2,954	2.5-liter	$12,395	97,064

BERETTA



	1989	1988
Car sales	326,006*	380,301*

*—Total sales combined for Beretta & Corsica

Beretta, debuted as an '88 model, has become Chevrolet's best-selling coupe. Standard are a plastic fuel tank and European-style sport suspension. Beretta/Corsica are made in Linden, N.J., and Wilmington, Del.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	103.4	187.2	68.2	2,637	2.2-liter	$10,320	
Convertible	103.4	187.2	68.0	2,745	3.1-liter	NA	370,741*

*—Total built combined for Beretta & Corsica

CORSICA

	1989	1988
Car sales	326,006*	380,301*

*—Total sales combined for Corsica & Beretta

A notchback sedan, Corsica made its debut with the coupe Beretta in spring 1987, and quickly rose in sales. Now a best-selling compact, Corsica has an Isuzu-built 5-speed manual transmission as standard equipment.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	103.4	183.4	68.2	2,635	2.2-liter	$9,495	370,741*

*—Total built combined for Corsica & Beretta

PRODUCT PROFILES

CORVETTE

	1989	1988
Car sales	23,928	23,281

Corvette bowed in 1953 and, while going through yearly changes, has had only one major restyling in 15 years. Fiberglass-bodied Corvette remains a 2-seat sporty luxury car and often carries state-of-GM-art engineering.

Sales rank
2 of 22 specialty class cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	96.2	176.5	71.0	3,255	5.7-liter	$31,979	
Convertible	96.2	176.5	71.0	3,301	5.7-liter	37,264	25,279

CORVETTE ZR-1

	1989	1988
Car sales	0	0

Corvette ZR-1 bowed as a 1990 model and is set apart by flared sides, rectangular tail lights, accomodations for bigger wheels and tires. It boasts an aluminum 5.7-liter V-8 engine, 6-speed manual transmission.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-door coupe	96.2	176.5	71.0	3,479	5.7-liter	$58,995	NA

LUMINA

	1989	1988
Car sales	111,149	28,740

Lumina, introduced in March, 1989, was joined last fall by a coupe and plastic-bodied APV minivan. Billed as family transportation, the mid-sized Lumina line is: "The first of a new generation of Chevrolets."

Sales rank
9 of 71 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	107.5	198.4	71.1	3,042	2.5-liter	$12,140	
Sedan	107.5	197.6	71.0	3,122	2.5-liter	12,340	196,411

GEO METRO

	1989	1988
Car sales	52,792	48,088

Metro, with 58 mpg, tops the EPA fuel-economy list. It has a 1.0-liter, 3-cylinder engine with electronic fuel injection. Metro bowed as a '90 model and is made for Chevrolet by Suzuki Motor Co. in Kosai, Japan.

Sales rank
14 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	89.2	146.1	62.0	1,620	1.0-liter	$5,995	
Sedan	93.1	150.0	62.7	1,693	1.0-liter	6,995	NA

GEO PRIZM

	1989	1988
Car sales	89,875	96,868

Prizm is a product of a 7-year-old GM-Toyota Motor Corp. joint venture in Fremont, Cal., New United Motor Mfg. Inc. Prizm replaced Nova in 1989. Geo is a separate franchise available to Chevy dealers.

Sales rank
7 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	95.7	170.7	65.2	2,347	1.6-liter	$10,125	
4-dr. Hatchback	95.7	170.7	65.2	2,397	1.6-liter	10,425	112,342

GEO STORM

	1989	1988
Car sales	62,877	68,347

Storm is a 1990 entry for Chevrolet dealers holding Geo franchises. The subcompact coupe has integrated halogen fog lights, alloy wheels, a sporty instrument group. Storm is built in Fujisawa, Japan, by Isuzu Motors Ltd.

Sales rank
10 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	96.5	163.4	66.7	2,282	1.6-liter	$10,390	NA

CHEVROLET/GMC TRUCK

John D. Rock, general manager.
GM Truck & Bus Group
General Motors
31 Judson
Pontiac, MI 48058

	1989	1988
Truck sales	1,663,625	1,689,406
Chevrolet	1,309,837	1,336,407
GMC	353,788	352,999
Truck share (%)	35.54	34.67
Chevrolet	27.99	27.43
GMC	7.56	7.24

GMC Truck is part of GM's Truck & Bus Group. GMC light trucks are identical to Chevrolet's, but are sold through GMC's marketing group and include no car-like minivans. GM entered the truck market in 1911, when it bought Rapid Motor Vehicle Co. and Reliance Motor Car Co.; the GMC division was formed in 1946.

ASTRO/SAFARI

	1989	1988
Truck sales	175,622	190,001

Astro/Safari is a minivan with trailer-towing capabilities, traction and cargo-carrying stamina, partly derived from its rear-drive. 1990 models have full-time all-wheel drive and 4-wheel anti-lock braking.

Sales rank
4 of 23 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Astro/Safari	110.0	177.0	77.0	3,108	4.3-liter	$13,790	203,019

S-10 BLAZER/ S-15 JIMMY

	1989	1988
Truck sales	223,541	229,033

Blazer and Jimmy can haul up to 12,000 pounds of cargo, a feature important to 40 percent of the buyers who want the trailer-towing option. 1990 models have 4-wheel ABS and more rust-resisting galvanized steel.

Sales rank
1 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Blazer/Jimmy	108.3	178.2	64.8	3,319	4.3-liter	$12,966	214,357

CHEVY/GMC VANS

	1989	1988
Van sales	184,094	181,032

GM passenger and cargo vans for 1990 are offered in extended versions with 21 additional inches of wheelbase. Rear-wheel ABS and electric speedometers are standard on the vans.

Sales rank
6 of 23 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Chevy/GMC Vans	110.0	178.2	79.5	4,900	4.3-liter	$12,650	212,807

PRODUCT PROFILES

CHEVY/GMC PICKUPS

	1989	1988
Pickup sales	671,070	656,966

Rugged and versatile GM pickups have contributed greatly to changing the character of American motoring. One of every three vehicles sold in the United States is a light truck or mini-van.

Sales rank
1 of 20 pickups

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Pickups	117.5	194.1	77.1	3,231	4.3-liter	$11,625	522,296

CHEVY S-10/ GMC S-15

	1989	1988
Truck sales	281,292	301,343

In the 1991 model year the little 2-door utility vehicles, Chevrolet S-10 and GMC S-15, will be joined by 4-door models, an increasingly popular offering. S-15 gets a name change to Sonoma.

Sales rank
4 of 20 pickups

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
S-10/S-15	108.3	178.2	64.8	3,662	2.5-liter	$7,995	296,785

LUMINA APV

	1990	1989
Truck sales	9,776	0

There is no GMC version of GM's plastic-skinned all-purpose vehicle that debuted as a 1990 model. Built in North Tarrytown, N.Y., Lumina APVs have front-wheel drive, comforts of a large sedan, wagon or truck van.

Sales rank
13 of 23 vans

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
APV	109.8	194.2	73.9	3,648	3.1-liter	$13,995	14,304

SUBURBAN

	1990	1989
Truck sales	89,079	89,641

Full-size utilities Chevy and GMC Suburban have been called uniquely American vehicles. They can haul up to 16,000 pounds, and trailer 9,500, when properly equipped. New in 1990 is 4-wheel ABS.

Sales rank
4 of 25 sport utilities

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Suburban	129.5	219.1	79.6	4,433	5.7-liter	$15,615	

GEO TRACKER

	1990	1989
Truck sales	11,461	2,145

Stubby 4wd Tracker has room for four and now comes as a convertible. Bowing in 1989, Tracker is built by Cami Automotive Inc. Ingersoll, Ontario joint venture of GM and Suzuki Motor Co., and in Kosai, Japan.

Sales rank
14 of 24 sport utilities

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Tracker	86.6	142.5	64.2	2,238	1.6-liter	$11,035	NA

OLDSMOBILE

	1989	1988
Car sales	600,037	715,270
Car share (%)	6.08	6.75

J. Michael Losh, general manager
Oldsmobile Division
General Motors
920 Townsend St.
Lansing, MI 48921

Oldsmobile, organized in Lansing, Mich., in 1897, built the curved-dash Olds, the first mass-produced car in 1908. It joined GM in 1908.

Olds introduced the first high-compression V-8 with Cadillac in 1948 and has become known as GM's technology division, particularly in engine development.

CALAIS

	1989	1988
Car sales	95,254	106,117

Cutlass Calais, a compact, is built in Lansing, Mich. The Quad 442 version has the division's most powerful engine, the 180 hp high-output Quad 4, in the division's lightest body.

Sales rank
10 of 46 compacts

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	103.4	178.8	66.6	2,518	2.5-liter	$9,995	
Sedan	103.4	178.8	66.5	2,586	2.5-liter	9,995	87,747

CUTLASS CIERA

	1989	1988
Car sales	190,720	237,386

Cutlass Ciera is Olds' best-selling model. Ciera was introduced in its current configuration in 1983. Reskinned in the 1989 model year, Ciera is assembled in Oklahoma City, Okla., and Saint Therese, Quebec.

Sales rank
2 of 69 intermediates

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	104.9	193.2	69.5	2,736	2.5-liter	$12,195	
Sedan	104.9	193.2	69.5	2,764	2.5-liter	11,995	210,043

CUTLASS SUPREME

	1989	1988
Car sales	99,898	116,179

Cutlass Supreme bowed as a 2-door model in 1988, was joined by a 4-door sedan in 1989. Made in Doraville, Ga., Cutlass Supreme, an intermediate, is offered with head-up instrumentation - windshield display.

Sales rank
11 of 69 intermediates

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	107.5	192.3	71.0	3,133	2.3-liter	$14,495	
Sedan	107.5	192.2	70.9	3,221	2.3-liter	14,595	
Convertible	107.5	192.3	71.0	3,485	3.1-liter	NA	
Wagon	104.9	194.4	69.5	2,913	2.5-liter	$15,295	115,084

88 ROYALE

	1989	1988
Car sales	138,357	158,205

Eighty-Eight Royale is a standard-sized family car assembled in Flint, Mich., and Wentzville, Mo. The Delta part of the front-drive car's name was dropped in calendar 1989. ABS is optional.

Sales rank
4 of 23 standards

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	110.8	196.3	72.6	3,248	3.8-liter	$15,895	
Sedan	110.8	196.3	72.6	3,293	3.8-liter	15,995	148,411

PRODUCT PROFILES

98 REGENCY

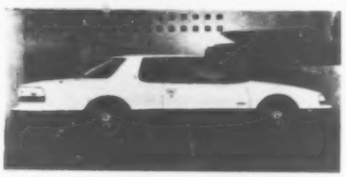
	1989	1988
Car sales	65,671	73,348

The current version of the Ninety-Eight was introduced in 1988. A standard-sized luxury model, the Ninety-Eight is built in Orion Township, Mich. and is available as Regency and Regency Brougham.

Sales rank
10 of 23 standards

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	110.8	196.3	72.6	3,325	3.8-liter	$19,995	
Touring sedan	110.2	196.3	72.6	3,495	3.8-liter	26,795	71,497

TORONADO



	1989	1988
Car sales	10,125	14,887

Toronado bowed in 1965 as one of the first modern front-drive U.S.-built cars. Significantly downsized, the Toro was restyled for 1990, but remains a luxurious, powerful specialty car. It is built in Hamtramck, Mich.

Sales rank
39 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	108.0	200.3	72.8	3,462	3.8-liter	$21,995	
Trofeo coupe	108.0	200.3	72.8	3,556	3.8-liter	24,995	10,334

SILHOUETTE

	1989	1988
Van sales	2,122	0

Silhouette puts Oldsmobile dealers in the truck business again. The all-purpose vehicle is a low-drag, plastic-body, front-drive minivan with room for 10. Built in North Tarrytown, N. Y., Silhouette debuted in 1990.

Sales rank
17 of 19 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
APV	109.8	194.2	73.9	3,648	3.1-liter	$17,195	3,730

PONTIAC

John Middlebrook, GM vp & Pontiac general manager

Pontiac Division
General Motors
One Pontiac Plaza
Pontiac, MI 48053

	1989	1988
Car sales	678,968	779,156
Car share (%)	6.88	7.36

Pontiac Division is named after Pottawatomis indian Chief Pontiac, dates to 1893 when Pontiac Buggy Co. was formed in Pontiac, Mich. That company became Oakland Motor Co. which joined GM, April 9, 1909. First Pontiac, sold in 1925, was an Oakland. Division 1989 sales: 678,-968 units vs. 779,156 in 1988.

BONNEVILLE

	1989	1988
Car sales	87,642	107,695

Bonneville is a front-drive full-sized sedan built in Wentzville, Mo., and available in three trim versions. In 1990, it's one of the first cars with seat belts mounted to the front seats for user comfort and added protection.

Sales rank
8 of 23 standards

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	110.8	198.7	72.1	3,309	3.8-liter	$15,774	90,885

FIREBIRD

	1989	1988
Car sales	55,030	58,493

The rear-drive sporty Firebird debuted in 1967, a year after Chevy stablemate, Camaro. Built in Van Nuys, Calif., muscle engine options range up to a zippy 5.7-liter V-8. The 1991 model will get a "freshened look."

Sales rank
23 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	101.0	188.1	72.4	3,106	3.1-liter	$11,985	56,441

GRAND AM

	1989	1988
Car sales	202,815	232,010

Pontiac's one-millionth front-drive Grand Am was built in mid-1989. Power options include a 2.3-liter twin overhead cam engine. Grand Am is made in Lansing, Mich., by Buick-Oldsmobile-Cadillac Group.

Sales rank
6 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	103.4	179.2	66.5	2,566	2.5-liter	$10,544	
Sedan	103.4	179.2	66.5	2,623	2.5-liter	10,744	226,882

GRAND PRIX

	1989	1988
Car sales	113,216	102,500

Grand Prix, in its current form, bowed in 1988. Front drive, short deck and long hood boosted sales, which lagged for the former heavier luxury Grand Prix with rear drive and big engine. It is built in Kansas City.

Sales rank
6 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	107.5	194.5	71.9	3,189	2.3-liter	$14,564	
Sedan	107.5	194.5	71.9	3,280	2.3-liter	14,564	125,191

LE MANS

	1989	1988
Car sales	44,641	64,037

LeMans is a front-drive subcompact engineered by Adam Opel, AG, in Russelsheim, West Germany, and made by Daewoo Motor Co. in Seoul, South Korea. LeMans bowed in June, 1987.

Sales rank
15 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	99.2	163.7	65.5	2,136	1.6-liter	$7,254	
Sedan	99.2	172.4	65.7	2,235	1.6-liter	8,904	NA

PONTIAC 6000

	1989	1988
Car sales	67,681	97,926

The 6000 line consists of sedan and wagon in S/E and LE trims. For 1990, 6000 S/E has an all-wheel drive option and a stronger 3.1-liter V-6 replaces the 2.8-liter V-6. Pontiac 6000 is made in Oklahoma City, Okla.

Sales rank
19 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	104.9	188.8	72.0	2,837	2.5-liter	$12,149	
Wagon	104.9	193.2	72.0	3,156	3.1-liter	15,309	78,910

PRODUCT PROFILES

SUNBIRD

	1989	1988
Car sales	101,991	85,573

Sunbird is aimed at a broad spectrum of car buyers; its model mix ranges from economy sedan to convertible. Sunbirds are assembled in Lordstown, Ohio, and share the J-car designation with Chevrolet Cavalier.

Sales rank
9 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	101.2	178.2	66.3	2,478	2.0-liter	$ 8,799	
Sedan	101.2	181.7	65.0	2,500	2.0-liter	8,899	
Convertible	101.2	178.2	66.3	2,431	2.0-liter	13,924	151,178

TRANS SPORT APV

	1989	1988
Van sales	3,226	0

Trans Sport was introduced as a 1989 model. The plastic-bodied, front-drive minivan made in North Tarrytown, N. Y., is a departure for the division which is known for hot cars: Trans Am and Grand Prix.

Sales rank
16 of 19 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Trans Sport	109.9	194.5	74.6	3,553	3.1-liter	$14,995	7,120

HONDA

K. Amemiya, president
American Honda Motor Co. Inc.
100 W. Alondra Blvd.
Gardena, CA 90247

	1989	1988
U.S. car sales	783,102	768,985
Car share (%)	7.94	7.26

American Honda Motor Co.is a 31-year-old subsidiary of Honda Motor Co. Ltd., Tokyo, which was founded in 1948 and went into car production in 1962. Motorcycles established reputation for quality which was replicated quickly in car and truck field. Production by Honda of America Manufacturing began in Marysville, Ohio, in 1982 and capacity of 150,000 Accords a year reached in 1984. Civic assembly started in 1989 at the plant in East Liberty, Ohio. Plant capacity is 150,000 units. Production in Canada started in 1986.

ACCORD

	1989	1988
Car sales	362,707	362,673

Accord, built in Marysville, Ohio, and Sayama, Japan, went into production in 1977, and is all new for 1990. Sold as coupe or sedan, Accord, the number one car sold in America in 1989, has new overhead cam, multiport, 16-valve engine.

Sales rank
1 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	107.1	184.8	67.9	2,738	2.2-liter	$12,145	
Sedan	107.1	184.8	67.9	2,733	2.2-liter	12,345	232,965

CIVIC

	1989	1988
Car sales	235,452*	225,543*

*—Total sales combined for Civic and CRX

Civic was introduced in 1972 and redesigned in 1983. Civics have 16-valve, aluminum, single cam, 4-cylinder engine. Civics are built in East Liberty and Marysville, Ohio; Allison, Ontario, and Sayama, Japan.

Sales rank
2 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. hatchback	98.4	168.8	66.7	2,262	1.5-liter	$ 6,635	
Sedan	98.4	161.7	66.1	2,335	1.5-liter	9,440	
Wagon	98.4	161.7	66.1	2,628	1.6-liter	10,325	NA

CRX

	1989	1988
Car sales	235,452*	225,543*

*—Total sales combined for Civic and CRX

CRX is a 2-seater version of Civic. CRX has aerodynamic features like sloping backlight and flush glass. The sporty subcompact has 23-cubic-feet of cargo area. Standard engine is 62 hp. It is assembled in Suzuka, Japan.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	90.6	148.5	65.9	1,967	1.5-liter	$9,145	NA

PRELUDE

	1989	1988
Car sales	42,882	52,541

Prelude, built in Sayama, Japan, was redesigned for 1990. Prelude SI has a new 140 hp, 16-valve engine and ABS. Aluminum GTI engine is cast with aluminum oxide and carbon fiber placed for strength.

Sales rank
20 of 41 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	101.0	177.6	67.3	2,566	2.0-liter	$13,495	NA

ACURA

E. Taylor, vp, sales
Acura Division
American Honda Motor Co. Inc.
100 W. Alondra Blvd.
Gardena, CA 90247

	1989	1988
Car sales	142,061	128,038
Car share (%)	1.44	1.21

Honda's upscale Acura Division began selling Legend and Integra cars here in 1986, opening a second channel for Honda Motor Co. Ltd., Tokyo, parent firm. The cars carry higher price tags than other Hondas and are marketed to compete with nameplates like Mercedes-Benz, BMW, Jaguar, Cadillac and Lincoln.

INTEGRA

	1989	1988
Car sales	77,423	57,468

Integra for 1990 has been redone as the second generation of a line introduced in 1986. Longer, wider and more powerful with 1.8-liter, 130 hp twin cam engine and new suspension, Integra is made in Suzuka, Japan.

Sales rank
8 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. coupe	100.4	172.9	67.4	2,549	1.8-liter	$11,950	
Sedan	102.4	176.5	67.4	2,604	1.8-liter	12,850	NA

LEGEND

	1989	1988
Car sales	64,638	70,770

Legend, dating from 1986, is expected to be replaced in the fall. There are few changes on the 1990 models except for taillamps, painted outside mirrors and deeper seats. Legend is made in Sayama, Japan.

Sales rank
21 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	106.5	188.0	68.7	3,139	2.7-liter	$24,760	
Sedan	108.7	190.6	68.9	3,170	2.7-liter	22,600	NA

PRODUCT PROFILES

HYUNDAI

H.W. Baik, president
R. E. Hayden, executive vice president
Bruce Campbell, group vice president

Hyundai Motor America
10550 Talbert Ave.
Fountain Valley, CA 92728

	1989	1988
U.S. car sales	183,261	264,282
Car share (%)	1.86	2.50

Hyundai Motor America, Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. Ltd., Seoul, South Korea. Cars sold in the U.S. are built in Korea and at a new plant of Hyundai Auto Canada, Bromont, Quebec. An as-yet-unnamed version of the Canadian-made Sonata is expected to be marketed here by Chrysler Corp.'s Jeep/Eagle Division in the 1992 model year. Production of that car is scheduled to begin in the spring of 1991. Hyundai says its corporate name rhymes with Sunday.

EXCEL

	1989	1988
Car sales	148,563	264,282

Front-drive Excel has been redesigned for 1990, in the first changeover since introduction in 1986. Excel from Seoul, Korea, has reclining seats, room for five adults and buyer gets a motor club membership.

Sales rank
5 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	93.9	161.4	63.2	2,040	1.5-liter	$5,899	
4-dr. Hatchback	93.9	161.4	63.2	2,040	1.5-liter	7,599	
Sedan	93.9	168.3	63.2	2,040	1.5-liter	6,999	NA

SONATA

	1989	1988
Car sales	34,698	0

Canadian-built Sonata front-drive intermediate was introduced in 1989. A 3.0-liter V-6 is optional. Both have multipoint fuel injection, 5-speed manual transmission with automatic an option.

Sales rank
27 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	104.3	184.3	68.9	2,717	2.4-liter	$ 9,999	
V6 Sedan	104.3	184.3	68.9	2,834	3.0-liter	11,389	NA

ISUZU

Kozo Sakaino, president
John E. Reilly Sr., vice president and general manager

American Isuzu Motors Inc.
2300 Pellissier Place
Whittier, CA 90601

	1989	1988
U.S. car sales	16,296	24,520
U.S. light truck sales	103,373	90,405
Car share (%)	0.17	0.23
Truck share (%)	2.21	1.86

American Isuzu Motors imports vehicles produced by Isuzu Motors Ltd. of Tokyo. Parent dates to a 1918 start in autos when forerunner, Tokyo Ishikawajima Shipbuilding & Engineering, produced a 5 hp Wolseley A9 under license from Wolseley-Siddeley in Birmingham, England. In the '50s, under a licensing agreement, Isuzu built British Hillman cars. GM acquired 34.2 percent of Isuzu shares and from 1972 to 1979 imported Luv pickups and cars under the Opel name. In late 1989, Subaru-Isuzu Automotive Inc., Lafayette, Ind., began building Subaru Legacy sedans, wagons and Isuzu pickups and Amigos.

IMPULSE

	1989	1988
Car sales	4,480	7,210

Impulse XS 2-seater, redesigned for 1990, has partially concealed headlamps, concealed door handles, integral rear lip spoiler, driver bag, Lotus-developed suspension. Engine is 16-valve twin cam four.

Sales rank
31 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
XS 2-dr. Hatchback	96.5	166.0	66.7	2,411	1.6-liter	$11,999	NA

AMIGO

	1989	1988
Truck sales	6,318	NA

Amigo is a mini sport utility, its maker says. There's a choice of engines, two trim levels. Optional equipment includes fold-down rear seat, air conditioning, power steering, 15-inch wheels.

Sales rank
20 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sport utility	91.7	164.2	70.1	3,850	2.3-liter	$9,459	NA

PICKUP

	1989	1988
Truck sales	46,976	NA

Isuzu's little fun-and-work truck in 1990 is offered with optional 2.6-liter power and 4wd. A one-ton-rated model is available and rear-wheel anti-lock brakes are standard and function when the vehicle's in 2wd.

Sales rank
10 of 20 pickups

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Pickup	105.6	119.2	66.6	4,300	2.3-liter	$7,779	NA

TROOPER

	1989	1988
Truck sales	50,079	NA

There are three versions of the versatile mini sport utility Trooper this year ranging from basic to luxurious. A 2.8-liter V-6 is offered with manual or automatic transmission with automatic locking, "no-hands" hubs.

Sales rank
8 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sport utility	90.6	104.3	65.0	4,740	2.6-liter	$15,349	NA

JAGUAR

Graham W. Whitehead, president

Jaguar Cars Ltd.
555 MacArthur Blvd.
Mahwah, N.J. 07430-2327

	1989	1988
U.S. car sales	18,967	20,727
Car share (%)	0.19	0.20

Jaguar Cars Ltd., Coventry, England, has been selling powerful luxury autos in this country for over 50 years. In the first year, shipments to the United States were only a fraction of total build - 889 out of 14,272 cars. Today, the U.S. is Jaguar's biggest overseas market and is served by subsidiary, Jaguar Cars Inc. There are 140 U.S. dealers and most sales are in California, Florida and the three state area around New York. On Mar. 1, 1990, Ford Motor Co. bought Jaguar Plc, Jaguar's holding company, for $2.5 billion to give Ford "a new presence in the world's premium-car market."

XJ6

	1989	1988
Car sales	14,509	15,944

The XJ6, introduced in 1988, is an entry-level car with all the Jaguar features. The 4-liter engine is new as is the rest of the Coventry, England -built drive train. Features include leather and walnut trim, air, ABS.

Sales rank
37 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
XJ6 sedan	113.0	196.4	78.9	3,903	4.0-liter	$39,700	NA

PRODUCT PROFILES

XJS

	1989	1988
Car sales	4,458	4,783

XJ-S line has been in an upgrading program since 1982, beginning with the coupe and adding the convertible in 1988. Jaguar Cars says upgrading includes making styling changes and fitting more comfort features.

Sales rank
52 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe/conv.	102.0	191.7	70.6	4,015	5.3-liter	$48,000	NA

LOTUS

Ronald L. Foster, president and CEO
Lotus Cars U.S.A. Inc.
1655 Lakes Pkwy.
Lawrenceville, GA 30243

	1989	1988
U.S. car sales	290	323
Car share (%)	0.00	0.00

Lotus vehicles are made by Lotus Cars Ltd., Hethel, England. The U.S. marketing arm, Lotus Cars U.S.A., is a subsidiary of Group Lotus plc, London, founded in 1955, by Colin Chapman, famed race car maker. The Lotus Engineering subsidiary does work under contract for many of the world's vehicle makers.

In 1986, GM acquired Group Lotus because the English firm was considered a leader in advanced technologies involving: adaptivesuspensions, superior ignition and fuel-feed control.

LAFORZA

Joseph Monterosso, chairman
Laforza Automobiles Inc.
3860 Bay Center Place
Hayward, CA 94545

	1989	1988
U.S. car sales	145	0
Car share (%)	0.00	0.00

Laforza Automobiles has the chassis, body and interior built by Pininfarina Studie E. Ricerche S.p.A., Turin, Italy. The vehicle is then shipped to C&C Inc., Brighton, Mich., for its engine and final assembly. Laforza Automobiles expects to sell about 1,000 units annually after July, 1989, start-up. Laforza, which means "the strength," in Italian, carries a 6-year, 60,000-mile warranty on corrosion administered by Ford Motor Co.

LAFORZA

	1989	1988
Car sales	145	0

Introduced in 1989 Laforza has a box-ladder frame and 20-gauge galvanized steel body. The maker calls the Italian/American car "the most versatile luxury vehicle in the world."

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
LaForza	106.2	179.9	78.7	5,250	5.0-liter	$43,850	NA

ELAN

	1989	1988
Car sales	NA	NA

1990 Elan is the first all-new car since 1975 and first front-drive Lotus. The 2-seater has an Isuzu 1.6-liter engine with 264 hp. Top speed: 150 mph. Elan, a convertible, is built in Hethel, England.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Elan	88.6	152.2	74.3	2,249	1.6-liter	NA	NA

ESPRIT

	1989	1988
Car sales	NA	NA

Esprit, made in Hethel, England, debuted in 1988. The sporty coupe is made of two molded halves. Esprit has its own SE trim and available 264 hp, turbocharged, intercooled, multivalve engine.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Turbo	96.0	170.5	73.2	2,820	2.2-liter	$81,950	NA

LAMBORGHINI

A.D. Imber Jr., president
Lamborghini U.S.A. Inc.
300 E. Long Lake
Suite 280
Bloomfield Hills, MI 48013

	1989	1988
U.S. car sales	167	150
Car share (%)	0.00	0.00

Automobili Lamborghini S.p.A., based in Bologna, Italy, was formed in 1963 and has become known for making "sexy cars." The Lamborghini Countach typified that breed. Countach was in production for 25 years and will be succeeded by the Diablo with V-12 power.

In 1987, Chrysler Corp. acquired a 100 percent equity interest in Lamborghini and formed a subsidiary, Lamborghini Engineering, to develop a 3.5-liter V-12 Formula with 630 hp.

DIABLO

	1989	1988
Car sales	NA	NA

Diablo goes on sale in June, the fastest production car with top speed of 202 mph. With production of just 500 cars a year, and with close to 2,000 orders in hand, some buyers will wait until late 1994 for delivery.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Diablo	104.3	175.6	80.3	3,640	5.7-liter	$191,000*	NA

*—Estimate

MASERATI

Mario Tozzi-Condivi, CEO
George A. Garbutt, executive vice president
Maserati Autobiles Inc.
1501 Caton Ave.
Baltimore, MD 21227.

	1989	1988
U.S. car sales	280	733
Car share (%)	0.00	0.01

Maserati cars were first made in Modena, Italy, by Maserati, Officine Alfieri SpA. The vehicles are imported by Maserati Automobiles Inc. In February, 1989, Fiat Auto SpA, Turin, Italy, acquired for $105 million 49 percent of a new company that would own the venerated Maserati name. The new company, Maserati S.r.L., will manufacture and distribute Maserati cars through existing dealerships. DeTomaso Industries Inc., Red Bank, N. J., and Chrysler Corp. own the remaining 51 percent of the new outfit.

228 COUPE

	1989	1988
Car sales	NA	NA

Maserati 228 is a compact and sporty luxury coupe made in sharply limited numbers in Modena, Italy, and introduced in its current iteration in 1989. Power is from a new injected twin-turbocharged 225 hp V-6.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	102.4	175.6	73.4	3,019	2.8-liter	$57,540	NA

PRODUCT PROFILES

430 SEDAN

	1989	1988
Car sales	NA	NA

Maserati 430, a 4-door sedan made in Modena, Italy, has an aerodynamic body style that, like other parts of the car, has emerged through evolution rather than dramatic model-year-to-model-year revolution.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	102.4	173.2	68.1	2,915	2.8-liter	$46,025	NA

i SERIES SPYDER

	1989	1988
Car sales	NA	NA

Maserati's i Series Spyder convertible was introduced in 1989, a product of the Maserati works in Modena, Italy. Car features luxurious appointments with sporty handling and high-speed capabilities.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Convertible	94.5	159.2	67.5	2,780	2.8-liter	$48,015	NA

MAZDA CORP.

Chairman: Keiji Asano.
President: Yoshinori Taura.
Mazda Motor of America Inc.
7755 Irvine Center Dr.
Irvine, CA 92718.

	1989	1988
U.S. car sales	263,378	256,050
U.S. light truck sales	78,539	93,287
Car share (%)	2.67	2.42
Truck share (%)	1.68	1.91

Mazda Motor of America is the importing arm of Mazda Motor Corp., Hiroshima, Japan. As Toyo Kogyo Co., the company started building vehicles with 3-wheel trucks in 1931. Ford Motor Co. acquired 25 percent interest in 1979, the year the carmaker assembled its 10 millionth unit and production hit rate of one million vehicles a year. Ford dealers sold Ford Courier, a small pickup built by Mazda, until Ford-built Ranger trucks reached the market. In 1984, the carmaker changed its corporate name to Mazda. Mazda began building cars at Mazda Motor Manufacturing (U.S.A) plant in Flat Rock, Mich., in 1987. Ford shares production of Probes at joint-venture Flat Rock.

MIATA

	1989	1988
Car sales	23,052	0

The new-in-'90 MX-5 Miata is a 2-seater specialty convertible with removable hardtop and air conditioning. Options include power steering, aluminum wheels and audio with headrest speakers.

Sales rank
3 of 22 specialty cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Convertible	89.2	155.4	65.9	2,182	1.6-liter	$13,800	NA

MX-6

	1989	1988
Car sales	2,222	8,031

Assembled in Flat Rock, Mich., and introduced as a 1989 model, compact MX-6 sports coupe is available with a turbocharged, intercooled 145 hp engine. Other features: vehicle-speed-sensing 4-wheel steering, ABS.

Sales rank
22 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	99.0	177.0	66.5	2,560	2.2-liter	$12,279	32,481

PROTEGE

	1989	1988
Car sales	9,935	0

Mazda 323 Protege sedan for 1990 has a newly developed optional 125 hp, twin-cam engine, fully independent suspension, full-time 4-wheel drive and 60/40-split fold-down rear seats.

Sales rank
11 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	98.4	171.5	65.9	2,359	1.8-liter	$ 9,339	
4wd Sedan	98.4	171.5	65.9	2,634	1.8-liter	11,239	NA

929

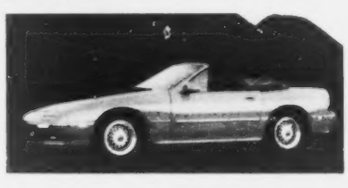
	1989	1988
Car sales	19,390	25,981

Mazda's parade is led by the 929, a luxurious intermediate with rear-wheel drive. The line was given a more powerful engine, revised interior and exterior for 1990. 929 S has vehicle-speed-sensitive steering.

Sales rank
35 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	106.7	193.9	67.9	3,477	3.0-liter	$23,300	NA

RX-7



	1989	1988
Car sales	16,249	27,814

RX-7 is the only high-volume car built with rotary, or Wankel engine. That's a 2-rotor, in-line, 160 hp rotary with intercooled turbocharging available. Alloy wheels, 4-wheel discs are standard on this trend-bucker.

Sales rank
4 of 31 specialty cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	95.7	169.6	66.5	2,800	1.3-liter	$17,880	NA

626

	1989	1988
Car sales	52,770	66,354

The 626 comes as a 4-door and 5-door sedan. Mazda says it "is proof that a family car can be more than just transportation." The line of Japan-built cars includes a turbocharged GT model.

Sales rank
19 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	101.4	179.3	66.5	2,610	2.2-liter	$12,459	
4-dr. hatchback	101.4	179.3	66.5	2,710	2.2-liter	14,129	54,129

323

	1989	1988
Car sales	60,965	90,822

The 323 hatchback subcompact, says its maker, is roomier than any competitor in its class. Power is supplied by a multiport injected 1.6-liter, 116 hp, 4-cylinder engine. The car was given new aero shape for 1990.

Sales rank
11 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. hatchback	96.5	162.6	65.7	2,238	1.6-liter	$6,599	NA

PRODUCT PROFILES

MPV

	1989	1988
Van sales	37,211	5,717

Multipurpose van from Mazda, introduced in 1988, is billed as the first Japanese minivan designed for the U.S. market. Predecessors had been converted commercial vans used in trucking. It's available with 4wd.

Sales rank
10 of 23 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
MPV	110.4	175.8	71.9	4,460	2.6-liter	$13,699	NA

PICKUP

	1989	1988
Truck sales	78,539	93,287

Mazda B2200 and B2600i 2wd pickups are available in 1990 with an optional 121 hp injected engine. Rear-wheel ABS is standard on both vehicles available in Cab and Cab Plus versions.

Sales rank
9 of 20 pickups

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Pickup	108.7	177.6	65.7	4,460	2.2-liter	$7,949	NA

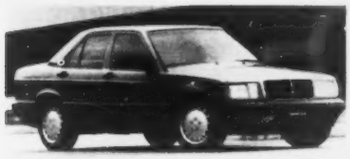
MERCEDES-BENZ

Werner Kniefer, chairman
Erich Krampe, president
Mercedes-Benz of North America
One Mercedes Drive
Montvale, N.J. 07645

	1989	1988
U.S. car sales	75,714	83,627
Car share (%)	0.77	0.79

German Carl Benz built the first workable car, a 3-wheeler, in 1885. A year later, Gottlieb Daimler built a 4-wheel car and the industry was born. Mercedes-Benz, all rear- or 4-wheel drive, reflect tradition, German engineering and craftsmanship. Japanese luxury competition forced them to trim model-count in 1989, but Mercedes remains a target for upper scale Japanese car lines. Cars often appreciate or retain their value. The North American operation is a subsidiary of Mercedes-Benz, Stuttgart, West Germany, which is part of Daimler-Benz A.G., Stuttgart, a holding company.

190E 2.6



	1989	1988
Car sales	14,503	16,740

190E, is "the baby Benz," but the Bremen-made car has all the amenities of larger sedans. Introduced in 1984, the 190 was, until this year, one of the few cars offered here with diesel power.

Sales rank
29 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	104.9	175.1	66.5	2,955	2.6-liter	$31,600	NA

300E 2.6

	1989	1988
Car sales	5,404	6,270

The 300E 2.6 sedan, formerly 260E, has a new exterior for 1990 that includes wide side-protection panels, color-keyed mirrors and narrow chrome trim. The rear axle ratio has been raised for fuel economy.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	110.2	187.2	68.5	3,265	2.6-liter	$39,950	NA

300E SEDAN

	1989	1988
Car sales	22,650	21,165

Changes for 1990 include protective plastic shields on the lower body panels, touch of chrome in bumpers and black finish on window trim. Leather upholstery is standard. Sedan does 137 mph on a test rack.

Sales rank
33 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
300E sedan	110.2	187.2	68.5	3,315	3.0-liter	$45,950	NA

300E 4MATIC

	1989	1988
Car sales	NA	NA

Two new 300-Class models debuted in the 1990 model year: the 300E 4Matic and 300TE 4Matic wagon. They use Mercedes-Benz's computer-controlled automatic 4wd system introduced in Europe during 1987.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	110.2	187.2	68.5	3,615	3.0-liter	$52,550	NA

300D 2.5

	1989	1988
Car sales	NA	NA

Mercedes reentered the turbo diesel market in 1990 with a mid-sized 300D 2.5 Turbo and the large 350SDL Turbo sedans. Power plants are cleaner, quieter and more responsive than previous types, the firm says.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
300D sedan	110.2	187.2	68.5	3,390	2.5-liter	$39,700	NA

300CE

	1989	1988
Car sales	NA	NA

300CE has a 217 hp version of the 24-valve six-cylinder engine used in the new Mercedes 300SL sports car. More valves, variable timing, new fuel injection system add up to 40 hp more in the 1990 model.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	106.9	183.9	68.5	3,505	3.0-liter	$55,700	NA

300TE

	1989	1988
Car sales	NA	NA

Reskinned in 1988, the 300TE station wagon for 1990 has lower-body panels, body-color side mirrors, revised seating, leather steering wheel, seat belt adjustment and more interior wood trim.

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Wagon	110.2	188.2	68.5	3,560	3.0-liter	$49,650	NA

PRODUCT PROFILES

300SE

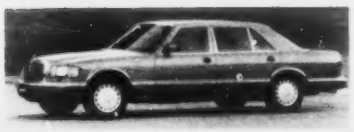
	1989	1988
Car sales	6,333	5,331

For 1990, S-Class models, like the 300SE restyled in 1988, have color-keyed bumper surrounds and wide, protective lower panels with chrome trim. S Class is made in Sindelfingen, West Germany.

Sales rank
43 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	115.6	202.6	71.7	3,740	3.0-liter	$52,950	NA

300SEL



	1989	1988
Car sales	3,822	4,826

The 300SEL bowed in 1988, has few 1990 changes. An insurance survey again showed the long-wheelbase S-class standard-sized sedans have the lowest likelihood of occupant injury in accidents of all cars sold here.

Sales rank
19 of 23 standard cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	121.1	208.1	71.7	3,785	3.0-liter	$56,800	NA

560SEC

	1989	1988
Car sales	1,702	1,652

Air bags for driver and passenger became standard for the 560SEC coupe in the 1990 model year. Styling changes are few for the 1986-redesigned car, but a new electronic entertainment package is included.

Sales rank
21 of 23 standard cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	112.2	199.2	72.0	3,915	5.6-liter	$81,500	NA

300/500SL

	1989	1988
Car sales	7,477	11,844

Mercedes 8-cylinder 500SL and 6-cylinder sister, 300SL, are new for 1990 and replace the 560SL, sports car sold here since 1972. High speed, performance and safety features are hallmarks of the Bremen-made line.

Sales rank
8 of 22 specialty cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
300SL coupe	99.0	176.0	71.3	3,970	3.0-liter	$72,500	
500SL coupe	99.0	176.0	71.3	4,145	5.0-liter	83,500	NA

MITSUBISHI

Taiji Fukuda, chairman
Kazue Naganuma, president and CEO

Mitsubishi Motor Sales of America Inc.
6400 West Katella Ave.
Cypress, CA 90630-0064

	1989	1988
U.S. car sales	111,769	69,975
U.S. light truck sales	38,707	43,516
Car share (%)	1.13	0.66
Truck share (%)	0.82	0.89

Mitsubishi Motor Sales of America has been the distribution arm in this country for Mitsubishi Motors Corp., Tokyo since 1981. The parent automaker traces its roots to 1917 and the Model A, Japan's first series-production car. Since 1971, Mitubishi has provided cars, trucks and engines to Chrysler Corp. in the United States. The Japanese giant is a Chrysler partner in Diamond-Star Motors Corp., building cars in Normal, Ill. The Mitsubishi 3000GT high-tech sports coupe will be a 1991 model. Talks with Daimler-Benz of West Germany in 1990 may lead to joint production of vehicles in Europe.

ECLIPSE

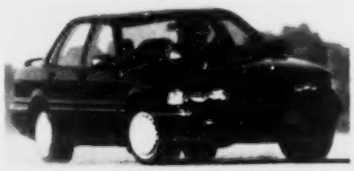
	1989	1988
Car sales	32,018	0

Eclipse is built in the Normal, Ill.-based highly automated Diamond-Star joint-venture plant of Mitsubishi and Chrysler Corp. The line ranges from base Eclipse to Eclipse GSX DOHC 16 Turbo.

Sales rank
19 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. hatchback	97.2	170.5	66.5	2,524	1.8-liter	$10,819	
4wd	97.2	172.4	66.5	3,095	2.0-liter	16,449	40,898

GALANT



	1989	1988
Car sales	30,511	20,625

Galant, made in Japan, was introduced in this country in 1989. GSX version has full-time all-wheel drive and race-car-inspired independent rear suspension for good high-performance handling.

Sales rank
28 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	102.4	183.9	66.7	2,667	2.0-liter	$10,989	
4wd sedan	107.4	183.9	66.7	3,087	2.0-liter	16,369	NA

MIRAGE

	1989	1988
Car sales	29,135	11,997

Introduced in 1989, Mirage is built in Japan and by Diamond-Star Motors, in Normal, Ill. The 4-door sedan is equipped with fuel-injected 1.5-liter overhead cam engine for economy and performance.

Sales rank
20 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. hatchback	93.9	158.7	65.7	2,205	1.5-liter	$6,929	
Sedan	96.7	170.1	65.7	2,271	1.5-liter	8,559	14

PRECIS

	1989	1988
Car sales	15,037	21,713

Precis is built in Korea by Hyundai Motor Co., Seoul. Redesigned for 1990, the entry-level 3-door hatchback has a carbureted 1.5-liter engine and gets 37 miles to the gallon on the highway.

Sales rank
28 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. hatchback	93.8	161.4	63.3	2,336	1.5-liter	$5,899	NA

SIGMA

	1989	1988
Car sales	2,100	0

Japan-built Sigma was introduced in 1989. The luxury sedan with electronic suspension has iron V-6 with multipoint injection. Maker says: "Sigma can compete with any vehicle in its class in comfort, convenience."

Sales rank
58 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	102.4	185.8	66.7	3,108	3.0-liter	$17,879	NA

PRODUCT PROFILES

MIGHTY MAX

	1989	1988
Truck sales	40,595	49,944

The 2wd Mighty Max pickup has new-in-'90 2.4-liter, 116 hp, injected engine while 4wd job gets new 3.0-liter 143 hp injected V-6. Truck comes in four models each with one trim level. Max 4wd tows up to 3,500 pounds.

Sales rank
15 of 22 pickups

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Pickup	105.1	177.2	65.2	2,545	2.4-liter	$7,689	NA

MONTERO

	1989	1988
Car sales	4,600	3,731

Standard on the three Montero models are 5-passenger seating, reclining buckets, tilt wheel, remote-release tailgate, halogen lights and big outside mirrors. Car boasts largest interior volume in its class.

Sales rank
24 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Montero	92.5	106.1	66.1	3,115	3.0-liter	$13,949	NA

VAN/WAGON

	1989	1988
Van sales	3,760	3,870

Mitsubishi's Wagon/Van is built in Japan and can pull a brake-equipped trailer weighing 2,000 pounds. In the Wagon configuration, the second row of seats consists of reclining buckets that swivel.

Sales rank
23 of 23 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Van/wagon	88.0	171.7	66.5	5,150	2.4-liter	$11,229	NA

NISSAN

Yoshikazu Hanawa, chairman
Kazutoshi Hagiwara, president
Thomas Mignanelli, executive vice president, operations

Nissan Motor Corp. in U.S.A.
18501 Figueroa St.
Carson, CA 90248

	1989	1988
U.S. car sales	510,004	472,870
Truck sales	153,412	169,591
Car share (%)	5.17	4.46
Truck share (%)	3.28	3.48

Nissan Motor Corp. in U.S.A., was set up by Nissan Motor Co. Ltd. 32 years ago to market cars and trucks in the United States. In 1985, the Japanese automaker opened Nissan Motor Manufacturing Corp. U.S.A., in Smyrna, Tenn. to assemble pickup trucks and Sentra cars and trucks. A second car line is expected to be added in 1992.

Nissan (once known as Datsun) vehicles have been built since 1933, when Yokohama company changed its name from Jidosha Seizo Co. A merger in 1966 with Prince Motors Ltd. made Nissan, Japan's largest auto maker. In Japan, the company makes cars, buses, trucks, industrial engines, boats, textile machinery and high-lows.

MAXIMA

	1989	1988
Car sales	109,429	74,451

Front-drive, 5-passenger Maxima, the company's flagship, was restyled in the 1989 model year. For 1990, there's a wider selection of colors, an upgraded stereo system and new interior cloth.

Sales rank
6 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	104.3	187.6	69.3	3,086	3.0-liter	$17,899	NA

PULSAR

	1989	1988
Car sales	23,909	44,317

Pulsar NX is assembled in Muriyama, Japan, has a 12-valve overhead cam engine. List of standard equipment includes driver-side airbag, T-bar roof with removeable steel panels, rear spoiler, tinted glass.

Sales rank
22 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	95.7	166.5	66.1	2,388	1.6-liter	$12,249	NA

SENTRA

	1989	1988
Car sales	221,292	247,109

Over the years, Sentra has been the best-selling subcompact import. The car got a new look in 1988 and in '90 gets value-option packages. There are four models, one engine, a 12-valve overhead cam four.

Sales rank
30 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	95.7	166.5	65.6	2,304	1.6-liter	$7,399	115,584

STANZA

	1989	1988
Car sales	42,736	46,668

The subcompact sedan is all-new in 1990. The four-cylinder, 12-valve engine boasts 138 hp. Stanza offers traction control which Nissan calls "the first ever front-wheel drive viscous limited-slip differential."

Sales rank
21 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	100.4	179.9	66.9	2,788	2.4-liter	$11,650	NA

300ZX

	1989	1988
Car sales	26,387	19,357

Fourth generation 300ZX, made its debut as a 1990 model. The Z was the first strong, hot-performing sports car from Japan. A choice of power is offered: normally aspirated 222 hp V-6 or a twin-turbocharged V-6.

Sales rank
1 of 22 specialty cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	97.4	169.5	70.5	3,219	3.0-liter	$27,900	
2+2 coupe	101.2	178.0	70.9	3,313	3.0-liter	29,100	
Turbo coupe	96.5	169.5	70.5	3,414	3.0-liter	33,000	NA

240SX

	1989	1988
Car sales	68,213	31,900

Sporty front-drive 240SX debuted in late 1988. It is powered by high-torque, 2.4-liter 12-valve engine with 140 hp. In 1990, 240SX is available as coupe or, for those with items like skis and surfboards to tote, a fastback.

Sales rank
14 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	97.4	178.0	66.5	2,651	2.4-liter	$13,249	NA

PRODUCT PROFILES

AXXESS

	1989	1988
Van sales	8,945	0

Axxess minivan, assembled in Japan, may be ordered with all-wheel drive. The 12-valve, 138 hp engine is the same one used in Stanza and 240SX. Front seats recline and a cover conceals luggage.

Sales rank
18 of 23 vans

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Wagon	102.8	171.9	66.5	2,877	2.4-liter	$13,949	NA

HARDBODY

	1989	1988
Truck sales	131,359	NA

Nissan says the 130 hp, 12-valve engine in Hardbody is the most powerful standard powerplant in any compact truck. For truckers who want more muscle, Nissan has an optional 3.0-liter V-6 engine.

Sales rank
6 of 20 pickups

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Pickup	104.3	174.6	65.0	5,150	2.4-liter	$8,149	123,057

PATHFINDER

	1989	1988
Truck sales	17,012	NA

The new-for-1990 Pathfinder 4-door sport utility with seats for five will be available in 2wd and 4wd when it arrives in dealerships late this year. Towing capacity is a hefty 3,000 pounds.

Sales rank
14 of 25 sport utilities

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Pathfinder	104.3	171.9	66.5	5,000	3.0-liter	$15,720	NA

INFINITI

William R. Bruce, vice president and general manager
Infiniti Division
Nissan Motor Corp.
18501 Figueroa St.
Carson, CA 90248

	1989	1988
Car sales	1,723	NA
Car share (%)	0.01	0.00

Infiniti luxury car division is a second channel, for Nissan Motor Corp. in U.S.A. Infiniti's first offerings are the M30 with a V-6 and the Q45 with V-8 power. A third car, a mid-sized 4-door model, is expected in the 1991 model year. Lines like Infiniti have significantly heightened international competition in the luxury segment.

M30

	1989	1988
Car sales	651	0

M30 is a sporty coupe with a front-mounted 6-cylinder, 3.0-liter, cast iron engine. There's sequential fuel injection and a 4-speed automatic transmission. Sunroof, leather interior and Bose sound system are standard.

Sales rank
Not available

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	103.0	188.8	66.5	3,333	3.0-liter	$23,500	NA

Q45

	1989	1988
Car sales	1,072	0

Rear-drive Q45 went on sale in November, 1989, and carries as standard equipment leather interior, sunroof, driver air bag and automatic temperature control. Q45 totes an aluminum 6-cylinder, 32-valve 278 hp V-8.

Sales rank
Not available

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	113.2	199.8	71.9	3,950	4.5-liter	$38,000	NA

PEUGEOT

Pascal Henault, president
Peugeot Motors of America Inc.
1 Peugeot Plaza
Lyndhurst, N.J. 07071

	1989	1988
U.S. car sales	6,054	6,712
Car share (%)	0.06	0.06

Peugeot Motors of America first imported cars made by Automobiles Peugeot S.A., Paris, in 1958. The parent French firm was started as a textiles business in 1810. Later, the Peugeot brothers invented the cold-roll steel process. Known as a premier bicycle maker since 1885, the French firm built its first steam car in 1889 and produced the first gasoline car the same year. In 1894, Peugeot made and sold the world's first station wagon. Peugeot installed diesel engines in its vehicles in 1922 and remains an industry leader in diesel power. In 1978, the French firm acquired Chrysler Corp.'s European operations.

405

	1989	1988
Car sales	NA	NA

The 405 line of front-drive cars, new in 1989, has been expanded for 1990 with the Sportswagon. The wagon was designed by Pininfarina Studie & Ricercha, Turin, Italy, built in Sochaux, France.

Sales rank
Not available

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	105.1	177.7	67.6	2,460	1.9-liter	$15,390	
Mi16 sedan	105.1	177.7	67.6	2,715	1.9-liter	21,990	
Wagon	105.1	175.1	67.5	2,635	1.9-liter	15,990	NA

505

	1989	1988
Car sales	NA	NA

The 505 line from Peugeot was trimmed in mid-year to SW8 wagons only. Built in Sochaux, France, the 505 wagons have the third seat facing front unlike some wagons with rear-facing seat.

Sales rank
Not available

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
505S sedan	108.0	181.4	67.7	2,998	2.2-liter	NA	
505S V6 sedan	108.0	181.4	67.7	3,086	2.8-liter	NA	
505DL wagon	114.2	194.5	67.7	3,230	2.2-liter	NA	
505 Turbo wagon	11 42	194.5	67.7	3,440	2.2-liter	NA	
505 SW8 wagon	114.2	194.5	67.7	3,296	2.2-liter	$20,400	
505 Turbo SW8 wagon	114.2	194.5	67.7	3,506	2.2-liter	26,100	NA

PORSCHE

Brian Bowler, president
Porsche Cars North America Inc.
100 W. Liberty St.
Reno, NV 89501

	1989	1988
U.S. car sales	9,476	15,732
Car share (%)	0.10	0.15

German designer and inventor Ferdinand Porsche showed a car bearing his name in 1900, an electric. While he was designing Volkswagen in the late 1930s, his son Ferry Porsche was making a name too. Porsche 911 was designed by Ferry Porsche. The German company has never built a sedan, only sports cars, and Ferry Porsche has always claimed he was in the entertainment rather than transportation business. Volkswagen and Audi have ties with Porsche extending back to the 1930s. The Porsche 914, for example, was a car often considered a VW rather than atrue Porsche because of its VW components.

PRODUCT PROFILES

911 CARRERA

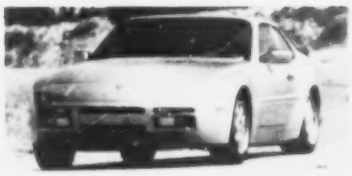
	1989	1988
Car sales	5,714	5,843

In its 26th year, 911 Carrera is new for 1990. Carrera 2 joins all-wheel-drive Carrera 4, introduced in 1989. Air-cooled engine is rear mounted with electronic fuel injection, ignition and transmission.

Sales rank
13 of 22 specialty cars

Body style	Wheel base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	89.4	168.3	65.0	3,031	3.6-liter	$58,500	
Convertible	89.4	168.3	65.0	3,031	3.6-liter	66,800	
4wd convertible	89.4	168.3	65.0	3,252	3.6-liter	77,800	
4wd coupe	89.4	168.3	65.0	3,252	3.6-liter	69,500	NA

944 S2



	1989	1988
Car sales	2,794	6,146

The line includes a convertible, 944 S2 Cabriolet, for the first time in 1990. Top is electric and standards include ABS, vented disc brakes, light-alloy wheels, theft alarm system and high-performance Z-rated tires.

Sales rank
12 of 22 specialty cars

Body style	Wheel base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	94.5	168.9	68.3	2,998	3.0-liter	$41,900	
Cabriolet	94.5	168.9	68.3	3,109	3.0-liter	48,600	NA

928

	1989	1988
Car sales	835	1,427

The 928 series is available with 5-speed manual or automatic for the first time in 1990. The car has a front-mounted, aluminum alloy, water-cooled, 8-cylinder engine. It is built in Stuttgart, West Germany.

Sales rank
17 of 22 specialty cars

Body style	Wheel base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	98.4	178.1	72.3	3,505	5.0-liter	$74,545	NA

RANGE ROVER

Charles Hughes, president
Range Rover of North America Inc.
4390 Parliament Place
P.O. Box 1503
Lanham, MD 20706

	1989	1988
U.S. truck sales	4,822	3,427
Truck share (%)	0.10	0.07

Although Range Rovers have been imported here only since 1986 by the U.S. marketing arm, the car goes back to 1906. After World War II, Land Rover, built in Solihull, England, was introduced and quickly became a benchmark around the world for durability. Range Rover was developed from a perceived need for a refined version and was introduced in 1970. It debuted in the U.S. market in 1987 and first-year sales were 10 percent ahead of projections. Improvements have included: a sun roof, more powerful engine, viscous-coupled transfer case for 4wd, better tires and wheels, beefed up rust-proofing and ABS.

RANGE ROVER

	1989	1988
Truck sales	4,822	3,427

The rugged Range Rover from England has a steel ladder frame, steel and aluminum body and an aluminum V-8 with Bosch multipoint injection. Maker says Rover is the only 4wd utility with ABS as standard.

Sales rank
23 of 25 sport utilities

Body style	Wheel base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Range Rover	100.0	175.0	71.4	4,389	3.9-liter	$38,025	NA

ROLLS-ROYCE

Howard I. Mosher, president
Rolls-Royce Motor Cars Inc.
120 Chubb Ave.
P.O. Box 476
Lyndhurst, NJ 07071

	1989	1988
U.S. car sales	1,216	1,214
Car share (%)	NA	NA

Rolls-Royce Motor Cars Inc., Lyndhurst, N.J., is the importer of Rolls-Royce and Bentley cars that have been made by Rolls-Royce Motor Cars Ltd., Crewe, England, since 1906. In 1931, the Bentley company was acquired by Rolls. Over the years, Rolls-Royce became a world leader in luxury cars, automotive product publicity and aviation. In 1971, the aviation segment had financial problems and automotive part went public in 1973. In 1980, Rolls-Royce merged with what is now Vickersplc, British engineering company.

SILVER SPIRIT II

	1989	1988
Car sales	NA	NA

Introduced in 1980, the Silver Spirit made in Mulliner Park Ward has an aluminum V-8 and for 1990, an independent suspension with automatic levelling, two separate brake systems with ABS.

Sales rank
Not available

Body style	Wheel base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	120.5	207.8	79.1	5,180	6.8-liter	$140,200	
Spur sedan	120.5	211.8	79.1	5,240	6.8-liter	154,700	NA

CORNICHE III

	1989	1988
Car sales	NA	NA

Each Corniche convertible takes nearly six months to build in Crewe and North London, England. The car has leather upholstery, all wool carpeting, matched veneers and heated outside mirrors.

Sales rank
Not available

Body style	Wheel base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Convertible	120.5	207.5	77.1	5,360	6.8-liter	$215,800	NA

BENTLEY EIGHT

	1989	1988
Car sales	NA	NA

Bentley Eight has unusual mesh grille and, for responsive handling, independent suspension and brakes with anti-lock for control during hard braking. The Eight is built in North London and Crewe, England.

Sales rank
Not available

Body style	Wheel base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Bentley Eight	120.5	207.8	79.1	5,180	6.6-liter	$114,100	NA

CONTINENTAL

	1989	1988
Car sales	NA	NA

The Bentley convertible is hand-built in North London with each one taking up to six months to complete. Roof is electrically operated and there are two levels of air conditioning for comfort in unusual weather.

Sales rank
Not available

Body style	Wheel base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Convertible	120.5	207.5	77.1	5,360	6.8-liter	$215,000	NA

PRODUCT PROFILES

SAAB

P. Henry Mueller, chairman
Robert J. Sinclair, president
Saab-Scania of America Inc.
P.O. Box 697
Saab Dr., Orange, CT 06477.

	1989	1988
U.S. car sales	31,576	38,490
Car share (%)	0.32	0.36

Saab-Scania of America, has imported Saab-Scania cars and trucks here since the 50's. The Nykoping, Sweden based supplier to the Swedish military has been building cars since 1949, when front-drive Saab 92 debuted. Sold in this country since 1957, front-drive Saabs are known for aircraft-based construction and durability. The company emphasizes safety. Late in 1989, GM and Saab created a venture to take over Saab Car Division, but said it won't affect Saab operations in the U.S., Saab's largest market for cars.

900

	1989	1988
Car sales	22,471	25,402

New in 1978, 900 has a top speed of 121 mph. Engineering changes since introduction include: turbocharging, intercooling and electronic engine controls. Line is built in Malmo and Arlov, Sweden and in Finland.

Sales rank
40 of 69 intermediates

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	99.1	182.8	66.5	2,732	2.0-liter	$16,995	
Sedan	99.1	182.5	66.5	2,787	2.0-liter	17,515	
S Hatchback	99.1	182.8	66.5	2,790	2.0-liter	20,995	
S sedan	99.1	182.5	66.5	2,821	2.0-liter	21,545	
Turbo 2-dr. Hatch	99.1	182.8	66.5	2,901	2.0-liter	25,495	
Turbo sedan	99.1	182.5	66.5	2,946	2.0-liter	26,045	
Turbo convertible	99.1	182.5	66.5	2,967	2.0-liter	32,995	NA

9000

	1989	1988
Car sales	8,835	11,858

The 9000 design is the product of a 1985 design competion open to all comers by Saab-Scania. Winner/designer: Italdesign. Called one of the world's most spacious cars, 9000 is made in Trollhattan.

Sales rank
57 of 69 intermediates

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
S sedan	104.2	188.2	69.4	3,022	2.0-liter	$25,995	
S 4-dr. Hatchback	104.2	181.9	69.4	3,004	2.0-liter	25,495	
Turbo 4-dr. hatch	104.2	181.9	69.4	3,147	2.0-liter	32,495	
CD turbo sedan	104.2	188.2	69.4	3,151	2.0-liter	32,995	NA

Turbo SPG

	1989	1988
Car sales	NA	NA

Saab introduced its Saab Turbo SPG (Special Performance Group) in the 1990 model year. Built in Uusikaupunki, Finland, Turbo SPG is Saab's strongest car with 175 hp and 195 lbs-ft. of torque.

Sales rank
No ranking available

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
900 Turbo	99.1	182.8	66.7	2,945	2.0-liter	$28,995	NA

STERLING

Graham Morris, president
Sterling Motor Cars
8300 N.W. 53rd St.
Suite 200
Miami, FL 33166

	1989	1988
U.S. car sales	5,907	8,901
Car share (%)	0.06	0.08

Sterling Motor Cars, is the importer of Sterling cars, four models strong this year with a coupe slated to appear in the 1992 model year. Rover Group plc, England's largest automaker and Sterling Motor Car's parent, says Rover is a niche marketer with high image, high-impact vehicles. All Sterlings, which share engineering features with the Japanese Honda Acura Legend, are powered by Honda engines, have a 6-year corrosion warranty and buyers are given membership in a club that gives roadside service.

827

	1989	1988
Car sales	5,907	8,901

New 827Si joins carryover 827S, 827SLi and 827SI for the 1990 model year. The line bowed in this country in 1987. Made in Cowley, England, Sterlings have Honda aluminum 24-valve engines.

Sales rank
46 of 69 intermediates

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	108.6	188.8	68.1	3,153	2.7-liter	$23,550	
4-dr. Hatchback	108.6	188.8	68.1	3,285	2.7-liter	28,500	NA

SUBARU

Harvey H. Lamm, chairman
Thomas R. Gibson, president
Subaru of America Inc.
Subaru Plaza
P.O. Box 6000
Cherry Hill, NJ 08034-6000

	1989	1988
U.S. car sales	136,112	155,946
U.S. truck sales	0	0
Car share (%)	1.38	1.47
Truck share (%)	0	NA

Subaru of America imports Subaru cars from Fuji Heavy Industries, Tokyo, which entered car business with 4wd Subaru 360 in 1958. The automaker sold its first mass-poduced 4wd station wagon in 1972. In 1989, Subaru-Isuzu Automotive Inc. plant for Subaru Legacy sedans and wagons and Isuzu pickups and Amigos opened in Lafayette, Ind. That joint venture will build 60,000 cars and 60,000 light trucks a year. In this country, Subaru has a near-cult following, reputation for rugged reliability.

JUSTY

	1989	1988
Car sales	21,536	27,313

Subcompact Justy, introduced in 1989, is the lowest-priced 4wd vehicle in America. With 73 hp, Justy is one of few cars with one or more horsepower per cubic inch of displacement. Justy's made in Gunma, Japan.

Sales rank
23 of 39 subcompacts

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	90.0	145.5	60.4	1,820	1.2-liter	$ 5,866	
4wd 2-dr. Hatchback	90.0	145.5	60.4	1,920	1.2-liter	7,951	
4wd 4-dr. Hatchback	90.0	145.5	60.4	2,045	1.2-liter	8,156	NA

LEGACY

	1989	1988
Car sales	32,762	0

Legacy is Subaru's first with wheelbase longer than 100 inches. A new entry in 1990, the line consists of an intermediate-sized sedan and wagon that are available with front-drive or full-time 4wd.

Sales rank
23 of 46 compacts

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	101.6	177.6	66.5	2,620	2.2-liter	$11,499	
4wd Sedan	101.6	177.6	66.5	2,830	2.2-liter	13,949	
Wagon	101.6	181.1	66.5	2,750	2.2-liter	12,049	
4wd Wagon	101.6	181.1	66.5	2,960	2.2-liter	14,549	NA

PRODUCT PROFILES

LOYALE

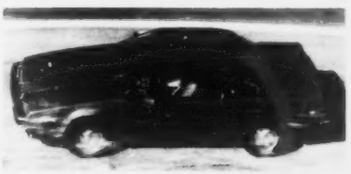
	1989	1988
Car sales	12,200	0

Loyale is the name in 1990 to simplified subcompact Subaru Sedan, Wagon and RS 3-Door Coupe line. For the past nine years, Subaru Wagon, made in Gunma, Japan, has been the best-selling imported wagon here.

Sales rank
30 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	97.2	174.6	65.4	2,275	1.8-liter	$ 9,299	
RS 4wd coupe	97.2	174.6	65.4	2,475	1.8-liter	11,024	
RS 4wd turbo coupe	97.2	174.6	65.4	2,680	1.8-liter	13,699	
Wagon	97.0	176.8	65.4	2,405	1.8-liter	9,999	
4wd Wagon	97.0	176.8	65.4	2,550	1.8-liter	10,999	
Turbo wagon	97.0	176.8	65.4	2,555	1.8-liter	12,699	
4wd Turbo wagon	97.0	176.8	65.4	2,765	1.8-liter	13,749	NA

XT/XT6



	1989	1988
Car sales	12,042	14,077

XT model, introduced in 1985, and 6-cylinder XT6, from 1987, received few changes for 1990. Cybrid power steering has precise computer management of electronic controlled pump and rack and pinion steering.

Sales rank
6 of 22 speciality cars

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
XTGL coupe	97.0	177.6	66.5	2,455	1.8-liter	$13,071	
XT6 coupe	97.0	177.6	66.5	2,815	2.7-liter	17,111	
XT6 4wd coupe	97.0	177.6	66.5	2,885	2.7-liter	17,951	NA

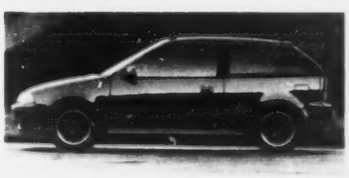
SUZUKI

Kenji Shimizu, chairman
Yoshi Fujii, executive vice president
American Suzuki Motor Corp.
3251 E. Imperial Hwy.
Brea, CA 92621-6722

	1989	1988
U.S. car sales	6,009	524
U.S. truck sales	24,172	57,327
Car share (%)	0.06	0.00
Truck share (%)	0.52	1.18

American Suzuki Motor Corp., a subsidiary of Suzuki Motor Co., Hamamatsu, Japan, distributes Suzuki cars and trucks in North America. The Japanese parent was founded in 1909, as Suzuki Loom Works. Suzuki became a motorcycle maker in 1952, built first car in 1955, and entered the U.S. market in 1985. It has line of cars, trucks, cycles and busses in Japan. Canadian Automotive Manufacturing Inc., Ingersoll, Ontario, is a joint venture with GM of Canada. Transplant production started in spring of 1989 to build Suzuki Swift and Sidekick and Chevrolet Geo Tracker for U.S.and Canadian markets.

SWIFT



	1989	1988
Car sales	6,009	524

The 1990 Swift is the first Suzuki sedan sold in the United States. The past line included only small, 4wd sport utilities. Front-drive Swift is made in Kosai, Japan and has 4-cylinder, 70 hp engine.

Sales rank
36 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	89.2	146.1	62.0	1,716	1.3-liter	$6,399	
Sedan	89.2	160.4	63.0	1,848	1.3-liter	7,399	NA

SAMURAI

	1989	1988
Truck sales	19,314	57,327

This mini off-roader started life in the U.S. with a black eye. Rollover safety was questionned and sales slumped. Samurai made a strong sales comeback as Suzuki countered with an ad campaign.

Sales rank
21 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Samurai	79.9	135.0	60.6	2,932	1.3-liter	$7,999	NA

SIDEKICK

	1989	1988
Car sales	5,038	0

There's a 2wd version of this utilitarian mini in 1990, its second year on sale. Hardtop, soft top and transmission choices are available. JS model with 2wd is new entry-level unit. Other models have 4wd.

Sales rank
21 of 25 sport utilities

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sidekick	86.6	142.5	64.2	3,080	1.6-liter	$9,999	NA

TOYOTA

Yukiyasu Togo, president
Robert McCurry, executive vice president, operations
Toyota Motor Sales U.S.A. Inc.
19001 S. Western Ave.
Torrance, CA 90509

	1989	1988
U.S. car sales	723,659	688,883
U.S. truck sales	221,694	247,077
Car share (%)	7.33	6.50
Truck share (%)	4.74	5.07

Toyotas are marketed by Toyota Motor Sales U.S.A., subsidiary of Toyota Motor Corp., Toyota City, Japan. Vehicle production in Japan dates to 1933, when an automotive division was set up by Toyoda Automatic Loom Works, Toyoda City. An experimental car and truck ran in 1935. Toyota Motor was formed in 1937; its millionth car assembled in 1962, 60-millionth in 1988. In 1984, a venture with GM, New United Motor Manufacturing (builds Corolla, Geo Prizm), was formed at Fremont, Calif. Ground was broken in 1988 for two plants in Georgetown, Ky., (Camry) and Cambridge, Ontario (Corolla).

CAMRY

	1989	1988
Car sales	257,466	227,140

Output of Camry, the best-selling Toyota, began in 1989 at Toyota Motor Manufacturing plant in Georgetown, Ky., where capacity will be 200,000 units a year. All-Trac all-wheel drive, ABS, V-6 are available.

Sales rank
4 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	102.4	182.1	67.4	2,690	2.0-liter	$11,588	
4wd Sedan	102.4	182.1	67.4	3,086	2.0-liter	14,168	
Wagon	102.4	183.1	67.4	2,910	2.0-liter	13,768	151,088

CELICA

	1989	1988
Car sales	61,936	66,331

Introduced 20 years ago, Celica for 1990 gets its fifth redesign. Celicas have a driver-side air bag. Toyota says sound has a high priority, offers Fujitsu 10 system in 1990. Celicas are built in Atsumi, Japan.

Sales rank
17 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	99.4	176.0	67.1	2,500	1.6-liter	$12,268	
2-dr. Hatchback	99.4	173.6	67.1	2,696	2.2-liter	14,188	
4wd Turbo 2-dr. Hatchback	99.4	174.0	68.7	3,272	2.0-liter	21,008	NA

PRODUCT PROFILES

COROLLA

	1989	1988
Car sales	199,975	216,677

In 1990, all but Corolla GT-S boast 102 hp, up 13 percent from 1989. GT-S has a 130 hp, 16-valve engine. Corolla bowed in its current form in 1983, and is built in Fremont, Calif., by New United Motor Manufacturing.

Sales rank
4 of 39 subcompacts

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	95.7	170.3	65.2	2,390	1.6-liter	$ 8,748	
4wd Sedan	95.7	170.3	65.2	2,650	1.6-liter	10,758	
Wagon	95.7	171.5	65.2	2,436	1.6-liter	10,128	
4wd Wagon	95.7	172.1	65.2	2,736	1.6-liter	11,838	
SR5 sport coupe	95.7	172.2	65.6	2,414	1.6-liter	11,068	
GTS sport coupe	95.7	172.2	65.6	2,535	1.6-liter	13,238	100,077

CRESSIDA

	1989	1988
Car sales	23,934	14,195

Intermediate Cressida has advanced chassis and powerful engine design for outstanding performance. Electronic 4-speed automatic is Cressida exclusive. Built in Toyota City, Japan, line was introduced in 1978.

Sales rank
31 of 69 intermediates

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	105.5	189.6	67.3	3,417	3.0-liter	$21,498	NA

SUPRA

	1989	1988
Car sales	14,544	19,596

Supra carries Toyota's performance flag in the product parade. The sporty, specialty car packs 200 hp under its hood, has 4-wheel discs, double-wish-bone suspension. Fluid-filled engine mounts are 1990 feature.

Sales rank
5 of 22 specialty cars

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	102.2	181.9	68.7	3,463	3.0-liter	$22,860	NA

TERCEL

	1989	1988
Car sales	97,577	104,655

Entry-level Tercel is built in Toyota City, Japan, as the 3-door EZ Liftback, 3-door Liftback, 2-door Coupe and 2-door Deluxe Liftback. The 5-door Liftback and 3-door Deluxe Liftback have been discontinued.

Sales rank
6 of 39 subcompacts

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	93.7	166.7	64.0	2,020	1.5-liter	$7,618	
2-dr. Hatchback	93.7	157.3	64.0	1,990	1.5-liter	6,488	NA

4RUNNER

	1989	1988
Car sales	36,927	20,880

This sport-utility went 4-door in 1990 and also got rear-wheel ABS that uses hydraulics instead of engine vacuum as power for brake actuator. Larger tires on steel wheels available, had been aluminum only.

Sales rank
18 of 25 sport utilities

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
4Runner	103.3	176.0	66.5	5,350	2.4-liter	$16,718	NA

LAND CRUISER

	1989	1988
Truck sales	5,091	6,024

A 4-speed automatic is standard on the biggest Toyota utility vehicle. Hubs are manual. An injected V-6 generates 155 hp. J.D. Power and Associates ranks the sport utility first in the segment.

Sales rank
21 of 25 sport utilities

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Land Cruiser	112.2	188.2	72.0	6,526	4.0-liter	$21,998	NA

PICKUP

	1989	1988
Truck sales	208,604	NA

Toyota's trucks come as 2wd and 4wd types, and boast J.D. Power and Associates top quality ranking in the segment. Rear-wheel ABS is extra-cost option on junior models, standard on higher-priced units.

Sales rank
5 of 20 pickups

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Hardybody	103.0	174.6	66.5	3,460	2.4-liter	$7,998	NA

LEXUS

J. Davis Illingworth, vice president and general manager
K. Usuda, senior vice president

Lexus Division
Toyota Motor Sales U.S.A. Inc.
19001 S. Western Ave.
Torrance, CA 90509

	1989	1988
Car sales	16,302	0
Car share (%)	0.16	0.00

Lexus division introduced two built-in Japan sedans in the fall of 1989. Arrival of the cars put a Japanese maker for the first time in the luxury market to compete with Mercedes-Benz, BMW, Jaguar, Cadillac, Lincoln — cars that 58 percent of Lexus buyers owned. It also put Toyota head-to-head with Nissan and upscale Infiniti line.

ES 250

	1989	1988
Car sales	4,728	0

Lexus ES 250 debuted in the fall of last year and immediately became an industry benchmark. Assembled in Toyota City, Japan, the sedan has V-6 engine. Standard transmission is a 5-speed.

Sales rank
50 of 69 intermediates

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	102.4	183.1	66.9	3,164	2.5-liter	$21,050	NA

LS 400

	1989	1988
Car sales	11,574	0

LS 400 is a 5-passenger, four-door sedan powered by a 32-valve, 4-cam, aluminum V-8. An electronically controlled automatic transmission is standard. LS 400, six years in development, is built in Toyota City, Japan.

Sales rank
13 of 23 standard cars

Body style	Wheel-base (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	110.8	196.7	71.7	3,759	4.0-liter	$35,000	NA

PRODUCT PROFILES

VOLKSWAGEN

Hans-Jorg Hungerland, president & CEO
Volkswagen of America Inc.
888 W. Big Beaver Rd.
Troy, MI 48099

	1989	1988
U.S. car sales	154,933	191,741
Car share (%)	1.57	1.81

Volkswagen dates to the 1930s when engineer Ferdinand Porsche designed a small car with the backing of Adolf Hitler after being turned down by manufacturers. Hitler tied in a road-building campaign and put Germany on wheels. The VW Wolfsburg plant, liberated by the British, became an army truck repair center. Workers found and assembled parts into two cars. By the end of 1945, VW had built 1,785 VW Beetles. The bug revolutionized transportation as the Ford Model T had. VW is a world class carmaker with plants onfive continents.

CABRIOLET

	1989	1988
Car sales	9,891	12,791

Cabriolet, assembled by Wilhelm Karmann, Osnabrueck, West Germany, in 1990 gets driver bag, power windows and a higher-output engine. Top has three layers of sound, thermal insulation.

Sales rank
34 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Cabriolet	94.5	153.1	64.6	2,307	1.8-liter	$15,485	NA

CORRADO

	1989	1988
Car sales	1,403	0

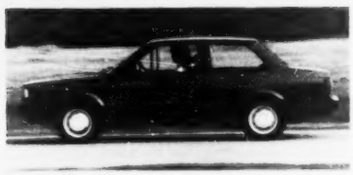
The 140 mph Corrado with 150 hp, supercharged engine is quickest VW ever built. Corrado is assembled by Wilhelm Karmann, Osnabrueck, West Germany, one of Europe's oldest coach builders.

Sales rank
38 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	97.3	159.4	65.9	2,655	1.8-liter	$17,900	NA

FOX

	1989	1988
Car sales	37,655	56,932



Fox subcompact line ranges from a base 2-door entry-level unit up through sedan to 2-door wagon. Front seats recline in all models and quartz clock and analog instruments are standard.

Sales rank
18 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	92.8	163.4	63.0	2,172	1.8-liter	$7,225	
Sedan	92.8	163.4	63.0	2,238	1.8-liter	8,310	
2-dr. wagon	92.8	163.4	63.9	2,249	1.8-liter	8,550	NA

GOLF

	1989	1988
Car sales	22,247	10,901

Golf, as all VWs sold here do, carries 5-year rust perforation warrantee. Standard equipment in the subcompact includes height-adjustable front seats, automatic shift lock. Performance version is 105 hp GTI.

Sales rank
27 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
2-dr. Hatchback	97.3	158.0	65.5	2,220	1.8-liter	$8,695	
4-dr. hatchback	97.3	158.0	65.5	2,270	1.8-liter	8,995	NA

JETTA

	1989	1988
Car sales	55,504	51,036

The 1990 Jetta line contains a base job and ranges up to the GLI 16V 4-door. All but the GLI have a 1.8-liter overhead cam, injected engine. New for 1990, the GLI has a 2.0-liter, four-valves-per-cylinder, 134 hp engine.

Sales rank
18 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
GL sedan	97.3	171.7	65.5	2,275	1.8-liter	$ 9,995	
GLi 16V sedan	97.3	171.7	66.1	2,438	2.0-liter	13,750	NA

PASSAT

	1989	1988
Car sales	0	0

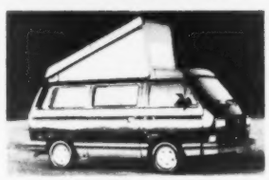
Passat, new here in 1990, is the third best-selling car in West Germany. Power is from a 134 hp, 16-valve, 5-cylinder engine. Passat is assembled in Emden in "world's most automated plant."

Sales rank
Not available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	103.3	180.0	67.1	2,985	2.0-liter	$14,770	NA

VANAGON

	1989	1988
Van sales	5,147	5,416



There is a 1990 entry-level 7-passenger Vanagon priced $3,000 below least-expensive 1989 model. Vanagon options include air, power mirrors, camping package. Loaded Carat has sound system as only option.

Sales rank
20 of 23 vans

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Van	96.9	179.9	72.6	3,460	2.1-liter	$14,080	NA

AUDI OF AMERICA

Richard L. Mugg, vice president
Audi of America
888 W. Big Beaver Rd.
Troy MI 48007-3951

	1989	1988
Car sales	21,283	22,941
Car share (%)	0.21	0.22

The company imports cars made by Audi AG of Ingolstadt, West Germany, a carmaker founded by August Horch in 1909. Audi, a division of the Volkswagen Group, entered the U.S. market in 1969. By 1985 sales were 10 times that of 1969. Audi of America was formed in 1985 to replace Volkswagen of America's Audi Division.

COUPE QUATTRO

	1989	1988
Car sales	342	0

Audi has made a coupe for nearly 60 years and says history and accumulated technology are embodied in the '90 model. Car has all-wheel drive, ABS and new twin cam, 164 hp, 20-valve, 5-cylinder engine.

Sales rank
67 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	100.4	176.4	67.6	3,174	2.3-liter	$29,750	NA

PRODUCT PROFILES

V8 QUATTRO

	1989	1988
Car sales	918	0

Audi's engineering showstopper is the luxurious V8 Quattro with all-wheel drive, ABS and its 32-valve, 3.6-liter, aluminum engine with digital electronics for its engine control.

Sales rank
62 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	106.4	191.9	71.4	3,946	3.6-liter	$47,450	NA

AUDI 80

	1989	1988
Car sales	4,590	5,702

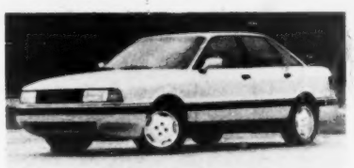
Available with 4wd, cars in the 80 series from Audi have top speed of 122 mph and such automotive goodies as driver air bag and electronically tuned radio. Price was cut in 1990 to $18,900 from $19,350 in 1989.

Sales rank
32 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	100.2	176.3	66.7	2,612	2.0-liter	$18,900	NA

AUDI 90

	1989	1988
Car sales	4,423	6,106



Audi 90 Quattro was given a new 20-valve, 5-cylinder engine, torque-sensing differential and driver air bag for 1990. In 2wd version, power is from 90 hp, 5-cylinder motor with standard transmission.

Sales rank
34 of 46 compacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	100.2	176.3	66.7	2,789	2.3-liter	$23,990	NA

AUDI 100/200

	1989	1988
Car sales	8,473	2,429

The Audi 100 with air bags had the best score in history in NHTSA's 35 mph crashes that measure possible head injury. Standard equipment includes automatic transmission, ski rack, driver air bag.

Sales rank
41 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	105.6	192.7	71.4	3,042	2.3-liter	$26,900	NA

VOLVO

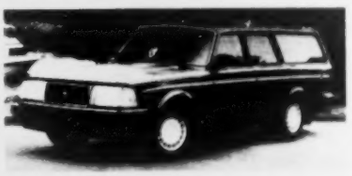
Pehr G. Gyllenhammar, chairman;
Bjorn Ahlstrom, president
Volvo North America Corp.
535 Madison Ave.
New York, N.Y. 10022

	1989	1988
U.S. car sales	102,620	98,497
Car share (%)	1.04	0.93

Volvo Cars of North America has imported Volvos to the United States for 35 years. It is a subsidiary of Volvo AB, Gothenburg, Sweden, which sells about 400,000 cars worldwide annually. Volvos enjoy solid - if not spectacular - sales in this country of around 100,000 units per year and the vehicles have a reputation of being well-engineered. In the late 1980s, Volvos were called Yuppie car but the company says, "Volvo builds rational cars for families who value longevity, safety and value for the money."

240

	1989	1988
Car sales	40,881	39,597



The 240 series accounts for about 40 percent of sales. Introduced in 1975, turbocharged in 1981. In 1990 there's a entry level 240 and DL. The line is built in Ghent, Belgium, Torslanea, Sweden and Halifax, Nova Scotia.

Sales rank
25 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
DL sedan	104.3	189.9	67.3	2,919	2.3-liter	$18,820	
DL wagon	104.3	190.7	67.7	3,051	2.3-liter	19,310	NA

740

	1989	1988
Car sales	47,098	44,882

Volvo 740 for 1990 gets sharply raked grille, new lights and appearance. The 740 Turbo generates 162 hp with a low-speed peak boost and is made in Torslanea and Uddeualla, Sweden and Halifax, N.S.

Sales rank
24 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Sedan	109.1	188.4	69.3	2,954	2.3-liter	$21,095	
Wagon	109.1	188.4	69.3	3,082	2.3-liter	21,775	NA

760

	1989	1988
Car sales	11,811	11,688

Climate control, power buckets, tilt wheel are standard. The 760 Turbo has 4-cylinder, 162 hp engine. A gas guzzler tax is on the naturally aspirated 760 GLE sedan. All are built in Kalmar, Sweden.

Sales rank
38 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
GLE sedan	109.1	188.4	69.3	3,303	2.8-liter	$33,965	NA

780

	1989	1988
Car sales	2,057	1,681

Volvo 780, built in Turin, Italy, was designed by Italian coach builder Nuccio Bertone. The 780 has an aluminum 2.8-liter, V-6 with 144 hp. 780 Turbo 2.3-liter engine is iron, 188 hp, in-line four.

Sales rank
60 of 69 intermediates

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Coupe	109.1	188.8	69.3	3,415	2.8-liter	$38,735	NA

PRODUCT PROFILES

YUGO

John Speich, president
Yugo America Inc.
28 Park Way
Upper Saddle River, N.J. 07458

	1989	1988
U.S. car sales	10,576	31,545
Car share (%)	0.11	0.30

U.S. bankruptcy court late last year approved Yugo America Inc.'s reorganization plan and it emerged from Chapter 11 as a fully owned subsidiary of the Yugoslavian manufacturer, Zastava. Until then, Yugo America, a car importer since August, 1985, had been a subsidiary of Global Motors Inc., Upper Saddle River, N.J. Zastava, based in Kragujevac, is a 136-year-old diversified conglomerate producer of cars, trucks, defense systems, sporting arms and machine tools. Since first making cars in 1953, Zastava has built about 3.5 million units, exporting some 500,000 to 68 countries.

CABRIO

	1989	1988
Car sales	NA	NA

Yugo Cabrio, made in Kragujevac, Yugoslavia, is a front-drive subcompact convertible with room for four. The low-priced car has a carbureted engine and a Bosch electronic ignition system with a breakerless distributor.

Sales rank
32 of 39 subcompacts

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
Cabrio	84.6	139.0	60.7	1,947	1.3-liter	$8,990	NA

GV PLUS

	1989	1988
Car sales	10,576	31,545

Manufactured in Kragujevac, Yugoslavia, GV Plus is merchandised as the lowest-priced new car. Features: Bosch multiport electronic fuel injection and five-speed manual transaxle.

Sales rank
No ranking available

Body style	Wheelbase (inches)	Length (inches)	Width (inches)	Curb weight (pounds)	Base engine	Base MSRP	No. built
GV Plus	84.6	139.0	60.7	2,575	1.3-liter	$4,435	NA

Import-car models offered in the U.S.

(As of May 1, 1990)

	4-Door Models	2-Door Models	Convertibles	Wagons	1990 Totals	(Final 1989 Totals*)
Acura	6	6	0	0	12	(10)
Alfa Romeo	3	0	2	0	5	(6)
Aston Martin	0	0	0	0	6	(3)
Audi	9	1	0	0	10	(11)
Bentley	3	0	1	0	4	(4)
BMW	9	4	1	0	14	(14)
Chevrolet Geo Metro**	2	0	0	0	2	(1)
Chevrolet Geo Spectrum	0	0	0	0	0	(2)
Chevrolet Geo Storm	0	2	0	0	2	(0)
Chrysler Conquest	0	0	0	0	0	(1)
Chrysler TC by Maserati	0	0	0	0	0	(1)
Daihatsu	2	2	0	0	4	(3)
Dodge Colt	0	3	0	4	7	(7)
Eagle Summit	4	0	0	0	4	(2)
Ferrari	0	1	0	0	1	(3)
Ford Festiva	0	3	0	0	3	(3)
Honda**	0	6	0	2	8	(10)
Hyundai**	4	2	0	0	6	(8)
Infiniti	1	1	0	0	2	(0)
Isuzu	0	1	0	0	1	(9)
Jaguar	4	2	1	0	7	(4)
Lamborghini	0	0	0	0	0	(1)
Lexus	2	0	0	0	2	(0)
Lotus	0	1	0	0	1	(2)
Maserati	1	1	1	0	3	(3)
Mazda**	5	6	2	0	13	(16)
Mercedes-Benz	10	4	0	2	16	(12)
Mercury Capri	0	0	2	0	2	(0)
Mercury Merkur	0	0	0	0	0	(2)
Mercury Tracer	2	0	0	1	3	(3)
Mitsubishi**	7	6	0	0	13	(13)
Nissan**	4	8	0	1	13	(20)
Peugeot	3	0	0	4	7	(11)
Plymouth Colt	0	3	0	4	7	(7)
Pontiac LeMans	1	3	0	0	4	(5)
Porsche	0	6	3	0	9	(12)
Rolls-Royce	2	0	1	0	3	(3)
Saab	7	4	1	0	12	(11)
Sterling	5	0	0	0	5	(4)
Subaru**	8	10	0	7	25	(25)
Suzuki	2	2	0	0	4	(2)
Toyota**	4	20	0	5	29	(32)
Volkswagen**	7	5	3	2	17	(19)
Volvo**	7	2	0	2	7	(9)
Yugo	0	*	1	0	2	(3)
Import Totals	**120**	**116**	**19**	**34**	**289**	**(317)**
Domestic Totals	**126**	**108**	**14**	**30**	**278**	**(317)**
Import-Domestic Totals	**246**	**224**	**33**	**64**	**567**	**(572)**

NOTES: *—Revised.
**—Models built in the United States or Canada are excluded from the import-model count for the following makes: Geo Metro, Honda, Hyundai, Mazda, Mitsubishi, Nissan, Subaru, Toyota and Volvo. Those models are included in the domestic-model count.

Domestic models by make, body style

(As of May 1, 1990)

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1990 Totals	(Final 1989 Totals)
Chrysler Imperial	1	0	0	0	1	(0)
LeBaron	1	0	0	0	1	(0)
LeBaron J	0	4	4	0	8	(8)
New Yorker	3	0	0	0	3	(2)
Dodge Aries	0	0	0	0	0	(2)
Daytona	0	4	0	0	4	(4)
Dynasty	2	0	0	0	2	(2)
Omni	0	0	0	0	0	(1)
Monaco	2	0	0	0	2	(0)
Shadow	1	1	0	0	2	(2)
Spirit	3	0	0	0	3	(3)
Eagle Premier	3	0	0	0	3	(3)
Talon	0	3	0	0	3	(0)
Plymouth Acclaim	3	0	0	0	3	(3)
Aries	0	0	0	0	0	(2)
Laser	0	3	0	0	3	(3)
Omni	0	0	0	0	0	(1)
Sundance	1	1	0	0	2	(2)
Chrysler Corp.	20	16	4	0	40	(38)
Ford Escort	1	3	0	1	5	(5)
Ltd Crown Victoria	2	0	0	4	6	(6)
Mustang	0	5	3	0	8	(8)
Probe	0	3	0	0	3	(3)
Taurus	4	0	0	3	7	(7)
Tempo	4	2	0	0	6	(6)
Thunderbird	0	3	0	0	3	(3)
Lincoln Town Car	3	0	0	0	3	(3)
Continental	2	0	0	0	2	(2)
Mark VII	0	2	0	0	2	(2)
Mercury Cougar	0	2	0	0	2	(2)
Grand Marquis	2	0	0	2	4	(4)
Sable	2	0	0	2	4	(4)
Topaz	3	2	0	0	5	(5)
Ford Motor Co.	23	22	3	12	60	(60)
Buick Century	2	1	0	2	5	(5)
Electra Park Avenue	4	0	0	0	4	(5)
Le Sabre	2	2	0	1	5	(5)
Reatta	0	1	1	0	2	(1)
Regal	2	2	0	0	4	(2)
Riviera	0	1	0	0	1	(1)
Skyhawk	0	0	0	0	0	(3)
Skylark	3	3	0	0	6	(6)
Cadillac Allante	0	0	2	0	2	(1)
Brougham	1	0	0	0	1	(1)
DeVille-Fleetwood	3	2	0	0	5	(5)
Eldorado	0	2	0	0	2	(1)
Seville	2	0	0	0	2	(1)
Chevrolet Camaro	0	2	2	0	4	(4)
Caprice	2	0	0	0	2	(5)
Cavalier	2	3	0	2	7	(6)
Celebrity	0	0	0	2	2	(3)
Corsica/Beretta	3	3	0	0	6	(5)
Corvette	0	2	1	0	3	(2)
Geo Metro	0	3	0	0	3	(2)
Geo Prizm	4	0	0	0	4	(2)
Lumina	2	2	0	0	4	(2)
Oldsmobile Cutlass Calais	4	4	0	0	8	(8)
Cutlass Ciera	4	2	0	2	8	(8)
Cutlass Supreme	3	3	0	0	6	(3)
Oldsmobile 88 Royale	2	2	0	1	5	(5)
Oldsmobile 98 Regency	3	0	0	0	3	(3)
Toronado	0	2	0	0	2	(2)
Pontiac Bonneville	3	0	0	0	3	(4)
Firebird	0	4	0	0	4	(4)
Grand Am	2	2	0	0	4	(4)
Grand Prix	2	2	0	0	4	(3)
Pontiac 6000	2	0	0	2	4	(5)
Sunbird	1	3	1	0	5	(5)
General Motors	58	53	7	12	130	(122)
Accord	3	3	0	0	6	(5)
Civic	3	3	0	0	6	(5)
Honda*	6	6	0	0	12	(10)
Sonata	2	0	0	0	2	(2)
Hyundai	2	0	0	0	2	(2)
626	4	0	0	0	4	(0)
MX-6	0	4	0	0	4	(4)
Mazda*	4	4	0	0	8	(4)
Eclipse	0	5	0	0	5	(4)
Mitsubishi*	0	5	0	0	5	(4)
Sentra	1	2	0	0	3	(5)
Nissan*	1	2	0	0	3	(5)
Legacy	2	0	0	2	4	(0)
Subaru	2	0	0	2	4	(0)
Camry	3	0	0	0	3	(3)
Corolla	3	0	0	0	3	(3)
Toyota*	6	0	0	0	6	(6)
740	4	0	0	4	8	(4)
Volvo	4	0	0	4	8	(4)
Domestic Totals	**126**	**108**	**14**	**30**	**278**	**(255)****
Import Totals	**120**	**116**	**19**	**34**	**289**	**(317)****
Domestic-Import Totals	**246**	**224**	**33**	**64**	**567**	**(572)**

*—Totals for Honda, Hyundai, Mazda, Mitsubishi, Nissan, Subaru, Suzuki, Toyota and Volvo include only models built in the United States and Canada.
**—Revised

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DEALERS

The hottest-selling U.S. dealers of 1989

Ford franchise overtakes Chevrolet franchise for the top spot

The 1989 Automotive News list of America's largest auto dealers — the ranking of top-producing dealerships for the respective domestic and imported franchises — includes a number of large familiar operations which have been big for a long time, as well as some newcomers.

The ranking is based on total new-unit deliveries — car and truck, fleet and retail — for calendar 1989.

As in years past, many of the top-selling franchises used high-volume fleet sales operations to account for the majority of their business. This was particularly true among the traditional domestic makes preferred by many fleet customers.

However, the Penske organization's Longo Toyota dealership in El Monte, Calif., relied on 15,893 one-at-a-time retail sales as well as a newly-developed fleet sales business to push it into the ranks of the sales leaders.

The highest-volume individual franchise in the United States last year was Jordan Ford in, Mishawaka, Ind. Jordan passed Ed Morse Chevrolet of Lauderhill, Fla., which had held the top spot for two consecutive years.

Jordan Ford, which has been in business for 41 years, also ranked as the biggest dealership in total dollar sales, posting $560.5 million in sales last year. The dealership processed 42,013 fleet sales, retailed another 5,639 units for a total of 47,652. The dealership reported $4.4 million in parts and service business and 1,372 retail used-vehicle sales.

Jordan's rise to the top spot was gradual. In 1987, the three top-selling franchises were all Chevrolet. In 1988, Jordan moved into the No. 2 spot. Not surprisingly, Jordan Ford led the fleet sales, total new-unit sales and largest dollar volume lists.

Although Ed Morse Chevrolet slipped from the No. 1 spot last year, the franchise still reported 34,769 fleet sales as well as 2,720 retail deliveries for a new-unit total of 37,489 cars and trucks. The dealership finished fourth in total dollar sales, with 1989 revenues of $403.5 million.

The dealership that moved into second place in total dollar sales was Prospect Motors in Jackson, Calif. Dealer W.E. "Bill" Halvorson again placed among the top ten franchises for three of the General Motors makes he sells at the dealership: Chevrolet, Pontiac and Cadillac. In addition, Halvorson also has a Chrysler-Plymouth/Dodge/Jeep-Eagle dealership which is also on the list.

Luke Potter Dodge in Winter Park, Fla., another strong fleet dealer, finished 1989 in third place in the top-dollar sales category, with net revenues of $411.8 million.

The No. 1 dealer in used-vehicle sales was Ricart Ford in Columbus, Ind. Ricart was also the No. 2 franchise in new retail sales, with 11,344 deliveries in 1989.

The dealership that reported the most parts and service business last year was Lustine Chevrolet in Hyattsville, Md. Lustine reported parts and service business totaling $39.4 million. No. 2 was Friendly Chevrolet in Dallas, Texas, while the third spot went to Longo Toyota with $21.3 million in parts and service sales.

Overall, this year's listing — the fourth annual — is very similar to the earlier compilations, although some of the top-selling franchises have changed owners, some have faded and a few have slid into bankruptcy. Many of the traditional leaders are still at the top of their makes. For 1989, 17 of the franchise top performers for their respective domestic and imported makes were repeaters from 1988.

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America's largest auto dealers—by franchise

(ALL DOLLAR FIGURES IN MILLIONS)	Principal or top official	Years in business	Employees	Other makes, same location	Best selling model	Total 1989 sales all franchises, depts. at location	Parts & service volume	Retail used units	Retail new units	1989 fleet sales	Total 1989 new units
ACURA											
Val Strough Acura Pleasanton, CA	James F. MacDonald	4	30	N.A.	N.A.	N.A.	N.A.	N.A.	1,800*	0	1,800*
Stevens Creek Acura Santa Clara, CA	Larry Long	15	50	N.A.	Integra	37.7	3.0	400	1,600	0	1,600
Tustin Acura Tustin, CA	Shau-Wai Lam	4	53	N.A.	Integra	38.0	3.3	178	1,575	0	1,575
Cerritos Acura Cerritos, CA	Kent Browning	4	46	N.A.	Legend	33.4	3.4	233	1,364	73	1,437
Radley Acura Falls Church, VA	Vincent Radley	11	58	N.A.	Integra	38.3	3.1	749	1,342	0	1,342
Acura of Westchester Larchmont, NY	John Tufo	5	45	N.A.	Integra	30.0	3.0	133	1,128	135	1,263
Acura of Seattle Seattle, WA	Al Courter	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,200*	0	1,200*
Claremont Acura Claremont, CA	Al Courter	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,175*	0	1,175*
Rosenthal Acura Gaithersburg, MD	Bob Rosenthal	4	55	N.A.	Legend	N.A.	N.A.	N.A.	1,150*	0	1,150*
Pfleuger Acura Honolulu, HI	John Turja	3	80	N.A.	Integra	31.1	2.6	996	1,078	0	1,078
ALFA ROMEO											
Suburban Auto Imports Maywood, IL	Anthony Scalzo Sam Tomaino	11	15	VW	Alfa Convertible	N.A.	N.A.	N.A.	144*	0	144*
Robert Ruehman Inc. North Hollywood, CA	Robert Ruehman	19	102	Pontiac, BMW	Spider	N.A.	N.A.	N.A.	84*	0	84*
Beach Imports Newport Beach, CA	Jim Parkinson	35	35	Maserati, Saab	Spider	N.A.	N.A.	N.A.	73*	0	73*
Beverly Hills Alfa Los Angeles, CA	Avo Kalaydjian	4	16	Peugeot	Spider	N.A.	N.A.	N.A.	69*	0	69*
E.E.R. Enterprices, Inc. San Juan, PR	Emerito Estrada	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	61*	0	61*
Burlingame Alfa Burlingame, CA	Remi Saremi	2	15	N.A.	Spider	N.A.	N.A.	N.A.	51*	0	51*
Alfredo's Foreign Car Larchmont, NY	Alfredo Guila	25	21	Maserati	Milano	N.A.	N.A.	N.A.	48*	0	48*
Paul Spruell Alfa Chamblee, GA	Paul Spruell	11	20	N.A.	Spider	3.5	0.9	185	46	0	46
Southwest Alfa Houston, TX	Terry Colley	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	45*	0	45*
Bobcar Motors Hackensack, NJ	Dan Farrell	5	16	N.A.	Spider Veloce	2.1	1.1	26	36	0	36

*Estimate

continued →

DEALERS

(ALL DOLLAR FIGURES IN MILLIONS)	Principal or top official	Years in business	Employees	Other makes, same location	Best selling model	Total 1989 sales all franchises, depts. at location	Parts & service volume	Retail used units	Retail new units	1989 fleet sales	Total 1989 new units
AUDI											
Carousel Automobiles Golden Valley, MN	Larry LeJeune	8	55	Porsche, Range Rover	Audi 100	20.7	4.4	303	355	10	365
Jack Daniels Motors Fairlawn, NJ	John J. Daniels	18	50	Porsche	Audi 100	23.4	5.3	264	329	0	329
The Annis Corporation Natick, MA	E. Keene Annis	34	68	VW, Porsche, Laforza, Lotus	N.A.	N.A.	N.A.	N.A.	284	0	284
The Audi Exchange Highland Park, IL	Ernie D. Semersky	14	N.A.	Sterling, Porsche	N.A.	N.A.	N.A.	N.A.	263	0	263
Bill Cook Audi Farmington Hills, MI	William G. Cook	N.A.	N.A.	Porsche, Audi, VW, Lotus	N.A.	N.A.	N.A.	N.A.	211	0	211
Town Motor Car Corp. Englewood, NJ	Robert F. Siebold	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	209	0	209
O'Hare Int'l Autos, Inc. Elk Grove Village, IL	William H. Tietz	7	N.A.	Mazda	N.A.	N.A.	N.A.	N.A.	196	0	196
Pray Audi Corp. Greenwich, CT	Malcolm S. Pray, Jr.	20	40	Porsche	Audi 100	17.5	5.3	N.A.	192	0	192
Audi Manhattan, Inc. New York, NY	Sean J. Brennan	19	64	Porsche	Audi 100	16.6	6.5	137	187	0	187
Paul Miller, Inc. Parsippany, NJ	Paul T. Miller	12	56	Porsche, Range Rover	Audi 100	24.8	5.5	197	181	0	181
BMW											
Crevier BMW Santa Ana, CA	Robert Crevier	19	98	N.A.	525i	51.5	10.4	354	1,004	0	1,004
BMW South Miami, FL	Charles Dascal	25	80	N.A.	3 Series	N.A.	N.A.	600	885	0	885
Saddleback BMW Irvine, CA	Klaus Lischer	17	N.A.	N.A.	5 Series	N.A.	N.A.	N.A.	817	0	817
BMW Concord Concord, CA	Myron R. Day	20	57	N.A.	525i	39.3	5.2	342	790	0	790
Pacific BMW Glendale, CA	David Ho	8	N.A.	Mitsubishi, Suzuki	3 Series	N.A.	N.A.	N.A.	779	0	779
Weatherford Motors Berkeley, CA	Harry Yasukochi	3	77	N.A.	3-series	40.1	6.3	397	769	0	769
Braman Motors Miami, FL	Norman Braman	14	95	Rolls-Royce	3 Series	N.A.	N.A.	N.A.	716	0	716
Century Motor Sales Alhambra, CA	Leon Peskin	36	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	707	0	707
Nick Alexander Imports Los Angeles, CA	Nick Alexander	11	56	VW	325i	35.3	2.9	266	667	0	667
Sterling Motors Ltd. Newport Beach, CA	John Belanger	5	58	N.A.	325i	N.A.	N.A.	N.A.	663	0	663
BUICK											
Orange Buick GMC Truck Co. Orlando, FL	Bo Stevens	60	91	GMC Trucks	Le Sabre	N.A.	N.A.	N.A.	5,060	0	5,060
Wilkins Buick, Inc. Glen Burnie, MD	Steve Snyder	20	75	Isuzu	Riviera	N.A.	N.A.	N.A.	4,473	0	4,473
Lupient Buick Minneapolis, MN	Gary Lehiman	4	66	N.A.	LeSabre	N.A.	N.A.	N.A.	661*	3,381*	4,042*
Loren Buick, Inc. Glenview, IL	Irving N. Segal	30	70	N.A.	LeSabre	62.6	4.1	277	955	2,819	3,774
William Lehman Buick, Inc. Miami, FL	Allan Jacoby	24	115	Hyundai	Century	51.6	7.5	833	909*	2,751*	3,660*
Prospect Motors, Inc. Jackson, CA	W. E. Halvorson	16	62	Oldsmobile, Pontiac, Cadillac, Toyota	Century	N.A.	N.A.	339	509*	3,055*	3,564*
Grant Dean Buick, Inc. Highland Park, IL	Al Andrea	23	60	N.A.	LeSabre	N.A.	N.A.	250	700*	2,460*	3,160*
Pollowitz Motors Perth Amboy, NJ	Regis P. McGuire	3	52	Cadillac	LeSabre	245.3	4.0	191	317	2,712	3,029
Ron Smith Buick Jeep-Eagle Merced, CA	Ron Smith	13	28	Jeep/Eagle	Skylark	34.9	0.8	394	182	2,282	2,464
Buick Mart Cerritos, CA	Lew Webb	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	2,297	0	2,297

*Estimate

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CADILLAC											
Bayview Cadillac Fort Lauderdale, FL	Edward J. Morse	29	175	N.A.	DeVille	271.4	9.4	1,250	1,828	7,429	9,257
Polkowitz Motors Perth Amboy, NJ	Regis P. McGuire	3	52	Buick	Sedan DeVille	245.3	4.0	191	225	7,800	8,025
Long Cadillac Roseville, MN	Richard Long	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	855	4,200	5,055
Prospect Motors Jackson, CA	W. E. Halvorson	20	65	Oldsmobile, Pontiac, Buick, Toyota	Sedan DeVille	470.6	2.6	339	42	3,730	3,772
Penske Cadillac Downey, CA	William R. Piercey	11	170	N.A.	DeVille	128.7	13.9	633	1,653	2,038	3,691
Martin Cadillac Co., Inc. Los Angeles, CA	Dana R. Martin	13	200	N.A.	N.A.	N.A.	N.A.	N.A.	1,150	1,500	2,650
Roger Meier Cadillac Co. Dallas, TX	Todd Meier	9	135	N.A.	N.A.	N.A.	N.A.	N.A.	1,240	1,225	2,465
Premier Cadillac Inc. Kansas City, MO	John J. Roach, Jr.	30	110	N.A.	N.A.	N.A.	N.A.	N.A.	1,100	550	1,650
Cashman Cadillac Las Vegas, NV	James Cashman, Jr.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	850	750	1,600
Coral Cadillac Inc. Pompano Beach, FL	Norman E. Wiese	15	130	N.A.	Sedan DeVille	76.1	8.6	937	1,556	0	1,556
CHEVROLET											
Ed Morse Chevrolet, Inc. Lauderhill, FL	Edward J. Morse, Jr.	10	176	N.A.	S-10 Blazer	403.5	9.8	1,193	2,720	34,769	37,489
Prospect Motors, Inc. Jackson, CA	W. E. Halvorson	20	65	Oldsmobile, Pontiac, Cadillac, Buick, Toyota	Lumina	470.6	2.6	339	275	18,044	18,319
Del'Orme Chevrolet Alhambra, CA	John Del'Orme	10	73	N.A.	Corsica	127.9	3.3	156	605	11,453	12,058
Z Frank Chevrolet Chicago, IL	John L. Sayer	54	115	N.A.	N.A.	N.A.	N.A.	N.A.	2,740	8,690	11,430
Bob Brest Chevrolet Lynn, MA	Robert Brest	28	120	N.A.	N.A.	N.A.	N.A.	N.A.	1,605	8,890	10,495
Bast Chevrolet, Inc. Seaford, NY	Charles W. Bast	40	84	N.A.	Cavalier	128.2	4.7	491	2,072	7,262	9,334
Harold Chevrolet Bloomington, MN	Carl Cook	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	775	6,855	7,630
Friendly Chevrolet Dallas, TX	Mark Eddins	10	243	Geo	LD 1500	133.9	26.8	921	2,954	4,136	7,090
Povey Chevrolet Red Bluff, CA	Jim Franfeth	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	455	6,405	6,860
Celozzi-Ettleson Chevrolet Elmhurst, IL	Nick A. Celozzi	22	190	Geo, Chevrolet, Chevy Trucks	Cavalier	109.7	12.2	2,183	5,282	1,122	6,404
CHRYSLER-PLYMOUTH											
Precision C-P-D Winter Haven, FL	Bill Devreline	5	70	Dodge	New Yorker	N.A.	N.A.	N.A.	1,440*	7,204*	8,644
Forest Lake C-P-D Forest Lake, MN	Kevin Snaza	6	21	Dodge	Voyager	94.2	0.8	428	276	6,884	7,160
Lake Forest C-P Gaithersburg, MD	William Cash	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	2,736*	3,800*	6,536
Hollywood C-P, Inc. Hollywood, FL	Russell L. Everett	3	70	N.A.	LeBaron	91.2	4.8	445	709	4,658	5,367
Massey Yardley C-P Plantation, FL	Herb Yardley	23	71	N.A.	Voyager	86.7	5.0	659	1,387	3,964	5,351
Galeana C-P, Inc. Fort Myers, FL	Frank Galeana	16	97	Peugeot	Voyager	88.6	4.9	1,377	1,579	3,159	4,738
Allen Cubbage C-P-D Stanley, VA	Allen J. Cubbage	10	27	N.A.	Voyager	61.1	0.7	694	400	3,759	4,159
So. Bay C-P/Jeep-Eagle Torrance, CA	James B. Clark	5	120	Jeep Eagle	Voyager	101.2	4.4	697	840	3,006	3,846
Russ Darrow C-P Waukesha, WI	Russell M. Darrow, Jr.	23	80	N.A.	N.A.	N.A.	N.A.	N.A.	3,567	0	3,567
Tate Chrysler-Plymouth Glen Burnie, MD	Creston G. Tate	30	50	N.A.	N.A.	N.A.	N.A.	N.A.	3,549	0	3,549

*Estimate

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DODGE											
Luke Potter Dodge Winter Park, FL	Luther D. Potter	25	84	N.A.	Caravan	411.8	3.6	467	895	19,377	20,272
Precision C-P-D Winter Haven, FL	Frank Morsani	19	58	N.A.	Caravan	N.A.	N.A.	N.A.	1,430*	11,274*	12,704
Tate Dodge Inc. Glen Burnie, MD	Creston G. Tate	34	65	N.A.	Caravan	28.7	2.3	878	1,375	10,750	12,125
Colonial Dodge, Inc. Kensington, MD	Bob Hydorn	24	100	Peugeot, Alfa Romeo	Caravan	N.A.	N.A.	N.A.	2,150*	6,926*	9,076
Freeway Dodge, Inc. Bloomington, MN	Thane Hawkins	25	55	Dodge, Suzuki	Caravan	55.6	2.3	692	716	8,294	9,010
Haggerty Dodge Chicago, IL	Ed Gilmore	2	35	N.A.	Caravan	N.A.	N.A.	N.A.	1,101*	6,500*	7,601
Ed Morse Dodge Coconut Creek, FL	Richard Danahy	5	64	N.A.	Caravan	82.9	2.7	328	838	5,830	6,668
Forest Lake C-P-D Forest Lake, MN	Dennis Hecker	N.A.	40	Chrysler, Plymouth	Caravan	N.A.	N.A.	N.A.	1,340*	3,874*	5,214
Dodge World Kissimmee Kissimmee, FL	Tom Palme	10	75	N.A.	N.A.	N.A.	N.A.	N.A.	575*	4,313*	4,888
Amador Motors Inc. Sutter Creek, CA	Michael Foster	2	15	Chrysler, Plymouth, Jeep, Eagle	Caravan	N.A.	N.A.	N.A.	1,110*	3,498*	4,608
FORD											
Jordan Motors, Inc. Mishawaka, IN	Craig A. Kapson	41	133	N.A.	Escort	560.5	4.4	1,372	5,639	42,013	47,652
McInerney Ford Orlando, FL	Richard L. Smith	15	103	N.A.	Escort	244.8	5.3	572	1,345	19,640	20,985
Al Piemonte Ford Sales, Inc. Melrose Park, IL	Alex Piemonte	26	126	N.A.	Escort	223.5	4.6	1,291	2,388	15,621	18,009
Santa Monica Ford Santa Monica, CA	Wayne Harding	26	28	N.A.	Taurus	67.0	6.2	341	1306	14,027	15,333
Highland Park Ford Highland Park, IL	Steve Ernburg	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	975	11,450	12,425
Pacifico Ford, Inc. Philadelphia, PA	Kerry T. Pacifico	35	165	N.A.	Taurus	164.9	6.3	1,043	1,987	10,402	12,389
Fairway Ford Latrobe, PA	James O'Neal, Jr.	12	30	N.A.	N.A.	N.A.	N.A.	N.A.	400*	11,650*	12,050*
Rice and Holman Ford Mt. Laurel, NJ	Joseph P. Glowacki	66	237	Ford & Kenworth Heavy Trucks	Taurus	226.6	14.3	1,137	4,592	7,087	11,679
Ricart Ford Inc. Columbus, OH	Rhett Ricart	36	479	Mitsubishi	Escort	216.4	8.2	7,837	11,344	0	11,344
S & C Ford San Francisco, CA	Aldo A. Fontana	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,110*	10,050*	11,160*
HONDA											
Gardena Honda Gardena, CA	Shau-Wai Lam	11	150	N.A.	Accord	93.5	10.5	528	6,071	0	6,071
Norm Reeves Honda, Inc. Cerritos, CA	Donna L. Reeves	35	145	N.A.	Accord	74.7	7.2	955	3,889	412	4,301
Robertson Honda North Hollywood, CA	Jack B. Robertson	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	3,850*	0	3,850*
Plaza Honda Brooklyn, NY	John Rosatti	13	65	Oldsmobile, Acura	N.A.	45.5	6.0	400	2,980	350	3,330
Pendo Honda Downey, CA	George Lucas	3	59	N.A.	Accord	47.2	3.9	455	2,674	296	2,970
Hansen's Honda Rockville, MD	Lewis Cohn	15	120	N.A.	Accord	52.2	9.8	350	2,775	0	2,775
Rosenthal Honda Vienna, VA	Robert M. Rosenthal	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	2,450*	0	2,450*
Honda of Lisle Lisle, IL	Horst Korallus	13	108	N.A.	Accord	42.4	5.2	875	2,418	0	2,418
Stevenson Honda Phoenix, AZ	Larry L. Van Tuyl	19	80	N.A.	N.A.	N.A.	N.A.	N.A.	2,240*	0	2,240*
Pendo Honda San Diego, CA	Gary Sorter	5	104	N.A.	Accord	9.0	6.3	780	1,735	0	1,735

*Estimate

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HYUNDAI											
Cormier Hyundai Long Beach, CA	John J. Peterson	4	66	N.A.	Excel	N.A.	N.A.	N.A.	2,158	0	2,158
Kim-Hankey Hyundai Los Angeles, CA	Richard Kim	4	76	N.A.	Excel	N.A.	N.A.	N.A.	1,951	0	1,951
Bauer Hyundai Tinley Park, IL	Gordon Walker	3	50	N.A.	Sonata	N.A.	N.A.	N.A.	1,929	0	1,929
Olympic Hyundai Chicago, IL	Michael Christopoulos	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,640	0	1,640
O'Connor Hyundai Chicago, IL	Robert E. O'Connor	1	75	N.A.	Excel	N.A.	N.A.	N.A.	1,625	0	1,625
Galpin Hyundai Sepulvela CA	Bert Boeckmann II	35	55	N.A.	Excel	18.2	2.0	426	1,594	0	1,594
Garden Grove Hyundai Garden Grove, CA	Kent Browning	4	57	N.A.	Excel	20.5	2.5	525	1,377	0	1,377
Savage Hyundai Monrovia, CA	Dennis D. Assael	15	45	Mazda, BMW, Subaru	Excel	N.A.	N.A.	N.A.	1,361	0	1,361
Lee Hyundai Fayetteville, NC	John F. Lee	3	45	N.A.	Excel	17.6	1.6	497	1,346	0	1,346
Woodfield Hyundai Hoffman Estates, IL	Gerald Resnick	20	32	N.A.	Excel	N.A.	N.A.	298	1,264	0	1,264
ISUZU											
Sam White Isuzu Houston, TX	Sam H. White	19	205	Oldsmobile, Nissan, Sterling	Pickup	14.8	2.0	207	1,193	203	1,396
Courtesy Isuzu Lafayette, LA	Don Hargroder	2	30	Peugeot, Alfa, Maserati, Daihatsu	Pickup	N.A.	N.A.	N.A.	1,178	0	1,178
Fountain Isuzu Orlando, FL	Louis King	3	200	Oldsmobile, GMC, Mitsubishi, Diahatsu	Pickup	N.A.	N.A.	N.A.	1,062	0	1,062
Fletcher Jones Isuzu Las Vegas, NV	Fletcher Jones	9	20	Suzuki, Chevy	Pickup	N.A.	N.A.	N.A.	949	0	949
Covert Isuzu Austin TX	Duke M. Covert	7	25	N.A.	Pickup	N.A.	N.A.	N.A.	802	0	802
Royal Isuzu Tampa, FL	Ralph Ghioto	21	125	Buick	Pickup	48.2	7.6	651	794	0	794
J.K.J. Isuzu Woodbridge, PA	John W. Koons, Jr.	9	100	Mitsubishi, Buick	Trooper	N.A.	N.A.	N.A.	789	0	789
Fresno Isuzu Fresno, CA	Antonio Rodriguez	9	120	Toyota	Pickup	N.A.	N.A.	N.A.	757	0	757
Henderson-Sellers Baton Rouge, LA	Jess Henderson	1	20	N.A.	Pickup	8.0	0.4	248	726	0	726
Biddulph Isuzu Santa Rosa, CA	Barry Biddulph	6	101	Chevrolet, Daihatsu	Trooper	40.1	4.0	598	679	30	709
JAGUAR											
Hempstead Auto Co. Hempstead, NY	Hugh J. Weidinger	52	72	N.A.	XJ-6	52.6	11.4	66	616	90	706
Newport Imports, Inc. Newport Beach, CA	Leland H. West	9	158	Range Rover, Lotus, Ferrari	XJ-6	67.0	12.4	232	627	14	641
Hornburg Jaguar, Inc. Los Angeles, CA	William Gaby	43	120	Range Rover	XJ-6	48.0	12.4	110	534	0	534
The Jaguar Collection Coral Gables, FL	Joseph DeMaria	25	60	Ferrari	XJ-6	N.A.	N.A.	N.A.	431	0	431
Bauer Jaguar Anaheim, CA	Richard Bauer	11	57	N.A.	XJ-6	25.0	5.0	62	376	0	376
Rosenthal Jaguar Vienna, VA	Robert M. Rosenthal	12	35	N.A.	XJ-6	N.A.	N.A.	N.A.	375	0	375
Sportique Motors Ltd. Huntington, NY	Elliott Brown	20	60	Peugeot	XJ-6	N.A.	N.A.	N.A.	341	0	341
Rallye Motors, Inc. Paramus, NJ	Manny Sicari	30	50	N.A.	XJ-6	N.A.	N.A.	N.A.	338	0	338
Dominion Jaguar Houston, TX	Roy Bennion Stewart A. Feldman	4	120	N.A.	XJ-6	N.A.	N.A.	N.A.	332	0	332
Crown Jaguar St. Petersburg, FL	Duane Hawkins	17	39	Ferrari, Mercedes, Peugeot	XJ-6	N.A.	N.A.	N.A.	331	0	331

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JEEP-EAGLE											
Don-A-Vee Jeep Eagle Bellflower, CA	Clive Skilton	4	88	N.A.	Cherokee	53.5	2.9	542	2,453	0	2,453
Jasper Jeep Sales Jasper, GA	Michael W. Lowe	16	44	Jeep, Eagle	Cherokee	48.2	1.4	725	1,812	446	2,258
Manhattan Jeep Eagle New York, NY	John Monninger	1	60	N.A.	Cherokee	42.1	3.5	171	1,805	121	1,926
So. Bay C-P/Jeep-Eagle Torrance, CA	James B. Clark	3	120	Chrysler, Plymouth	Cherokee	101.2	4.4	687	905	899	1,804
Buerge Jeep-Eagle West Los Angeles, CA	John Buerge	7	20	N.A.	Cherokee	N.A.	N.A.	N.A.	1,735	0	1,735
Pete Ellis Dodge, Inc. South Gate, CA	Pete Ellis	11	135	Dodge	Cherokee	N.A.	N.A.	N.A.	1,724	0	1,724
Royal Jeep/Eagle, Inc. Fern Park, FL	Ray M. Tatum	15	75	N.A.	Cherokee	37.0	3.6	737	1,252	221	1,473
Salerno Duane Pontiac-Har Summit, NJ	Raymond Duane	2	75	Pontiac	Cherokee	N.A.	N.A.	N.A.	1,360	0	1,360
Broadway Jeep-Eagle Littleton, CO	Gerald Morris	13	75	N.A.	Cherokee	N.A.	N.A.	N.A.	1,356	0	1,356
Heritage C-P/Jeep-Eagle Alexandria, VA	Pat Collins	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,330	0	1,330
LINCOLN-MERCURY											
Libertville L-M Libertyville, IL	Julius Marks, Jr.	17	81	Merkur	Town Car	330.2	3.4	938	1,669	19,345	21,014
Island L-M Merritt Island, FL	Burt Deardorf	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	265	7,450	7,715
Marty Franich L-M Watsonville, CA	Bob Culbertson	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	350	7,100	7,450
O'Conner L-M Los Angeles, CA	Jack O'Conner	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	675	4,850	5,525
Arnold Palmer Ford, L-M Bluffton, SC	James O'Neal	12	38	Ford	N.A.	N.A.	N.A.	N.A.	150*	5,146*	5,296*
Northgate L-M Tampa, FL	Jack Parks	15	160	N.A.	Grand Marquis	103.8	2.5	1,019	2,090	2,276	4,366
Stu Evans L-M Garden City, MI	Stewart Evans John Evans	45	108	N.A. Town Car	Grand Marquis	92.2	8.6	979	3,870	10	3,880
North Park L-M San Antonio, TX	Clarence J. Kahlig, II	8	136	N.A.	Grand Marquis	77.0	8.0	1,640	3,002	356	3,358
Holman L-M Mapleshade, NJ	John M. Todd	51	153	N.A.	Town Car	90.1	7.8	968	2,750	579	3,329
Stu Evans L-M Southgate, MI	Stewart Evans	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	3,071*	0	3,071*
MAZDA											
Puente Hills Mazda City of Industry, CA	F. E. Hitchcock	7	85	N.A.	Trucks	42.2	3.4	721	2,224	228	2,452
Frank Bommarito Mazda Ellisville, MO	Joe Lagez	12	134	Oldsmobile, GMC Trucks, Infiniti	MX6	86.1	8.2	895	991	1,290	2,281
Gunther Mazda Ft. Lauderdale, FL	Jay Gunther	15	90	N.A.	626	43.3	4.5	1,169	2,276	0	2,276
Billy Barrett Mazda Dallas, TX	Billy Barrett	18	119	Volkswagen	N.A.	45.5	3.7	962	2,236	0	2,236
Freeman Mazda Irving, TX	J. W. Freeman	36	175	Oldsmobile, Hyundai	Trucks	68.4	4.8	572	2,092	55	2,147
Roger Beasley Mazda Austin, TX	Roger Beasley	18	60	N.A.	626	N.A.	N.A.	N.A.	1,709	0	1,709
Mapleshade Mazda Mapleshade, NJ	Bob Dimmerman	16	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,654	0	1,654
Red McCombs Mazda San Antonio, TX	Red McCombs	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,601	0	1,601
Oak Tree Imports San Jose, CA	Enide Allison	35	67	N.A.	Trucks	29.9	4.7	299	1,567	0	1,567
Jim Ellis Mazda Marietta, GA	Jim Ellis	2	65	N.A.	626	N.A.	N.A.	N.A.	1,527	0	1,527

*Estimate

continued →

DEALERS

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MERCEDES-BENZ											
Downtown L.A. Motors Los Angeles, CA	Nickolas Shammas	35	110	N.A.	300E	83.8	9.1	230	1,483	0	1,483
Ray Catena Motor Car Edison, NJ	Raymond Catena	34	100	Porsche	560SL	73.8	7.2	85	1,182	0	1,182
Jim Stemons Imports Newport Beach, CA	Jim Stemons	29	175	N.A.	N.A.	N.A.	N.A.	N.A.	1,135	0	1,135
Rallye Motors Roslyn, NY	Peter G. Terian	31	150	BMW, Rolls-Royce	N.A.	N.A.	N.A.	N.A.	1,080	0	1,080
Beuzel-Busch Motorcar Englewood, NJ	Joseph A. Agresta, Sr.	12	95	N.A.	300E	72.8	8.8	73	1,053	0	1,053
Mercedes Benz Manhattan New York, NY	John Churan	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,050	0	1,050
RBW of Atlanta Atlanta, GA	John Ellis	20	130	N.A.	N.A.	N.A.	N.A.	N.A.	905	0	905
Smythe European San Jose, CA	W. D. Smythe	35	150	Volvo	300E	82.8	12.3	548	825	0	825
Park Place Motorcars Dallas, TX	Kenneth Schnitzer, Jr.	3	112	N.A.	300E	71.1	11.3	362	804	0	804
Prestige Motors Paramus, NJ	Joseph T. Dockery	21	100	Range Rover	N.A.	N.A.	N.A.	N.A.	765	0	765
MITSUBISHI											
Michael Mitsubishi Fresno, CA	Larry L. Van Tuyl Mike Roswold	4	279	Cadillac, VW, Porsche, Audi, Chevrolet	Pickup	105.5	3.9	1,246	2,060	0	2,060
Frank Parra Mitsubishi Irving, TX	Frank Parra	4	35	N.A.	Pickup	24.0	2.0	1,974	2,013	0	2,013
Boch Mitsubishi Norwood, MA	Ernest J. Boch, Sr.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,999	0	1,999
Century Mitsubishi Warwick, RI	Kenneth L. Hagen	4	45	N.A.	Pickup	20.2	1.3	99	1,060	500	1,560
Bob King Mitsubishi Winston Salem, NC	Bob King	22	38	N.A.	Pickup	18.5	1.0	608	1,363	0	1,363
Paul York Mitsubishi Corpus Cristi, TX	Paul York	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,238	0	1,238
Serramonte Mitsubishi Colma, FL	Fred Cziska Tom Price	8	50	N.A.	Mirage	N.A.	N.A.	N.A.	1,196	0	1,196
Manhasset Mitsubishi Manhasset, NY	Jeffery Schuman	8	50	Oldsmobile	Eclipse	N.A.	N.A.	N.A.	1,176	0	1,176
Jim Hudson Mitsubishi Columbia, SC	James E. Hudson	4	38	N.A.	Trucks	14.6	1.3	106	1,129	0	1,129
Rockland Mitsubishi Nyack, NY	Neale Kuperman	3	36	N.A.	Galant	15.8	1.5	116	1,058	0	1,058
NISSAN											
Northwestern Nissan Fridley, MN	Dennis E. Hecker	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	430*	5,700*	6,130
Nissan Of Downey Downey, CA	Carmen Koosa	7	108	N.A.	N.A.	N.A.	N.A.	N.A.	4,379*	1,100*	5,479
ABC Nissan Phoenix, AZ	Larry L. Van Tuyl	19	250	N.A.	Sentra	N.A.	N.A.	N.A.	3,712*	1,100*	4,812
Duarte Nissan Duarte, CA	Robert J. Lou	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	3,959	0	3,959
Mossy Nissan National City, CA	Philip E. Mossy Michael E. Cronin	8	160	N.A.	Sentra	66.4	8.6	1,872	3,939	0	3,939
West Covina Nissan West Covina, CA	Orval Paul Jim Valles	6	102	N.A.	Sentra	57.2	5.6	652	3,419	0	3,419
Universal City Nissan Los Angeles, CA	Morris Schrage	20	148	N.A.	Sentra	68.4	8.1	991	3,386	0	3,386
Bob Brest Nissan Lynn, MA	Robert Brest	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	3,000	0	3,000
Wilmar Nissan Newark, DE	John Hynansky	14	70	N.A.	Sentra	44.3	1.9	656	1,479	1,359	2,838
Rosenthal Nissan Vienna, VA	Robert M. Rosenthal	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	2,672	0	2,672

*Estimate

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OLDSMOBILE											
Jim Lupient Oldsmobile Minneapolis, MN	James W. Lupient	21	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	2,150	9,135	11,285
Dale Oldsmobile-Pontiac Houston, TX	Mark Rosenstock, Jr.	41	100	Pontiac, Jeep, Eagle	N.A.	N.A.	N.A.	N.A.	1,350	9,550	10,900
Browning Oldsmobile Cerritos, CA	Richard Browning	55	160	Mitsubishi	Delta 88	107.4	12.6	803	2,075	5,245	7,320
Prospect Motors, Inc. Jackson CA	W. E. Halvorson	20	65	Oldsmobile, Pontiac, Cadillac, Buick, Toyota	Ciera	470.6	2.6	339	42	6,939	6,981
Larry Faul Oldsmobile Schaumburg, IL	Lawrence J. Faul	47	117	Peugeot, GMC	Ciera	87.1	8.4	653	1,414	3,665	5,079
Anderson Oldsmobile Baltimore, MD	William R. Mortimer	20	125	N.A.	N.A.	N.A.	N.A.	N.A.	1,650	3,335	4,985
Sam White Oldsmobile Houston TX	Sam H. White	38	205	Isuzu, Nissan, Sterling	Ciera	92.5	15.0	1,591	2,288	2,411	4,699
Fountain Oldsmobile Orlando, FL	Louis King	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	850	3,835	4,685
Z Frank Oldsmobile Chicago, IL	John L. Sayer	6	85	N.A.	N.A.	N.A.	N.A.	N.A.	1,450	2,850	4,300
Henry Faulkner Inc. Philadelphia, PA	Joseph Faulkner	6	150	Mitsubishi	Ciera	47.9	10.8	804	1,454	2,598	4,052
PEUGEOT											
Peugeot of Union County Rahway, NJ	Joseph Gayer	3	22	N.A.	405	10.0	1.5	340	172	0	172
Autos Vega, Inc. San Juan, PR	Ramon Vega Perez	50	85	Ford, Lincoln, Mercury, Hyundai	405	19.2	2.8	480	143	11	154
Fred's Peugeot Philadelphia, PA	David Fellner	20	N.A.	N.A.	SW8 Wagon	4.1	1.3	54	110	0	110
Imported Car Center Williston, VT	Arlo E. Cota	11	17	N.A.	405	3.8	0.9	167	97	0	97
Foreign Motors West, Inc. Natick, MA	Thomas R. Mix	20	140	Mercedes-Benz, BMW, Range Rover, Rolls-Royce	405	55.6	14.0	272	94	0	94
Overseas Auto Corp. Hastings on Hudson, NY	Franz Bammert	3	20	N.A.	405	3.6	1.3	32	86	0	86
Trans-Atlantic Motors Inc. Stamford, CT	Chris Riley	31	8	N.A.	505	16.0	0.7	23	58	18	76
Maplewood Peugeot Maplewood, NJ	Alan Castrol	9	20	N.A.	405	N.A.	N.A.	N.A.	73*	0	73*
Tenafly Foreign Cars Tenafly, NJ	Robert Engel	28	16	N.A.	405	N.A.	N.A.	N.A.	68*	0	68*
Clair Peugeot W. Roxbury, MA	Ernie Clair	4	20	N.A.	405	N.A.	N.A.	N.A.	67*	0	67*
PONTIAC											
Stephen Pontiac-Cadillac, Inc. Bristol, CT	Stephen J. Barberino, Sr.	33	280	Ford, Cadillac, Nissan, GMC, Toyota, Suzuki, Jaguar	Grand Am	233.7	10.5	1,740	393	14,637	15,030
J.M. Pontiac Hollywood, FL	John McNally	21	185	N.A.	Grand Am	173.6	8.8	3,657	2,407	11,665	14,072
Prospect Motors Jackson, CA	W. E. Halvorson	20	65	Oldsmobile, Pontiac, Cadillac, Buick, Toyota	Grand Am	470.6	2.6	339	38	12,582	12,620
Hansford Pontiac-GMC Minneapolis, MN	Rudy Luther	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	870	8,220	9,090
Patrick Pontiac-GMC Libertyville, IL	Hanley Dawson, III	14	100	GMC	N.A.	N.A.	N.A.	N.A.	1,000	7,100	8,100
Wiesner Pontiac Conroe, TX	John Wiesner	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	2,400	3,150	5,550
Dale Oldsmobile-Pontiac Bronx, NY	Mark Rosenstock, Jr.	41	100	Oldsmobile, Jeep, Eagle	N.A.	N.A.	N.A.	N.A.	760	3,580	4,340
Dave Gill Pontiac-GMC Inc. Columbus, OH	David Gill	8	91	GMC Truck	Grand Am	40.9	6.0	1,086	1,388	2,698	4,086
Larry Faul Pontiac, Inc. Schaumburg, IL	Lawrence J. Faul	47	74	N.A.	Grand Am	50.3	3.4	568	1,242	2,174	3,416
Cochran Pontiac, Inc. Monroeville, PA	R. W. Cochran	25	330	GMC Truck, Isuzu	Grand Am	110.5	15.6	2,606	3,065	149	3,214

*Estimate

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PORSCHE											
Champion Porsche Pompano Beach, FL	John Lonergan	2	275	Audi	N.A.	N.A.	N.A.	N.A.	242	0	242
Max Dial Porsche Inglewood, CA	Max Dial	16	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	223	0	223
Porsche Exchange Highland Park, IL	Ernie Sermersky	N.A.	N.A.	Lotus	N.A.	N.A.	N.A.	N.A.	215	0	215
Rainbow Porsche North Miami, FL	Harry Bassett	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	185	0	185
Jim Ellis Atlanta Atlanta, GA	Jim Ellis	19	80	Audi, Lotus, Sterling	N.A.	N.A.	N.A.	N.A.	184	0	184
Lipsby Motors Dallas, TX	Bruce Lipsby	1	30	Alfa Romeo, Audi	911	N.A.	N.A.	N.A.	179	0	179
Beel Porsche Miami, FL	Dan O'Malley	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	175	0	175
Zipper Porsche Beverly Hills, CA	Sarah Gregory	17	24	N.A.	911	14.9	2.0	98	157	0	157
Brumes Atlanta, Inc. Atlanta, GA	Deborah Gregg	11	72	Audi	N.A.	N.A.	N.A.	N.A.	149	0	149
Jack Daniels Motors Fairlawn, NJ	John J. Daniels	18	50	Audi	944	23.4	5.3	264	128	0	128
RANGE ROVER											
Range Rover Land Passapequa, NY	Michael Lazarus	20	108	Volvo	N.A.	N.A.	N.A.	N.A.	209	0	209
Range Rover of Darien Darien, CT	Bill Steimetz	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	184	0	184
Terry York Motor Cars Encino, CA	Terry York	21	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	177	0	177
Hornburg Jaguar Los Angeles, CA	William Gaby	43	120	Jaguar	N.A.	N.A.	N.A.	N.A.	177	0	177
Prestige Motors Inc. Paramus, NJ	Joseph T. Dockery	21	100	Mercedes-Benz	N.A.	60.7	9.4	194	149	0	149
Newport Imports, Inc. Newport Beach, CA	Leland H. West	9	158	Jaguar, Ferrari, Aston Martin, Lotus	N.A.	67.0	12.4	232	140	0	140
Foreign Motors West Natick, MA	Thomas R. Mix	20	140	Mercedes-Benz, BMW, Peugeot, Rolls-Royce	N.A.	55.6	14.0	272	138	0	138
Paul Miller Inc. Parsippany, NJ	Paul T. Miller II	12	58	Porsche, Audi	N.A.	24.8	5.5	197	134	0	134
Zumbach Sports Cars New York, NY	Werner G. Maeden	17	75	Rolls-Royce, Saab, Alfa Romeo, Peugeot	N.A.	22.6	6.3	61	126	0	126
H.B.L., Inc. Vienna, VA	George Andreas	33	125	Mercedes-Benz, Audi, Porsche	N.A.	46.6	9.7	226	107	0	107
ROLLS-ROYCE											
Carriage House Motor Cars Ltd. New York, NY	Michael Schudroff	6	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	140*	0	140*
Gregg Motors Beverly Hills Beverly Hills, CA	Howard Schneider	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	130*	0	130*
Newport Auto Center Newport Beach, CA	Steve Bren	3	65	Porsche, Audi, Chevrolet	Spur	48.7	6.7	162	125	0	125
Terry York Motor Cars, Ltd. Encino, CA	Terry York	21	N.A.	Jaguar, Range Rover	N.A.	N.A.	N.A.	N.A.	70*	0	70*
Lauderdale Imports Ft. Lauderdale, FL	Larry K. Oden	4	15	N.A.	Spur	14.9	1.2	30	59	0	59
Bramen Motorcars West Palm Beach, FL	Richard Hollawell	5	90	BMW, Sterling, Maserati	N.A.	N.A.	N.A.	N.A.	55*	0	55*
Rusnak/Pasadena Pasadena, CA	Paul Rusnak	29	N.A.	Porsche, Audi, Jaguar, Sterling	N.A.	N.A.	N.A.	N.A.	54*	0	54*
Bramen Motors Inc. Miami, FL	Herman Bramen	20	85	BMW	Spur	N.A.	N.A.	N.A.	35*	0	35*
Carriage House Motor Cars Greenwich, CT	Michael Schudroff	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	34*	0	34*
Whitehouse Imported Whitehouse Station, NJ	Richard Frye	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	33*	0	33*

*Estimate

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SAAB											
Zumbach Sportscars, Ltd. New York, NY	Werner G. Maeden	17	75	Range Rover, Alfa Romeo, Peugeot	9000	22.6	6.3	61	560	0	560
Ramsey Saab Ramsey, NJ	Raymond Van Duren	19	40	N.A.	9000	17.7	3.0	152	522	0	522
Lindquist Motors Culver City, CA	John Bergie	30	25	N.A.	900	N.A.	N.A.	N.A.	419	0	419
Saab of Westport Westport, CT	Jerry Smith	17	28	N.A.	900	N.A.	N.A.	N.A.	384	0	384
Clews & Str[illegible]bridge Inc. Frazer, PA	Harry B. Zimmerman	27	30	N.A.	900	13.5	1.7	184	300	0	300
Fields Saab Glenview, IL	John Fields	18	40	N.A.	9000	12.7	3.0	250	300	0	300
Wigwam, Inc. N. Providence, RI	William H. Gregsohn, Jr.	N.A.	33	N.A.	900	9.7	2.2	79	290	0	290
Charles River Saab Watertown, MA	Felix Bosshard	32	49	N.A.	900	11.9	5.0	162	273	0	273
Mitchell Saab Simsbury, CT	Walter Mitchell	30	65	Dodge, Subaru, Pontiac, VW	900	N.A.	N.A.	N.A.	251	0	251
Stohlman Saab Alexandria, VA	Edwin Stohlman	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	246	0	246
SUBARU											
Continental Motor Co. Anchorage, AK	Wayne Drumm	19	107	Mazda, Volvo	Loyale	33.0	4.0	859	1,130	287	1,417
Burt Subaru Englewood, CT	Lloyd G. Chavez	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,176	0	1,176
Shortline Subaru, Inc. Aurora, CO	Donald P. Hicks	2	52	Suzuki	Legacy	18.1	2.4	556	980	0	980
Long Subaru West Chicago, IL	James Long	5	44	Mitsubishi	Subaru XT	10.4	1.0	250	600	0	600
Norwood Subaru Norwood, MA	William DiCarlo	1	38	N.A.	Legacy Wagon	12.9	3.1	203	548	0	548
Brown's Subaru of Alexandria Alexandria, VA	Everett Hellmuth	15	95	Hyundai, Volvo	N.A.	N.A.	N.A.	N.A.	527	0	527
Tischer Subaru Silver Spring, MD	Petra Tischer	1	21	N.A.	Legacy Wagon	8.7	1.6	N.A.	517	0	517
Carter Subaru N. Seattle, WA	Wade Carter	14	64	N.A.	Legacy	20.7	3.4	1,113	513	0	513
Appleway Subaru Spokane, WA	John Pring	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	490	0	490
Stohlman Subaru Vienna, VA	Richard H. Stohlman Steve Harrison	20	89	Volkswagen	Legacy	25.0	5.8	258	478	0	478
TOYOTA											
Longo Toyota El Monte, CA	John Clark	4	346	N.A.	Camry	33.8	21.3	2,571	15,893	7,165	23,058
Kendall Toyota Miami, FL	Gerald F. Bean	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	8,300*	9,013*	17,313
Toyota of Hollywood Hollywood, FL	Craig M. Zinn	9	186	N.A.	Camry	117.9	9.7	3,927	5,238	1,150	6,388
Toyota of Orange Orange, CA	David Wilson	5	115	N.A.	Camry	104.8	8.4	1,521	3,860	2,326	6,186
Sterling McCall Toyota Houston, TX	Sterling B. McCall, Jr.	21	140	N.A.	Camry	86.0	7.5	1,295	2,536	2,819	5,355
Downey Toyota Downey, CA	Thomas C. Watts, Jr.	26	175	N.A.	Camry	93.1	8.7	2,000	4,937	0	4,937
Delray Toyota Delray Beach, FL	Ed Morris	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	4,744	0	4,744
Gateway Toyota Toms River, NJ	Kenneth L. Hagen	17	100	N.A.	Camry	75.6	4.3	909	4,086	407	4,493
Hudson Toyota, Inc. Jersey City, NJ	Sam C. DiFeo	20	102	N.A.	Camry	68.8	4.7	934	4,187	0	4,187
Toyota of Cerritos Cerritos, CA	Lewis M. Webb	14	140	N.A.	Camry	82.4	8.6	2,063	4,041	0	4,041

*Estimate

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VOLKSWAGEN											
Jim Ellis Volkswagen, Inc. Atlanta, GA	Jim Ellis	19	80	N.A.	Jetta	26.9	6.6	668	1,198	40	1,238
So. County Motors Huntington Beach, CA	Danny McKenna	7	65	Isuzu	Jetta	N.A.	N.A.	N.A.	1,112	0	1,112
Volkswagen Santa Monica, Inc. Santa Monica, CA	W. H. Sullivan Mike Sullivan	30	140	Lexus, Hyundai	Jetta	41.1	7.5	257	942	0	942
Gunther Volkswagen Fort Lauderdale, FL	Joseph Gunther	20	45	N.A.	Jetta	19.1	2.0	540	731	99	830
Douglas Motors Corp. Summit, NJ	Peter T. Liebman	25	62	Sterling	Jetta	20.2	4.4	77	765	59	824
The Annis Corp. Natick, MA	E. K. Annis	30	65	Audi, Porsche, Lotus, LaForza	Jetta	27.2	5.7	267	761	0	761
Stohlman Volkswagen Vienna, VA	Richard H. Stohlman	18	110	Subaru	N.A.	N.A.	N.A.	N.A.	729	0	729
Libon Motors Inc. Boston, MA	Bert Libon	26	41	N.A.	Jetta	11.6	3.3	209	705	0	705
Volkswagen of Downtown LA Los Angeles, CA	Nickolas Shammas	35	50	N.A.	Jetta	12.3	2.2	89	693	0	693
Queensboro Volkswagen, Inc. Woodside, NY	Eugene Weisberg	N.A.	N.A.	N.A.	Jetta	N.A.	N.A.	N.A.	643	0	643
VOLVO											
Volvoville, USA Massapequa, NY	Bryan Lazarus Michael Lazarus	26	105	N.A.	N.A.	N.A.	N.A.	N.A.	1,480*	0	1,480*
Dyer & Dyer Chamblee, GA	Richard S. Dyer	11	N.A.	Yugo	N.A.	N.A.	N.A.	N.A.	1,280*	0	1,280*
Warren Henry Volvo Miami, FL	Warren H. Zinn	14	118	N.A.	740	40.6	7.4	616	1,107	41	1,148
Deel Volvo Miami, FL	Dan O'Malley	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,110*	0	1,110*
Point West Volvo Irving, TX	John Roberts Van Roberts	4	N.A.	N.A.	240	N.A.	N.A.	N.A.	1,096	0	1,096
San Diego Volvo San Diego, CA	W. Hinkle	14	96	N.A.	740	35.5	6.2	471	1,057	0	1,057
Martin Motor Sales New York, NY	Martin Schlanger	28	150	N.A.	N.A.	N.A.	N.A.	N.A.	910*	0	910*
Volvo of Lisle Lisle, IL	Guenter Korallus	28	86	N.A.	740	25.8	4.0	441	821	0	821
Kramer Motors Santa Monica, CA	Robert Kramer	39	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	795*	0	795*
Karp Volvo Inc. Rockville Center, NY	David A. Karp	33	42	N.A.	244	N.A.	N.A.	N.A.	746	0	746

*Estimate

NIADA state executive directors

Alabama: Alabama Independent Automobile Dealers Association (IADA), 244 Goodwin Crest Dr., Suite 119, Birmingham, AL 35209. (205) 942-1000. Tony Wilkerson, executive director.

Arizona: Arizona IADA, c/o Arizona Auto Auction, 3420 S. 48th St., Phoenix, AZ 85040. (602) 894-2400. Fax: (602) 894-0938. David Berkstresser, executive director.

Arkansas: Arkansas IADA, P.O. Box 5071, Little Rock, AR 72225. (501) 372-7593. Bob Wimberley, executive vice president.

California: IADA of California, 1000 Q St., Sacramento, CA 95814-6518. (916) 441-6663. Carl Brakensiek, executive vice president.

Carolinas: Carolinas IADA, P.O. Box 18335, Charlotte, NC 28218. (704) 535-8554. Michael R. Linn, executive director.

Colorado: Colorado IADA, 3200 W. 2nd Ave., Denver, CO 80219. (303) 936-7456. George Konrad, executive director.

Florida: Florida IADA, 4162 Edgewater Dr., Orlando FL 32804. (407) 291-8447. Fred Hagan, executive vice president. Peggy Lara, executive assistant.

Georgia: Georgia IADA, 2175 Northlake Pkwy., Suite 128, Tucker, GA 30084. (404) 934-3919. Fax: (404)-496-1746. Bill Appel, executive director.

Idaho: Idaho State IADA, 1030 Parkinson, Eagle, ID 83616. (208) 939-0002 Fax: (208) 939-1481. Elvin J. Albiston, executive director. Jim Drechsel, president.

Indiana: Indiana IADA, 8520 Pendleton Pike, Indianapolis, IN 46226. (317) 899-2886. Fax: (317) 897-0746. David R. Crist, executive director.

Louisiana: Louisiana IADA, 10925 Perkins Rd. Suite B, Baton Rouge, LA 70810. (504) 767-7822. Fax: (504) 766-1196. Francis Landry, executive director.

Maryland/Delaware: Maryland/Delaware IADA, 113 W. Franklin St., Baltimore, MD 21201. (301) 752-3318. Fax: (301) 752-8295. Everett Tolley, executive vice president.

Michigan: Michigan Independent Auto Dealers Assn., P.O. Box 342, Clawson, MI 48017. (313) 288-1154. Fax: (313) 288-1217. Nancy Chapman, executive director.

Mississippi: Mississippi IADA, P.O. Box 266, Madison, MS 39110. (601) 957-1010. Fax: (601) 957-2180. B.J. Hall, executive director.

Missouri: Missouri IADA, c/o South Central Auto Auction, 1403 Martin St., Cuba, MO 65453. (314) 885-4466. Wayne Morton, president.

Nebraska: Nebraska IADA, P.O. Box 29107, Lincoln, NE 68529. (402) 464-2089. Bernie Hart, executive director.

Nevada: IADA of Nevada, Pat Knight's Auto, 3555 Las Vegas Blvd. North, Las Vegas, NV 89115. (702) 643-8183. Pat Knight, secretary.

New Mexico: New Mexico IADA, P.O. Box 53490, Albuquerque, NM 87153-3490. (502) 243-2206. Sherman Gibson, executive director; Charles Simon, president (502) 265-3431.

Northland: Northland IADA, P.O. Box 368, Buffalo, MN 55313. (612) 682-5161. Gary Johnson, executive director.

Ohio: Automobile Dealers Alliance of Ohio Inc., 382 Jackson St., Columbus, OH 43206-1356. (614) 224-2326. Richard E. Lightner, executive vice president. Lizabeth A. Blair, Membership svcs. director.

Oklahoma: Oklahoma IADA, P.O. Box 6905, Moore, OK 73153. (405) 232-2947. Odell & Rose Morgan, executive directors.

Oregon: Oregon IADA, 2542 19th St. S.E., Salem, OR 97302. (503) 362-6839. Wanda Wahus, executive director.

Texas: Texas IADA, 1440 W. Mockingbird Ln., Suite 130, Dallas, TX 75247. (214) 637-0534. Walt Warner, executive vice president.

Utah: Utah IADA, 6909 S. State, Suite No. 2, Midvale, UT 84047. (801) 566-3802. Wayne Jones, executive director.

Virginia/West Virginia: Virginia IADA, No. 7 The Koger Executive Center, Suite 215, Norfolk, VA 23502. (804) 461-1038. David Boling, executive director.

Washington: Washington State IADA, P.O. Box 69440, Seattle, WA 98168. (206) 431-8111. Frank Granat Jr., executive director. ■

DEALERS

1989 RETAIL LEADERS

Rank	Franchise	Location	1989 Retail New Units
1	Longo Toyota	El Monte, CA	15,893
2	Ricart Ford, Inc.	Columbus, OH	11,344
3	Kendall Toyota	Miami, FL	8,300
4	Frontier Ford	Santa Clara, CA	6,908
5	Gardena Honda	Gardena, CA	6,071
6	Varsity Ford	Ann Arbor, MI	5,834
7	Jordan Motors, Inc. (Ford)	Mishawaka, IN	5,639
8	Dave Sinclair Ford	St. Louis, MO	5,468
9	Celozzi-Ettleson Chevrolet	Elmhurst, IL	5,282
10	Toyota of Hollywood	Hollywood, FL	5,238
11	Orange Buick	Orlando, FL	5,060
12	Lawrence Marshall Chevrolet	Hempstead, TX	4,985
13	Downey Toyota	Downey, CA	4,937
14	Delray Toyota	Delray Beach, FL	4,744
15	Rice & Holman Ford	Mt. Laurel, NJ	4,592
16	Wilkins Buick, Inc.	Glen Burnie, MD	4,473
17	Arrow Chevrolet	Midlothian, IL	4,448
18	Fox Chevrolet	Baltimore, MD	4,391
19	Nissan of Downey	Downey, CA	4,379
20	Don Kott Ford	Carson, CA	4,309
21	Pat Milliken Ford, Inc.	Redford, MI	4,252
22	Hudson Toyota	Jersey City, NJ	4,187
23	Sam Galloway Ford, Inc.	Ft. Meyers, FL	4,112
24	Koons Ford, Inc.	Falls Church, VA	4,091
25	Gateway Toyota	Toms River, NJ	4,086

1989 TOPS IN NEW UNIT SALES

Rank	Franchise	Location	Total 1989 New Units
1	Jordan Motors, Inc. (Ford)	Mishawaka, IN	47,652
2	Ed Morse Chevrolet	Laudehill, FL	37,489
3	Longo Toyota	El Monte, CA	23,058
4	Libertyville Lincoln-Mercury	Libertyville, IL	21,014
5	McInerney Ford	Orlando, FL	20,985
6	Luke Potter Dodge, Inc.	Winter Park, FL	20,272
7	Prospect Motors, Inc.(Chevrolet)	Jackson, CA	18,319
8	Al Piemonte Ford	Melrose, IL	18,009
9	Kendall Toyota	Miami, FL	17,313
10	Santa Monica Ford	Santa Monica, CA	15,333
11	Stephen Pontiac, Inc.	Bristol, CT	15,030
12	J.M. Pontiac	Hollywood, FL	14,072
13	Precision Dodge	Winter Haven, FL	12,704
14	Prospect Motors (Pontiac)	Jackson, CA	12,620
15	Highland Park Ford	Highland Park, IL	12,425
16	Pacifico Ford, Inc.	Philadelphia, PA	12,389
17	Tate Dodge, Inc.	Glen Burnie, MD	12,125
18	Delorme Chevrolet, Inc.	Alhambra, CA	12,058
19	Fairway Ford	Latrobe, PA	12,050
20	Rice & Holman Ford	Mt. Laurel, NJ	11,679
21	Z Frank Chevrolet	Chicago, IL	11,430
22	Ricart Ford, Inc.	Columbus, OH	11,344
23	Jim Lupient Oldsmobile	Minneapolis, MN	11,285
24	S & C Ford	San Francisco, CA	11,160
25	Dale Oldsmobile	Bronx, NY	10,900

1989 TOPS IN DOLLAR SALES

Rank	Franchise	Location	1989 Sales (in Millions $)
1	Jordan Motors, Inc. (Ford)	Mishawaka, IN	$560.5
2	Prospect Motors, Inc. (GM)	Jackson, CA	$470.6
3	Luke Potter Dodge, Inc.	Winter Park, FL	$411.8
4	Ed Morse Chevrolet	Laudehill, FL	$403.5
5	Longo Toyota	El Monte, CA	$338.0
6	Libertyville Lincoln-Mercury	Libertyville, IL	$330.2
7	Bayview Cadillac	Fort Lauderdale, FL	$271.4
8	Polkowitz Motors (Cadiliac, Buick)	Perth Amooy, NJ	$245.3
9	McInerney Ford	Orlando, FL	$244.8
10	Stephen Pontiac, Inc.	Bristol, CT	$233.7
11	Rice & Holman Ford	Mt. Laurel, NJ	$226.6
12	Al Piemonte Ford	Melrose Park, IL	$223.5
13	Ricart Ford, Inc.	Columbus, OH	$216.4
14	J.M. Pontiac	Hollywood, FL	$173.6
15	Pacifico Ford, Inc.	Philadelphia, PA	$164.9
16	Friendly Chevrolet	Dallas, TX	$133.9
17	Penske Cadillac	Downey, CA	$128.7
18	Bast Chevrolet	Seaford, NY	$128.2
19	Delorme Chevrolet, Inc.	Inglewood, CA	$127.9
20	Frontier Ford	Santa Clara, CA	$119.9
21	Toyota of Hollywood	Hollywood, FL	$117.9
22	Lawrence Marshall Chev-Olds	Hempstead, TX	$117.3
23	Cochran Pontiac, Inc.	Monroeville, PA	$110.5
24	Celozzi-Ettleson Chevrolet	Elmhurst, IL	$109.7
25	Browning Oldsmobile-Mitsubishi	Cerritos, CA	$107.4

1989 FLEET LEADERS

Rank	Franchise	Location	1989 Fleet New Units
1	Jordan Motors, Inc. (Ford)	Mishawaka, IN	42,013
2	Ed Morse Chevrolet	Laudehill, FL	34,769
3	McInerney Ford	Orlando, FL	19,640
4	Luke Potter Dodge, Inc.	Winter Park, FL	19,377
5	Libertyville Lincoln-Mercury	Libertyville, IL	19,345
6	Prospect Motors, Inc. (Chevy)	Jackson, CA	18,044
7	Al Piemonte Ford	Melrose, IL	15,621
8	Stephen Pontiac, Inc.	Bristol, CT	14,637
9	Santa Monica Ford	Santa Monica, CA	14,027
10	Prospect Motors (Pontiac)	Jackson, CA	12,582
11	J.M. Pontiac	Hollywood, FL	11,665
12	Fairway Ford	Latrobe, PA	11,650
13	Delorme Chevrolet, Inc.	Alhambra, CA	11,453
14	Highland Park Ford	Highland Park, IL	11,450
15	Precision Dodge	Winter Haven, FL	11,274
16	Tate Dodge, Inc.	Glen Burnie, MD	10,750
17	Pacifico Ford, Inc.	Philadelphia, PA	10,402
18	S & C Ford	San Francisco, CA	10,050
19	Dale Oldsmobile	Bronx, NY	9,550
20	Jim Lupient Oldsmobile	Minneapolis, MN	9,135
21	Kendall Toyota	Miami, FL	9,013
22	Bob Brest Chevrolet	Lynn, MA	8,890
23	Z Frank Chevrolet	Chicago, IL	8,690
24	Freeway Dodge, Inc.	Bloomington, MN	8,294
25	Lutz Ford	Palo Alto, CA	8,275

PARTS & SERVICE LEADERS

Rank	Franchise	Location	1989 Parts & Service Vol (in Millions $)
1	Lustine Chevrolet, Inc.	Hyattsville, MD	$39.4
2	Friendly Chevrolet	Dallas, TX	$26.8
3	Longo Toyota	El Monte, CA	$21.3
4	Cochran Pontiac, Inc.	Monroeville, PA	$15.6
5	Palm Beach Lincoln-Mercury	West Palm Beach, FL	$15.6
6	Brown & Brown Chevrolet	Mesa, AZ	$15.5
7	Sam White Oldsmobile	Houston, AZ	$15.0
8	Miami Lincoln-Mecury	Miami, FL	$14.9
9	Rice & Holman Ford	Mt. Laurel, NJ	$14.3
10	Foreign Motors West, Inc.	Natick, MA	$14.0
11	Penske Cadillac	Downey, CA	$13.9
12	Westway Ford	Irving, TX	$13.4
13	Browning Oldsmobile	Cerritos, CA	$12.6
14	Hornburg Jaguar, Inc.	Los Angeles, CA	$12.4
15	Newport Imports, Inc.	Newport Beach, CA	$12.4
16	Smythe European	San Jose, CA	$12.3
17	Celozzi-Ettleson Chevrolet	Elmhurst, IL	$12.2
18	Euro Motorcars Bethesda	Bethesda, MD	$12.1
19	Koons Ford, Inc.	Falls Church, VA	$12.1
20	Frank Parra Chevrolet, Inc.	Irving, TX	$11.7
21	Biddulph Oldsmobile, Inc.	Glendale, AZ	$11.7
22	Drew Ford	La Mesa, CA	$11.6
23	Hempstead Auto Co., Inc.	Hempstead, NY	$11.4
24	Carlisle Lincoln-Mercury	Clearwater, FL	$11.4
25	American Service Center Assc.	Arlington, VA	$11.4

1989 TOPS IN USED CARS

Rank	Franchise	Location	1989 Retail Used Units
1	Ricart Ford	Columbus, OH	7,837
2	Toyota of Hollywood	Hollywood, FL	3,927
3	J.M. Pontiac	Hollywood, FL	3,657
4	Jake Sweeney Chevrolet-Imports	Cincinnati, OH	2,714
5	Al Serra Chevrolet, Inc.	Grand Blanc, MI	2,621
6	Cochran Pontiac, Inc.	Monroeville, PA	2,606
7	Longo Toyota	El Monte, CA	2,571
8	Dave Sinclair Ford	St. Louis, MO	2,360
9	Arrow Chevrolet	Midlothian, IL	2,230
10	Biddulph Oldsmobile, Inc.	Glendale, AZ	2,217
11	Celozzi-Ettleson Chevrolet	Elmhurst, IL	2,183
12	Steve Moore Chevrolet, Inc.	Green Acres City, FL	2,104
13	Wally McCarthy's Oldsmobile	Minneapolis, MN	2,083
14	Sam Galloway Ford, Inc.	Ft. Meyers, FL	2,065
15	Toyota of Cerritos	Cerritos, CA	2,063
16	Downey Toyota	Downey, CA	2,000
17	Frank Parra Chevrolet	Irving, TX	1,974
18	Ed Mullinax Ford, Inc.	Amherst, OH	1,891
19	Varsity Ford	Ann Arbor, MI	1,889
20	Mossy Nissan	National City, CA	1,872
21	Pine Belt Chevrolet	Lakewood, NJ	1,832
22	Stephen Pontiac-Cadillac, Inc.	Bristol, CT	1,740
23	North Park Lincoln-Mercury	San Antonio, TX	1,640
24	Frontier Ford	Santa Clara, CA	1,609
25	Sam White Oldsmobile Co.	Houston, TX	1,591

DEALERS

New-car franchises in the United States

	Jan. 1 1990	Jan. 1 1989
United States	**39,551**	**40,303**
Chrysler Motors	11,019	11,009
Chrysler	3,093	3,118
Dodge	3,014	3,038
Eagle	1,521	1,445
Plymouth	3,069	3,095
TC Maserati	322	313
Ford Motor Co.	8,929	9,678
Ford	4,527	4,561
Lincoln	1,647	1,648
Mercury	2,755	2,765
Merkur	0	704
General Motors	19,603	19,616
Buick	2,945	2,945
Cadillac	1,615	1,605
Chevrolet	4,850	4,885
Geo	4,083	4,056
Oldsmobile	3,135	3,150
Pontiac	2,975	2,975
Japan	**6,788**	**6,293**
Daihatsu	235	201
Honda Motor	1,259	1,223
Acura	303	285
Honda	956	938
Isuzu	572	572
Mazda	850	843
Mitsubishi	415	250
Nissan Motor	1,169	1,110
Infiniti	58	0
Nissan	1,111	1,110
Subaru	752	795
Suzuki	288	186
Toyota Motor	1,248	1,113
Lexus	88	0
Toyota	1,160	1,113
West Germany	**2,236**	**2,352**
BMW	394	413
Mercedes-Benz	414	422
Porsche	278	300
Volkswagen AG	1,150	1,217
Audi	356	386
Volkswagen	794	831
Sweden	**772**	**784**
Saab	361	372
Volvo	411	412
United Kingdom	**450**	**457**
Aston Martin	14	15
Jaguar	139	142
Lotus	71	71
Rolls-Royce Bentley	53	56
Sterling	173	173
South Korea	**323**	**278**
Hyundai	323	278
Italy	**231**	**414**
Alfa Romeo	132	146
Bertone	0	150
Ferrari	40	40
Lamborghini	13	13
Maserati	46	65
France	**196**	**241**
Peugeot	196	241
Yugoslavia	**185**	**263**
Yugo	185	263
Miscellaneous	**15**	**15**
Total	**50,747**	**51,480**

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Car dealerships in U.S.

(Adjusted for duals)

	Jan. 1 1990	Jan. 1 1989*
Chrysler Motors	5,295	5,296
Ford Motor Co.	5,389	5,427
General Motors	9,250	9,450
Total Big 3**	**19,379**	**19,593**
Import exclusives	4,014	4,201
Import-only duals	1,183	1,119
Total new-car dealerships	**24,576**	**24,913**

* — Revised
** — Adjusted for intercorp duals

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U.S. new-car outlets

Domestic and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1958	39,108	-0.1
Jan. 1, 1959	37,558	-4.0
Jan. 1, 1960	36,336	-3.3
Jan. 1, 1961	34,803	-4.2
Jan. 1, 1962	33,461	-3.9
Jan. 1, 1963	33,308	-0.4
Jan. 1, 1964	33,291	-0.1
Jan. 1, 1965	33,350	0.2
Jan. 1, 1966	33,114	-0.7
Jan. 1, 1967	31,584	-4.6
Jan. 1, 1968	31,101	-1.5
Jan. 1, 1969	31,076	-0.1
Jan. 1, 1970	30,842	-0.8
Jan. 1, 1971	30,314	-1.8
Jan. 1, 1972	30,150	-0.5
Jan. 1, 1973	30,094	-0.2
Jan. 1, 1974	29,998	-0.3
Jan. 1, 1975	29,701	-1.0
Jan. 1, 1976	29,309	-1.3
Jan. 1, 1977	28,744	-1.9
Jan. 1, 1978	28,656	-0.3
Jan. 1, 1979	28,512	-0.5
Jan. 1, 1980	27,891	-2.2
Jan. 1, 1981	26,333	-5.6
Jan. 1, 1982	25,703	-2.4
Jan. 1, 1983	24,729	-3.8
Jan. 1, 1984	24,721	-0.0
Jan. 1, 1985	24,724	0.0
Jan. 1, 1986	24,823	0.4
Jan. 1, 1987	25,156	1.3
Jan. 1, 1938	24,938	-0.9
Jan. 1, 1989	24,913	-0.1
Jan. 1, 1990	24,576	-1.4

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Average dealership profile for five years — 1985 - 1989

	1985	1986	1987	1988	1989*	% Change 1988-'89
Total Dealership Sales	10,177,270	10,821,114	11,198,762	12,124,589	12,293,051	1.4
Total Dealership Gross	1,454,332	1,535,516	1,696,613	1,825,963	1,764,053	-3.4
As % of Total Sales	14.29	14.19	15.15	15.06	14.35	
Total Dealership Expense	1,230,432	1,301,780	1,486,876	1,618,633	1,641,122	1.4
As % of Total Sales	12.09	12.03	13.27	13.35	13.35	
Net Profit Before Taxes	223,900	233,736	210,537	207,330	122,931	-40.7
As % of Total Sales	2.20	2.16	1.88	1.71	1.00	
(Net Pre-tax Profit in Constant '82 Dollars)	200,802	205,799	178,845	169,124	95,668	-43.4
New Vehicle Dept. Sales	6,869,657	7,283,510	7,133,612	7,526,366	7,646,277	0.3
As % of Total Sales	67.50	67.80	63.70	62.90	63.20	
Used Vehicle Dept. Sales	1,994,745	2,153,402	2,486,125	2,754,406	2,851,968	3.2
As % of Total Sales	19.60	19.90	22.20	22.80	23.20	
Service and Parts Sales	1,312,858	1,385,103	1,579,026	1,733,816	1,794,785	3.5
As % of Total Sales	12.90	12.80	14.10	14.30	14.60	
New Vehicles Average Selling Price	11,925	12,950	13,450	14,100	15,100	7.1
Average Net Worth (As of 12/31)	634,098	620,833	743,610	760,162	704,069	-7.4
Net Profit as % of Net Worth	35.31	37.65	28.31	27.27	17.46	

SOURCE: NADA Industry Analysis Division
*1989 figures are estimated.

Average new vehicle advertising by dealers — 20 years

Calendar year	Average $ spent per vehicle sold	Calendar year	Average $ spent per vehicle sold
1970	$43	1980	$104
1971	46	1981	127
1972	50	1982	137
1973	50	1983	139
1974	60	1984	151
1975	58	1985	183
1976	67	1986	200
1977	56	1987	245
1978	71	1988	261
1979	79	1989	261

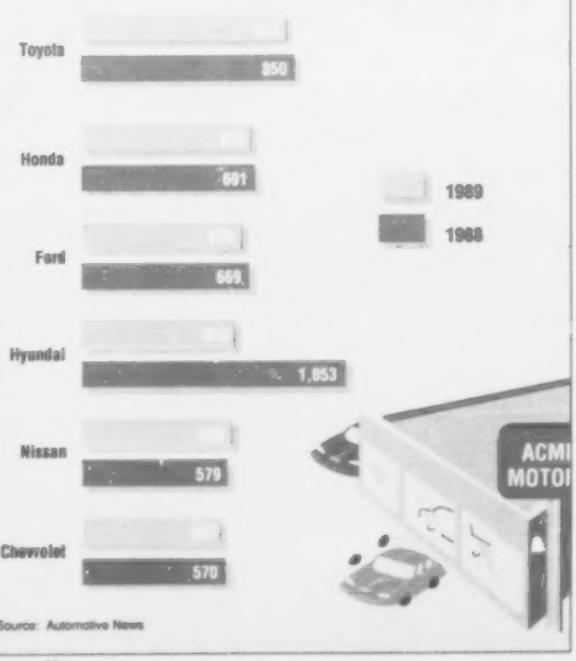
Local advertising by U.S. car dealers in '89

Media used	Average $ spent by all dealers
Newspapers	$ 86,205
Radio	25,969
TV	22,742
Direct mail	9,527
Displays, demonstrations	5,225
Other	3,995
Total	$153,663

SOURCE: NADA Industry Analysis Division

Vehicle sales per outlet

The six franchises with the best average car-truck sales per dealer in 1989. Totals include sales of captive imports and transplant models.



Source: Automotive News

Car-truck sales per outlet

Final 1989	1989	1988
1 Toyota	817	850
2 Honda	677	691
3 Ford	639	669
4 Hyundai	610	1,053
5 Nissan	596	579
6 Chevrolet	551	570
7 Acura	483	510
8 Mitsubishi	453	571
9 Mazda	404	427
10 Dodge	329	354
11 Volvo	249	238
12 Pontiac	229	262
13 Isuzu	209	206
14 Oldsmobile	192	227
15 Lexus	185	—
16 Buick	184	198
17 Mercedes	181	198
18 Mercury	181	197
19 Subaru	179	195
20 Jeep	167	178
21 Cadillac	166	166
22 Volkswagen	164	162
23 BMW	161	176
24 Plymouth	159	172
25 GMC	148	147
26 Jaguar	135	144
27 Suzuki	127	241
28 Lincoln	122	117
29 Saab	86	104
30 Chrysler	72	90
31 Range Rover	72	57
32 Daihatsu	71	67
33 Audi	57	58
34 Yugo	47	107
35 Eagle	47	48
36 Sterling	34	50
37 Porsche	33	51
38 Infiniti	30	—
39 Peugeot	28	26
40 Rolls-Bentley	22	21
41 Alfa Romeo	21	31
42 Maserati	5	11

Totals include sales of captive imports and transplant models.

New-truck franchises in the United States

The number of new truck dealer outlets in the U.S. increased by 9,778, bringing the Jan. 1, 1990 truck dealer population to 40,160. Nineteen makers increased their dealer totals; seven showed declines; two remained unchanged; three new makers entered the truck market. Makers of vans and sport utility vehicles are included in the census.

Figures were collected from manufacturers.

	Truck Retail Outlets as of Jan. 1, 1990	Truck Sales Per Outlet, 1989	Truck Outlets as of Jan. 1, 1989*	Truck Sales Per Outlet, 1988*
Chevrolet	4,850	273**	4,885	277
Chevrolet Geo**	4,083	3	4,056	2
Chrysler***	3,093	1	—	—
Dodge	3,055	180	3,038	188
Ford	4,630	315	4,561	334
Freightliner	176	133	210	115
GMC	2,456	153	2,400	161
Hino	105	20	91	23
Isuzu	572	181	572	158
Isuzu (commercial)	206	41	216	31
Iveco	182	13	165	17
Jeep	1,531	163	1,453	174
Kenworth	145	125	135	127
Mack	201	116	198	135
Mazda	850	92	843	111
Mercedes-Benz	169	12	178	17
Mitsubishi	415	93	250	174
Mitsubishi-Fuso	133	25	103	29
Navistar	896	87	747	114
Nissan	1,111	138	1,110	153
Nissan Diesel	157	15	150	14
Oldsmobile†	3,135	1	—	—
Peterbilt	120	143	114	147
Plymouth††	3,069	61	3,095	62
Pontiac†††	2,975	1	—	—
Range Rover	70	69	63	54
Scania	19	6	19	9
Suzuki	288	84**	300	190
Toyota	1,160	191	1,113	222
Western Star	114	12	110	13
Volvo GM•	194	95	207	90
Totals	**40,160**		**30,382**	
Adjustments for multiple franchising	14,123		6,958	
Net totals	**26,037**		**23,424**	

Note: Retail outlets include dealerships, distributorships and factory-owned outlets.
*Revised
**Chevrolet Geo trucks are 1-ton sport utility vehicles
***Chrysler trucks are Town and Country vans
•Volvo-GM dealers sell White/GMC and Volvo heavy trucks
†Oldsmobile trucks are Silhouette vans
††Plymouth trucks are Voyager vans
†††Pontiac trucks are T-1 Jet Sport vans

DIRECTORIES

Automotive News World Outlook (Generated by Data Resources Inc.)

(In Hundreds of Thousands)

	1989	1990	1991	1992	1993	1994	1995
New car registrations							
Total Western Europe*	13,424	13,353	13,250	13,452	13,649	14,140	14,480
Germany	2,832	2,946	3,009	2,951	2,917	2,987	3,025
France	2,274	2,367	2,283	2,315	2,379	2,449	2,446
United Kingdom	2,301	2,072	2,089	2,193	2,216	2,270	2,310
Italy	2,362	2,339	2,161	2,192	2,174	2,292	2,325
Total U.S.	9,867	9,777	9,768	9,653	9,729	10,022	10,223
Asia-Pacific**	1,926	2,121	2,274	2,422	2,580	2,800	2,954
Japan	4,404	4,540	4,581	4,636	4,756	4,903	5,002
Total Africa-Mid East	1,289	1,373	1,491	1,574	1,614	1,698	1,753
Total Latin America†	1,213	984	1,032	1,135	1,249	1,301	1,351
Total Eastern Bloc	2,276	2,316	2,379	2,429	2,454	2,595	2,945
Car production							
Total Western Europe*	13,749	13,597	13,467	13,670	13,957	14,454	14,843
Germany	4,564	4,538	4,556	4,594	4,642	4,703	4,762
France	3,409	3,360	3,308	3,345	3,394	3,521	3,623
United Kingdom	1,299	1,282	1,326	1,399	1,502	1,583	1,675
Italy	2,015	2,020	1,882	1,864	1,836	1,922	1,962
Total North American	7,835	7,759	7,587	7,510	7,531	7,935	7,948
Asia-Pacific**	1,306	1,599	1,925	2,199	2,402	2,614	2,758
Japan	9,052	8,902	8,924	8,967	8,967	9,099	9,283
Total Latin America†	1,282	1,047	1,112	1,234	1,368	1,429	1,503
Mexico	439	490	514	531	552	565	585
New truck registrations							
Western Europe***††	1,801	1,798	1,807	1,865	1,905	1,942	1,985
U.S.	5,211	4,900	4,900	5,000	5,100	5,300	5,500
Truck production							
Western Europe***	1,793	1,733	1,737	1,779	1,818	1,837	1,874
North America	5,224	4,700	4,600	4,800	4,900	5,200	5,400

*Includes Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal.
**Includes Taiwan, South Korea, Peninsular Malaysia and India but excludes Japan, which is listed separately.
***Includes Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands, Belgium, Denmark, Switzerland, Norway, Finland, Portugal and Austria.
†Latin America includes Mexico, Brazil and Argentina.
††Western Europe truck registrations and production numbers include trucks over six tons.

May 1990

DAIHATSU MOTOR CO. LTD., 1-1 Daihatsu-cho, Ikeda-shi, Osaka, Japan 563. Phone: (81) 0727 51 8811. Fax: (81) 0727 53 6880. Telex: 0-5322-224 Daihatsu Ikedaosaka.
Products: Passenger cars, vans, buses, trucks; electric vehicles and industrial engines.

DAIMLER-BENZ AG, D-7000 Stuttgart 60, Posttach H 60 0207, West Germany. Phone: (49) 711 17-0. Telex: 723 901 DBU D.
Products: Mercedes-Benz cars, commercial vehicles vans, trucks, buses; fire brigade and municipal service vehicles. Unimog MB-trac engines and assemblies.

DELTA MOTOR CORP., (formerly GM South African) P.O. Box 1137, Port Elizabeth 6000, South Africa. Phone: (27) 41 403-9111. Telex: 242386SA.
Products: Opel automobiles.

DENNIS SPECIALIST VEHICLES, Woodbridge Works, Guildford, Surrey GU2 5XP, England. Phone: (44) 483 571271. Telex: 859563. Fax: (0483) 301697.
Products: Bus, coach and fire fighting chassis.

DE TOMASO MODENA S.P.A., V. le Virgilio 9, ang. Via Emilia Ovest 1250, Modena, Italy 41100. Phone: (39) 059 518102 (after Sept., 1990: 059 848102.) Telex: 510619 Detoma I. Fax: 59 51802.
Products: Grand touring cars, parts.

DONG-A MOTOR CO. LTD. (includes Keohwa) — See SSANGYONG MOTOR CO.

DONKERVOORT, Nieuw Loosdrechtsedijk 205a, 1231 KT Nieuw Loosdrecht, Netherlands. Phone: (31) 02158-1990. Fax: (31) 02158-4585.
Products: Donkervoort S8A, Donkervoort S8AT (Kat) automobiles.

DUTTON CARS LTD., 53 Broadwater St. W., Worthing, Sussex BN14 9BY, England. Phone: (44) 903 213421. Fax: (44) 903 823178.
Products: Dutton cars.

EL NASR AUTOMOTIVE MFG. CO., Wadi-Hof, Helwan, Cairo, Egypt. Phone: (20) 688754 688875 689901. Telex: 11753 ZAHRA HELWAN. Fax: (20) 695612 CAIRO.
Products: Passenger cars, trucks, buses, tractors, diesel and gasoline engines.

ENASA S.A., Av. Aragon 402, 28022 Madrid, Spain. Phone: (34) 1 747 5555.
Products: Pegaso trucks, buses.

ERF LTD., Sun Works, Sandbach, Cheshire CW11 9DN, England. Phone: (44) 0270-763223. Fax: (44) 0270-766068.
Products: ERF trucks.

FABRYKA SAMOCHODOW MALOTITRAZOWYCH (FSM), ul. Sarni Stok 93, 43-300 Bielsko-Biala, Poland. Phone: 214-80. Telex: 035526.
Products: Passenger cars, Polski Fiat 126 FL and Fiat 126 BIS.

FABRYKA SAMOCHODOW OSO-BOWYCH (FSO), 03-215 Warszawa, ul. Stalingradzka 50, Warszawa (Warsaw), Poland. Phone: 11-21-71. Fax: 11-49-69.
Products: Automobiles: FSO-1.5, FSO-1.3, POLONEZ-1.5, POLONEZ-1.6, FSO-combi, FSO-ambulance, FSO-pickup, POLONEZ-truck.

FARUS LTDA., INDUSTRIA DE VEICULOS ESPORTIVOS, Rua Camilo Flamarion 311, 32000 Contagem, Minas Gerais, Brazil.
Products: Automobiles.

FASA-RENAULT, Av. de Burgos, No. 89, Madrid 28050, Spain. Phone: (34) 1 766 19 00. Telex: 27 556.
Products: Renault cars, light trucks, engines, transaxles and components.

FERRARI S.P.A., P.O. Box 589, 41100 Modena, Italy. Phone: (39) 536 94 1161.
Products: GT and sports cars.

FIAT AUTO S.P.A., Corso Agnelli 200, 10135 Turin, Italy. Phone: (39) 11 3333 1.
Products: Fiat, Autobianchi, Lancia, Alfa Romeo, Innocenti passenger cars.

FIAT AUTOMOVEIS S.A., Rodovia Fernao Dias, km 429, Betim, Minas Gerais, 32500 Brazil. Phone: (031) 529 2111. Telex: (031) 1019.
Products: Fiat passenger cars for domestic and export markets.

FIRST AUTOMOBILE WORKS, THE, 63 Dongfeng St., Changchun, Jilin, 13011, China. Phone: 0431-54711. Telex: 83009 JFFAW CN. Fax: 0431-867780.
Products: Jiefang CA 141 five-ton trucks, Hongqi CA 770 D Luxury car, assembly of Audi 100, and minibus.
Subsidiary: Jiefang Automotive Industry Import & Export Corp., 39-1 Dongfeng St., Changchun, Jilin, 13011, China. Phone: 431-54909. Telex: 83009 JFFAW CN. Fax: 0431-867780.

FODEN TRUCKS, Elworth Works, Sandbach, Cheshire CW11 9HZ, England. Phone: (44) 01270 763244. Telex: 36553.
Products: Foden heavy trucks.

FORD BRASIL S.A. — See AUTOLATINA COMERICO, NEGOCIOS E PARTICIPACAO LTDA.

FORD ESPANA S.A., Paseo de la Castellana 135, 8 Planta, Madrid, Spain 28046. Phone: (34) 1 571 14 44. Telex: Spain 42352.
Products: Ford cars.

FORD IVECO — See IVECO

FORD LIO HO MOTOR CO. LTD. (Taiwan), P.O. Box 12, Chung Li, Taiwan 320, China. Phone: (886) 34 553131. Telex: 35167.
Products: Ford cars and trucks.

FORD LUSITANA S.A. (Portugal), Apartado 2248, R. Rosa Araujo 2-4, Lisbon 1200, Portugal. Phone: (351) 1 53 91 41. Telex: Portugal 122 18. Fax: (351) 5541041.
Products: Import and distribution of Ford vehicles and assembly of Transit van and Sierra pickup.

FORD MOTOR ARGENTINA S.A. — See AUTOLATINA ARGENTINA S.A.

FORD MOTOR CO. LTD./FORD OF EUROPE INC., Eagle Way, Brentwood, Essex, CM13 3BW, England. Phone: (44) 277 253000. Telex: United Kingdom 995311.
Products: Ford cars and light vans.

FORD MOTOR CO. (JAPAN) LTD., 3-5-1, Toranomon, Minato-ku, Tokyo, Japan 105.
Products: Full-line marketer of small cars to large cars, from domestic and import offerings. Importer in Japan of Ford cars; exporter to Australia and New Zealand of Mazda automobiles. Models: Laser, Telstar.

FORD MOTOR CO. OF AUSTRALIA LTD., Private Mail Bag 6, Campbellfield, Victoria 3061, Australia. Phone: (61) 3 359-8211. Fax: (61) 3 357-1824.
Products: Assembly of Fordcars, pickups, vans, medium and heavy trucks. Imports 4x4 and light commercial vehicles.

FORD MOTOR CO. OF NEW ZEALAND LTD., Private Mail Bag, Auckland, Auckland, New Zealand. Phone: (64) 9 277-8556.
Products: Ford vehicle assembly.

FORD MOTOR CO. S.A. DE C.V. (Mexico), Paseo de la Reforma No. 333, Col. Cuauhtemoc, Mexico D.F. 06500. Phone: (52) 2 11 00 49. Telex: 1774210 1776370.
Products: Ford cars and trucks.

FORD MOTOR DE VENEZUELA S.A., Av. Henry Ford, Zona Industrial Sur Valencia-Edo. Carabobo, Venezuela. Phone: (58) 041-30111. Telex: 45463.
Products: Ford cars and trucks.

FORD-WERKE AG, Henry-Ford-Strasse 1, D-5000 Cologne 60, West Germany. Phone: 00 (49) 221 7513. Telex: Germany 888 3225.
Products: Ford passenger cars.

FREIGHT ROVER LTD. — See LEYLAND-DAF LTD.

FUJI HEAVY INDUSTRIES LTD., Subaru Bldg., 1-7-2, Nishi-Shinjuku, Shinjuku-ku, Tokyo 160, Japan. Phone: (03) 347-2111. Telex: 0-232-2268 FUJI J.
Products: Subaru automobiles, industrial engines and machinery, rolling stock and specialty vehicles, buses and aircraft.

GAC IRELAND LTD., Shannon Industrial Estate, County Clare, Ireland. Phone: (353) 61-61522. Telex: 24048.
Products: Monocoque buses.

GARAGEM VICTORIA AUTOMOVEIS LDA., Rue Nova de S. Mamede, 7-20 Dto. Lisbon, 1200, Portugal. Phone: (1) 658131 6. Telex: 13371 GARVIT P.
Products: Importer of Maserati, Innocenti, Daihatsu cars and dealer for SEAT cars.

GAZ (Gorkovski Avtomobilny Zavod), Lenin Ave., Gorky, U.S.S.R. 603004. Phone: (7) 564206. Telex: 412521 VOLGASU.
Products: Cars: Volga, GAZ 24-10, 3102; trucks, GAZ-3307, GAZ-66 4x4.

GENERAL MOTORS CHILE S.A., INDUSTRIA AUTOMOTRIZ, Camino A. Melipilla 9769 - Maipu Santiago, Chile, P.O. Box 14370. Phone: (56) 2 557-4673. Telex: 40711 GENMOCH. Fax: (56) 2 557-4448.
Products: Vehicle assembly and imports.

GENERAL MOTORS CONTINENTAL, Noorderlaan 75, Postbus 9, B-2030 Antwerp, Belgium. Phone: (32) 3 543 5111.
Products: Assembly of Opel and Vauxhall vehicles, manufactures components and imports GM products.

GENERAL MOTORS DE MEXICO, S.A. DE C.V., Lago Victoria 74, 7 PISO, Col. Granada, Mexico, D.F. 11420. Phone: (905) 254 3777. Telex: 1763185. Fax: (905) 250-8682.
Products: Assembly of passenger cars, commercial vehicles; V-6, V-8, L-4 and L-6 engines.

GENERAL MOTORS DE PORTUGAL LTDA., Rua Professor Reinaldo dos Santos, 3-A, Lisbon, Portugal 1500. Phone: (351) 1-782537. Telex: 12599. Fax: (351) 1-785747.
Products: Assembly of vehicles: Opel passenger cars and Isuzu badged Bedford light and commercial trucks.

GENERAL MOTORS DE VENEZUELA C.A., Ave. General Motors, Zona Industrial Sur, Valencia, Carabobo 45316, Venezuela. Phone: 01 (58) 2-302-100. Telex: 45104/45478.
Products: Assembly and sales of GM vehicles, parts and accessories.

GENERAL MOTORS DO BRASIL LTDA., P.O. Box 8200, 01000 Sao Paulo, Brazil. Phone: (55) 11 442 7700. Telex: (55) 11 44137.
Products: Manufacturer ofChevrolet Chevette, Opala, Monza, Kadett, trucks and commercial vehicles; AC Delco batteries and Family II engines.

GENERAL MOTORS EGYPT, Abu El Fida Bldg., 3 Abu El Fida St., Zamalek, Cairo, Egypt. Phone:(202) 3404004-3412116. Telex: 20407-22670 GME UN. Fax: (202) 3412418. (Shared ownership by GM, Isuzu Motors Ltd., Egyptian and Arab investors.)
Products: Manufacturer light and medium-duty Isuzu, Chevrolet and Bedford trucks; minibus and microbus on Isuzu chassis and Ikarus body. "GME."

GENERAL MOTORS HOLDEN'S AUTOMOTIVE LTD., Box 1714 G.P.O., Melbourne, Victoria, Australia 3001. Phone: (61) 3-647-1111. (General Motors operating company.)
Products: Manufacturer of cars.

GENERAL MOTORS URUGUAYA (Uveral S.A.), Av. Sayago 1385, Montevideo, Uruguay. Phone: (59) 82-381-621 28.
Products: Assembly of General Motors vehicles.

GENERAL MOTORS ZAIRE S.A.R.L., B.P. 11199, Kinshasa 1, Zaire. Phone: 160-243 (Bell operator)-26635.
Products: Assembly of imported vehicles.

GHIA DESIGN S.P.A., Via Agostino da Montefeltro 5, 10034 Turin, Italy. Phone: (39) 0111 3190033. Telex: 221538. Fax: (39) 0111 3190624.
Products: Prototype design and engineering for Ford.

GIANNINI AUTOMOBILI S.P.A., Via Idrovore della Magliana 57, 00148 Rome, Italy. Phone: (39) 06 5222565.
Products: Automobiles, variations of Fiat cars.

GINETTA CARS LTD., Dunlop Way, Queensway Industrial Estate, Scanthorpe, Lincolnshire, DN16 3RN, England. Phone: (44) 724 280 843. Fax: (44) 724 281 005.
Products: Automobiles including G25 model.

GURGEL MOTORES S.A., Rodovia Washington Luiz, km 171, Rio Claro, Sao Paulo, Brazil 13500. Phone: (55) 0195 34 9588.
Products: Off-road vehicles, Carjas, X-12 Tocantins, G-800, Br-800.

HESTAIR DENNIS LTD. — See DENNIS SPECIALIST VEHICLES

HEULIEZ AUTOMOBILES, 7 rue Louis Heuliez, Cerizay, France, 79140. Phone: (33) 49 81 33 11. Telex: 790466.
Products: Stampings, steel, SMC, body in white, E-coating, final painting assembly lines for complete cars. Military cars and trucks, ambulances.

HINDUSTAN MOTORS LTD., Birla Bldg., 9/1 R.N. Mukherjee Rd., Calcutta 1, India.
Products: Cars, 4wd vehicles.

HINO MOTORS LTD., 7-17, Nihonbashi 1-chome, Chuo-ku, Tokyo, 103 Japan. Phone: (81) 03 272 8967. Telex: J22946 HINOLTD. Fax: (81) 03 281 2652.
Products: Diesel engines, medium, heavy-duty diesel trucks & buses.

HOLDEN'S MOTOR CO. — See GENERAL MOTORS HOLDEN'S AUTOMOTIVE LTD.

HONDA MOTOR CO. LTD., No. 1-1, 2-chome, Minami-Aoyama, Minato-ku, Tokyo 107, Japan. Phone: (81) 3 423 1111. Telex: J22678 (HONDAMTR). Fax: Tokyo (81) 3 423 0511.

ET CETERA

1989 media spending by major auto companies

1989 media spending by categories
(Figures in $ thousands)

Rank	Advertiser	Total '89	Total '88	Magazines	Sunday Magazines	Newspapers	Outdoor	Network TV	Spot TV	Syndicated TV	Cable TV	Network Radio
1.	General Motors Corp.	956,639.5	832,176.3	213,523.6	12,327.4	55,653.5	3,680.4	506,513.5	90,921.4	20,671.5	21,039.3	35,308.9
2.	Ford Motor Co.	447,266.0	389,344.1	135,238.8	592.6	27,109.0	3,016.3	201,371.7	54,870.6	6,634.4	7,253.0	11,179.6
3.	Chrysler Corp.	375,638.3	345,306.0	131,324.6	8,475.2	12,550.2	1,192.1	140,580.8	51,475.5	4,948.6	11,765.4	13,325.9
4.	Toyota Motor Corp.	277,146.3	180,503.2	53,207.2	712.0	6,460.1	571.9	110,846.9	91,031.6	8,616.3	3,504.8	2,195.5
5.	Nissan Motor Co.	232,071.5	168,121.2	31,339.2	835.6	5,321.2	391.3	73,425.0	113,502.0	4,936.2	2,321.0	0.0
6.	Honda Motor Co.	200,372.2	154,745.7	56,655.6	926.1	7,883.3	264.1	101,012.5	27,802.7	710.1	5,073.7	44.1
7.	Hyundai Group	140,685.4	135,690.5	16,407.3	48.9	8,854.5	1,299.1	41,118.4	67,627.0	4,397.0	933.2	0.0
8.	Mazda Motors	139,931.2	103,615.3	39,062.9	36.4	3,584.9	322.7	50,130.9	44,173.6	0.0	2,614.5	5.3
9.	Subaru of America	110,750.8	74,153.4	15,420.0	0.0	1,467.6	1,079.4	73,697.5	13,529.9	1,306.8	1,644.1	2,615.5
10.	Volkswagen of America	85,070.2	89,074.2	20,829.4	163.5	6,594.3	32.9	21,727.4	21,914.8	1,117.0	4,390.8	8,300.1
11.	Mercedes-Benz	78,513.0	65,905.3	17,597.8	114.6	21,414.5	0.0	23,573.0	14,300.6	0.0	1,512.5	0.0
12.	Mitsubishi Motors Corp.	73,934.0	53,837.8	11,917.7	52.6	353.2	0.8	36,573.1	21,730.6	2,216.2	1,089.8	0.0
13.	BMW	60,864.5	63,356.1	22,236.9	343.7	12,044.5	0.0	17,451.7	7,511.1	0.0	1,276.6	0.0
14.	Isuzu	47,934.8	36,388.9	12,784.0	32.6	1,145.5	3.5	14,099.4	9,736.8	4,079.2	2,124.3	3,929.5
15.	Sterling	34,933.7	20,251.3	9,177.4	0.0	10,002.9	0.0	1,103.2	12,798.7	0.0	1,851.5	0.0
16.	Saab-Scania	27,352.5	17,488.5	16,008.9	276.9	1,557.6	3.9	6,102.1	2,629.5	432.5	341.1	0.0
17.	Suzuki	26,589.2	39,242.7	2,301.3	0.0	750.2	955.2	15,667.0	4,071.9	2,621.1	222.5	0.0
18.	Volvo	20,207.6	28,212.7	12,778.4	0.0	3,297.6	0.0	0.0	1,285.7	0.0	2,190.4	655.5
19.	Porsche	17,276.6	13,642.0	8,010.9	0.0	1,370.6	0.0	2,364.0	4,488.5	56.7	985.9	0.0
20.	Peugot	17,216.7	23,963.5	8,257.4	0.0	3,089.3	14.7	0.0	4,799.4	0.0	1,055.9	0.0
21.	Jaguar	12,811.9	13,566.8	7,559.8	299.3	3,040.1	131.3	0.0	1,532.8	0.0	248.6	0.0
22.	Alfa Romeo	2,060.2	6,227.8	1,407.3	273.3	47.7	0.0	0.0	0.0	0.0	331.9	0.0
23.	Yugo	93.0	16,085.7	0.0	0.0	0.0	0.0	0.0	5.2	0.0	87.8	0.0

NOTES: Dollars are in thousands. Totals include ad spending in the following categories only: passenger cars: domestic and imported; car & truck dealers & services; fleet car advertising; motorcycles & motor bikes; trucks and vans: domestic and imported; truck leasing & rental. Dealer spending is not included in this ranking.

SOURCE: BAR/LNA Multi-Media Service reports, including magazine, newspaper supplement and outdoor from Leading National Advertisers; newspaper from Media Records/LNA; network, cable and syndicated TV and network radio from Broadcast Advertisers Reports; all as supplied to Advertising Age.

Top 20 1989 TV automotive advertisers by nameplate

	1988			1989			
	Network TV	Spot TV*	Total TV	Network TV	Spot TV*	Total TV	% Change
Toyota	$39,453,300	$76,413,600	$115,866,900	$59,758,000	$98,162,600	$157,920,600	+ 36
Pontiac	80,673,600	57,331,200	138,004,800	80,875,000	57,861,800	138,736,800	+ 1
Ford	75,914,300	71,133,600	147,047,900	67,117,900	70,936,500	138,054,400	– 6
Nissan	37,786,000	55,433,500	93,219,500	54,050,300	80,945,600	134,995,900	+ 45
Chevrolet	70,119,500	63,039,400	133,158,900	68,078,800	58,769,000	126,847,800	– 5
Oldsmobile	73,551,600	63,526,100	137,077,700	76,244,400	47,183,600	123,428,000	– 10
Honda	46,107,200	47,267,300	93,394,500	48,756,300	59,683,600	108,439,900	+ 16
Hyundai	35,508,400	62,249,900	98,758,300	41,118,400	64,272,300	105,390,700	+ 7
Buick	62,021,600	28,803,000	90,824,600	61,702,000	35,355,700	97,057,700	+ 7
Subaru	39,544,500	31,224,300	70,768,800	74,300,900	20,749,400	95,050,300	+ 34
Mazda	38,535,100	33,680,400	72,215,500	41,644,800	49,223,900	90,868,700	+ 26
Cadillac	27,808,000	26,318,200	54,126,200	41,891,700	28,411,000	70,302,700	+ 30
Mitsubishi	10,413,600	29,052,700	39,466,300	35,874,000	34,383,800	70,257,800	+ 78
Acura	34,122,800	15,359,000	49,481,800	42,651,300	24,615,600	67,266,900	+ 36
Geo	—	3,982,700	3,982,700	37,554,600	23,286,400	60,841,000	+ 1428
Mercury	23,695,600	24,884,900	48,580,500	28,330,400	28,310,200	56,640,600	+ 17
Dodge	24,873,000	32,250,700	57,123,700	19,142,800	29,054,000	48,196,800	– 16
Plymouth	11,090,900	5,367,000	16,457,900	19,402,100	22,187,400	41,589,500	+ 153
Eagle	26,863,900	19,561,800	46,425,700	14,891,500	25,351,300	40,242,800	– 13
Mercedes-Benz	19,453,300	10,344,600	29,797,900	23,573,000	16,336,900	39,909,900	+ 34

NOTE: Includes leasing. Expenditures for television commercials advertising two nameplates or vehicle types are divided between the two brands.
SOURCE: Television Bureau of Advertising from analysis of Arbitron data.

Automotive newspaper advertising spending - 1989 vs. 1988

	Factory		Dealer Association		Local Dealer		Total		
	1989	1988	1989	1988	1989	1988	1989	1988	% Change
Chrysler Corp	$2,124	$3,283	0	0	$3,051	$1,200	$5,175	$4,483	15.4
Chrysler-Plymouth	4,349	2,996	$491	$92	16,168	11,507	21,008	14,595	43.9
Dodge	2,122	2,474	978	610	18,980	10,952	22,080	14,036	57.3
Jeep-Eagle	904	1,372	1,215	2,886	9,109	7,668	11,228	11,926	– 5.9
Total Chrysler	**9,499**	**10,125**	**2,684**	**3,588**	**47,308**	**31,327**	**59,491**	**45,040**	**32.1**
Ford Corp	$717	$1,620	0	0	$2,918	$2,394	$3,635	$4,014	– 9.4
Ford Division	6,590	10,548	$15,839	$24,150	63,300	45,644	85,729	80,342	6.7
Lincoln-Mercury	5,742	940	18,178	12,522	21,843	13,547	45,763	27,009	69.4
Total Ford	**13,049**	**13,108**	**34,017**	**36,672**	**88,061**	**61,585**	**135,127**	**111,365**	**21.3**
GM Corp	$10,226	$8,222	0	0	$10,900	$5,030	$21,126	$13,252	59.4
Buick	3,379	7,659	$4,185	$5,421	9,887	9,739	17,451	22,819	– 23.5
Cadillac	1,531	2,163	7,526	5,522	14,061	16,694	23,118	24,379	– 5.2
Chevrolet	18,738	24,315	9,718	5,555	53,109	40,120	81,565	69,990	16.5
Oldsmobile	5,185	17,954	4,256	4,774	10,038	9,970	21,662	32,698	– 40.4
Pontiac	9,843	13,144	666	1,649	11,153	9,061	21,662	23,854	– 9.2
Total GM	**48,902**	**73,457**	**26,351**	**22,921**	**109,148**	**90,614**	**184,401**	**186,992**	**– 1.4**
Total domestic	**71,450**	**96,690**	**63,052**	**63,181**	**244,517**	**183,526**	**379,019**	**343,397**	**10.4**
Total imports	**79,381**	**78,219**	**16,612**	**24,487**	**117,493**	**122,230**	**213,486**	**224,936**	**– 5.1**
Total several makes	0	0	0	0	106,074	119,064	106,074	119,064	– 10.9
Grand Total	**$150,831**	**$174,909**	**$79,664**	**$87,668**	**$468,084**	**$424,820**	**$698,579**	**$687,397**	**1.6**

SOURCE: Media Records, projected to 125 markets, 000s missing.

Trucks, vans, pickups — top 10 1989 TV advertisers by nameplate

	1988			1989			
	Network TV	Spot TV*	Total TV	Network TV	Spot TV*	Total TV	% Change
Ford	$38,935,000	$45,711,000	$84,646,000	$67,419,800	$67,038,100	$134,457,900	+ 59
Chevrolet	69,088,500	47,921,500	117,010,000	59,216,100	56,659,000	115,875,100	– 1
Toyota	22,180,000	42,395,800	64,575,800	25,580,900	69,781,700	95,362,600	+ 48
Dodge	30,436,900	31,239,100	61,676,000	21,347,700	43,173,800	64,521,500	+ 5
Jeep	23,383,200	17,505,100	40,888,300	23,438,600	30,821,600	54,260,200	+ 33
Nissan	16,655,900	31,928,400	48,584,300	11,489,400	36,742,400	48,231,800	– 1
Isuzu	5,587,000	22,739,500	28,326,500	10,785,300	23,786,800	34,571,100	+ 22
GMC	61,800	20,701,800	20,763,600	—	33,388,100	33,388,100	+ 61
Mazda	4,693,000	23,055,700	27,748,700	8,486,100	22,562,400	31,048,500	+ 12
Suzuki	21,320,800	15,795,500	37,116,300	7,924,700	4,134,700	12,059,400	– 68

NOTE: Expenditures for television commercials advertising two nameplates or vehicle types are divided between the two brands.
*—Spot TV includes national syndication advertising.
SOURCE: Television Bureau of Advertising from analysis of data compiled by Arbitron.

1990 world car count by country

Numbers are based on sales and attrition rates and do not necessarily reflect official governments' figures.

Country	1990	Country	1990
Afghanistan	31,000	Lebanon	452,000
Algeria	884,200	Liberia	8,000
Angola	122,000	Libya	404,000
Argentina	4,297	Madagascar	15,000
Australia	7,312,400	Malawi	15,000
Austria	2,839,300	Malaysia	1,212,400
Bahamas	71,700	Mali	21,000
Bahrain	151,600	Malta	83,400
Bangladesh	31,900	Martinique	85,400
Barbados	34,000	Mauritania	8,000
Belgium and Luxembourg	3,745,000	Mauritius	34,500
Belize	3,100	Mexico	6,615,600
Benin	22,000	Morocco	704,100
Bermuda	25,900	Mozambique	84,000
Bolivia	80,700	Netherlands	5,314,600
Botswana	14,000	Netherlands Antilles	68,200
Brazil	9,527,300	New Caledonia	52,300
Brunei	68,100	New Zealand	1,609,300
Bulgaria	1,246,400	Nicaragua	31,000
Burkina Faso (Upper Volta)	11,000	Niger	16,000
Burma	27,000	Nigeria	773,000
Burundi	8,500	Norway	1,740,200
Cameroon	95,000	Oman	123,300
Canada	12,437,600	Pakistan	474,000
Central African Republic	14,000	Panama	149,500
Chile	712,300	Papua New Guinea	31,000
China	1,667,500	Paraguay	60,000
Columbia	669,900	Peru	395,200
Congo Republic	26,300	Philippines	353,000
Costa Rica	84,600	Poland	4,795,500
Cuba	21,000	Portugal	1,394,500
Cyprus	149,800	Puerto Rico	1,454,000
Czechoslovakia	2,724,400	Qatar	92,400
Denmark	1,678,900	Reunion	145,000
Dominican Republic	121,600	Romania	315,700
Ecuador	62,700	Samoa American	6,600
Egypt	425,000	Saudi Arabia	1,371,200
El Salvador	52,000	Senegambia	123,000
Ethiopia	45,100	Sierra Leone	27,900
Fiji Islands	30,000	Singapore	256,700
Finland	1,850,400	SouthAfrica	3,246,000
France	23,003,300	Spain	11,129,100
French Guiana	25,700	Sri Lanka	147,800
French Polynesia	40,100	Sudan	34,000
Germany East	3,643,800	Surinam	27,000
Germany West	30,516,400	Swaziland	15,000
Ghana	58,000	Sweden	3,580,200
Gibraltar	9,500	Switzerland	2,849,600
Greece	1,604,300	Syria	93,000
Guadeloupe	81,800	Taiwan	1,581,400
Guam	163,000	Tanzania	43,600
Guatemala	95,000	Thailand	525,900
Guyana	20,300	Togo	25,600
Haiti	32,300	Trinidad and Tobago	246,800
Honduras	27,500	Tunisia	171,000
Hong Kong	193,000	Turkey	1,401,900
Hungary	1,881,500	U.S.S.R.	14,222,000
Iceland	138,100	Uganda	31,000
India	1,916,400	United Arab Emirates	285,900
Indonesia	968,200	United Kingdom	21,845,800
Iran	1,557,000	United States	142,777,500
Iraq	251,000	Uruguay	163,000
Ireland	759,600	Vanuatu	4,100
Israel	752,800	Venezuela	1,644,900
Italy	24,050,000	Virgina Islands, U.S.	54,100
Ivory Coast	174,600	Yemen North	20,000
Jamaica	93,000	Yeman South	11,000
Japan	31,109,500	Yugoslavia	3,195,600
Jordan	136,400	Zaire	94,000
Kenya	130,100	Zambia	96,000
Korea, Repub.	1,119,900	Zimbabwe	173,000
Kuwait	452,000	**WORLD TOTAL**	418,248,000

Source: Auto Strategies International Inc.

ET CETERA

Ford Motor Co. worldwide factory sales

U.S. and Canadian cars and trucks*

Cars	1989	1988	1987	1986	1985	1984	1983
United States	2,186,344	2,376,766	2,171,442	2,093,698	1,940,662	2,047,671	1,671,837
Canada	190,037	200,629	187,840	188,887	194,540	167,295	143,425
Total cars	2,376,381	2,577,395	2,359,282	2,282,585	2,135,202	2,214,966	1,815,262
Trucks**							
United States	1,523,275	1,540,926	1,481,059	1,404,002	1,260,123	1,238,928	993,874
Canada	136,082	145,142	151,982	126,758	119,583	94,552	69,409
Total trucks	1,659,357	1,686,068	1,633,041	1,530,760	1,379,706	1,333,480	1,063,283
Total cars and trucks	4,035,738	4,263,463	3,992,323	3,813,345	3,514,908	3,548,446	2,878,545

Cars and trucks outside the United States and Canada**

Germany	1,023,380	1,008,198	899,609	862,288	769,883	789,655	833,119
Britain	515,520	507,367	484,057	438,155	422,003	371,598	414,018
Spain	310,481	281,679	276,448	268,114	265,783	269,021	228,150
Brazil	—	—	—	182,635	185,241	169,099	165,328
Australia	158,740	136,203	134,222	143,415	177,108	156,304	138,394
Mexico	86,830	62,663	34,495	43,601	70,238	50,560	47,670
Argentina	—	—	—	32,521	33,281	49,881	56,588
Other countries***	205,665	181,099	230,220	131,671	112,055	180,087	172,419
Total outside United States and Canada	2,300,616	2,177,209	2,059,051	2,102,400	2,035,592	2,036,205	2,055,686
Total worldwide— cars and trucks	6,336,354	6,440,672	6,051,374	5,915,745	5,550,500	5,584,651	4,934,231

Mexican exports to U.S. are included as U.S. vehicle sales.
*Factory sales are by source of manufacture, except that Canadian exports to the United States are included as U.S. vehicle sales and U.S. exports to Canada are included as Canadian vehicle sales.
**Includes units manufactured by other companies and sold by Ford.
***Unit sales for Brazil, Argentina are included only through June 30, 1987.

General Motors worldwide factory sales

(Units in thousands)

	Cars			Trucks & buses			Total		
	1989	1988	1987	1989	1988	1987	1989	1988	1987
United States	3,238	3,516	3,592	1,599	1,661	1,520	4,837	5,177	5,112
Canada	414	411	344	323	327	238	737	738	582
Overseas*	2,083	1,955	1,857	289	238	214	2,372	2,193	2,071
Total	5,735	5,882	5,793	2,211	2,226	1,972	7,946	8,108	7,765

*—Includes units which are manufactured overseas by other companies and which are imported and sold by General Motors and affiliates.

Retail unit sales of cars and trucks worldwide

United States	1989	1988	Change from '88	International	1989	1988	Change from '88
Industry	14,855	15,799	(944)	Industry	28,265	26,769	1,496
GM: cars	3,437	3,822	(385)	GM: cars	2,023	1,863	160
trucks	1,708	1,741	(33)	trucks	301	280	21
total	5,145	5,563	(418)	total	2,324	2,143	181
As % of U.S.	34.6	35.2	(0.6)	As % of International	8.2	8.0	0.2

U.S. automakers' captive import car sales — '89 vs. '88

	1989	1988
Chrysler Corp.		
Dodge Colt	30,040	42,331
Plymouth Colt	28,259	37,554
Dodge Vista	6,653	10,190
Plymouth Vista	6,257	9,249
Chrysler Conquest	5,026	9,873
Eagle Summit	19,121	4,603
Medallion	3,907	14,712
Maserati	2,924	0
Total Chrysler	**102,187**	**128,512**
Ford Motor Co.		
Festiva	69,328	60,167
Merkur XR4Ti	4,017	5,745
Merkur Scorpio	4,748	9,516
Total Ford	**78,093**	**84,428**
General Motors Corp.		
Geo Metro	53,437	48,088
Geo Storm	62,239	68,347
LeMans	44,641	64,037
Total GM	**160,319**	**180,472**
Total Big 3	**340,599**	**393,412**

SOURCE: MVMA

Japan's top 10 cars

1.	Toyota Corolla	291,617
2.	Toyota Mark II	217,451
3.	Toyota Crown	185,877
4.	Toyota Carina	172,429
5.	Toyota Corona	157,218
6.	Nissan Sunny	154,323
7.	Honda Civic	144,691
8.	Nissan Bluebird	124,837
9.	Toyota Sprinter	122,574
10.	Mazda Familia	118,630

Source: JADA-Japan Automobile Dealers Association & Motor Sangyo Shimbun.

Chrysler Corporation worldwide factory sales

Sales by area of manufacture

	1989	1988
United States		
Cars	967,395	1,070,901
Trucks	659,517	655,183
Canada		
Cars	33,740	58,837
Trucks	447,670	434,694
Total U.S. and Canada	2,108,322	2,219,615
TOTAL WORLDWIDE	2,381,712	2,566,920

U.S. automakers' financial results for 1989 and '88

(In millions)

	1989 Sales	Profit (Loss)	1988 Sales	Profit (Loss)
Chrysler Corp.	$ 30,987.0	$ 359.0	$ 30,804.0	$1,050.2
	*(34,922.0)			
Ford Motor Co.	82,879.4	3,174.7	82,193.0	4,608.8
	*(96,145.9)			
General Motors Corp.	112,533.2	4,224.3	110,228.5	4,856.3
	*(126,931.9)			
Total	$ 226,399.6	$ 7,758.0	$223,225.5	10,515.3
	*(257,999.8)		*(250,235.2)	

*Includes financial services and other income.

1989 financial results of automakers' finance companies

(Dollars in millions)

	Chrysler Financial Corp.	Ford Motor Credit Corp.	General Motors Acceptance Corp.
1989 Net Income	$284.0	$448.8	$1,110.7
1988 Net Income	$259.0	$564.2	$1,187.6
1989 Percentage of Retail Sales Financed U.S. Only	29%	30%	39%
1988 Percentage of Retail Sales Financed U.S. Only	28%	29%	30%

FORD MOTOR CO.

Financial Highlights

	1989	1988***
Dollar sales (in millions)		
Automotive	$82,879.4	$82,193.0
All other	13,266.5	10,252.6
Total	$96,145.9	$92,445.6
Net income (in millions)	$3,835.7	$5,300.2
A share	8.22	10.96
Cash dividends a share	3.00	2.30
After-tax return on sales	3.9	5.7
Taxes (in millions)		
Provision for income taxes	$2,112.4	$2,998.7
Net income (loss)	3,835.0	5,300.2
Cash dividends	1,403.5	113.5
Retained income (loss)	$21,704.0	$20,126.5
Investment		
Capital expenditures (in millions)	$6,766.6	$4,781.8
Cash and marketable securities at Dec. 31 (in millions)	5,725.5	9,242.5
Working capital at Dec. 31 (in millions)	1,016.0†	2,514.2
Stockholders equity at Dec. 31 (in millions)	22,727.8	21,529.0
Stockholders equity a share at Dec. 31	48.07	43.87
Employee Data — Worldwide*		
Payroll	$NA	$NA
Total labor costs	$13,313.8	$13,010.4
Average number of employees	366,641	358,939
Employee Data — U.S. Operations*		
Payroll	$8,637.1	$8,473.0
Average number of employees	188,286	185,540
Average hourly labor costs**		
Earnings	$17.77	$17.39
Benefits	$13.21	$13.07
Total	$30.98	$30.46

NOTES: *—Includes unconsolidated finance, insurance and land subsidiaries.
**—Per hour worked (in dollars). Excludes data for subsidiary companies, except Rouge Steel.
***—Restated to reflect consolidation of subsidiaries.
†—Automotive.

GENERAL MOTORS CORP.

Financial Highlights

	1989	1988
Sales and Revenues (in millions except per share and hourly amounts)	$112,533.2	$110,228.5
Worldwide Factory Sales of Cars and Trucks (units in thousands)	7,946	8,108
Net Income	$4,224.3**	$4,856.3
As a percent of sales and revenues	3.8	4.4
As a percent of stockholders' equity	12.0	14.6
Worldwide Employment (in thousands)		
GM (excluding units listed below)	628.5	624.0
GMAC and its subsidiaries	18.4	18.5
Electronic Data Systems	55.0	47.5
Hughes Aircraft Co.	73.2	75.7
Average number of employees	755.1	765.7
Total payrolls	$28,337.9	$27,548.6
Total cost of an hour worked — U.S. hourly employees*	$29.50	$27.90

NOTES: *—Excludes Hughes and EDS.
**—Includes the effect of an accounting change.

CHRYSLER CORP.

Financial Highlights

	1989	1988*
Unit Sales of Cars and Trucks:		
In the United States and Canada	2,204,609	2,416,668
Outside the United States and Canada	177,103	150,252
TOTAL WORLDWIDE	2,381,712	2,566,920
Net Sales (In millions of dollars)	$ 34,922.0	$ 34,148.0
Earnings from continuing operations (In millions of dollars)	359.0	1,050.2
Per share data-primary *(In dollars):		
Earnings from continuing operations	1.55	4.66
At Dec. 31 (In millions of dollars):		
Cash and marketable securities	2,564.0	3,255.0
Property, plant, equipment and tools less accumulated depreciation	9,110.0	8,984.0
Total assets	$ 51,038.0	$ 48,210.0
Payroll and Employment Data		
Worldwide Operations:		
Average number of employees	121,947	130,242
Total payroll (In millions)	$ 4,836.0	$ 5,162.1
U.S. Operations:		
Average number of employees	88,542	100,732
Total payroll (In millions)	$ 4,263.0	$ 4,590.0
Average total hourly labor costs per hour worked — including employee benefits	$ 32.33	$ 29.06
Average weekly hours worked — hourly employees	39.2	40.6
Average number of hourly employees	63,285	72,495
Number of retired employees receiving benefits under the company's pension plans	87,635	84,574

NOTE: *—Restated according to new accounting standard to reflect consolidation of subsidiaries. Includes American Motors Corp. since Aug. 6, 1987.

ET CETERA

Major automakers' joint ventures, equity stakes with other car companies, assembly operations

United States

Chrysler Corp.
50% of Diamond-Star Motors Corp., Bloomington-Normal, Ill. Car manufacture. With Mitsubishi.
50% of Eurostar, Austria. Minivan assembly, beginning spring 1991. With Steyr-Daimler-Puch Fahrzeugtechnik.
50% of ARCAD (Association of Renault and Chrysler for Automotive Development). Sport-utility assembly in Spain and North America, beginning 1992. With Renault.
31% of Beijing Automobile Works, China. 4wd vehicle manufacture.
16% of Officine Alfieri Maserati S.p.A., Italy. (See Fiat; Chrysler has option to acquire a total of 51% by 1995.)
12% of Mitsubishi Motors Corp., Japan.

Ford Motor Co.
74% of Vehicle Assemblers of New Zealand. Car and commercial vehicle assembly. With Mazda Motor of New Zealand.
70% of Ford Lio Ho Motor Co. Ltd., Taiwan.
Controlling interest in AC Cars, Great Britain.
Controlling interest in Aston Martin Lagonda Ltd., Great Britain.
49% of Autolatina, Brazil and Argentina. With Volkswagen.
49% of Iveco-Ford Truck Ltd., Great Britain. With Iveco (Fiat).
30% of Otomobil Sanayii Anomin Sirketi, Turkey. Car and truck manufacture.
30% of Associated Motor Industries of Malaysia. Vehicle assembly.
25% of Mazda Motor Corp., Japan.
10% of Kia Motors Corp., South Korea. (See Mazda.)
Ford will build a minivan jointly developed with Nissan to be sold by both companies beginning in 1992.

General Motors
60% of IBC Vehicles Ltd. Great Britain. Van assembly. With Isuzu.
50% of Saab Automobile AB, Sweden. Car assembly. With Saab-Scania.
50% of CAMI Automotive Inc., Ingersoll, Ontario. Car and sport-utility assembly. With Suzuki.
50% of Daewoo Motor Co. Ltd., South Korea.
50% of New United Motor Mfg. Inc., Fremont, Calif. Car assembly. With Toyota.
50% of United Australian Automotive Industries, Australia. Vehicle design, engineering, manufacture. With Toyota.
38% of Isuzu Motors Ltd., Japan.
31% of General Motors Egypt. Commercial vehicle manufacture. (See Isuzu.)
24% of Volvo GM Heavy Truck Corp., Greensboro, N.C. With Volvo. (GM has option to buy up to 35% by 1993.)
5% of Suzuki Motor Co. Ltd., Japan.

Japan

Daihatsu Motor Co. Ltd.
Daihatsu is 14% owned by Toyota Motor Corp.

Fuji Heavy Industries Ltd. (Subaru)
51% of Subaru-Isuzu Automotive Inc., Lafayette, Ind. Car and truck assembly. With Isuzu.
45% of Ta Ching Motor Co., Taiwan. Small-car assembly.
Fuji is 5% owned by Nissan Motor Co. Ltd.

Honda Motor Co. Ltd.
23% of Oriental Assemblers, Malaysia. Car assembly.
20% of Rover Group Ltd., Great Britain.
14% of San Yang Industries Co. Ltd., Taiwan.
Honda of the U.K. Manufacturing Ltd. is 20% owned by Rover Group Ltd.
Honda cars are built in South Africa by Mercedes-Benz of South Africa.

Isuzu Motors Ltd.
49% of Subaru-Isuzu Automotive Inc., Lafayette, Ind. Car and truck assembly. With Fuji.
40% of IBC Vehicles Ltd., Great Britain. Van assembly. With General Motors.
25% of Automotive Manufacturers, Malaysia. Vehicle manufacture.
20% of General Motors Egypt. Commercial vehicle assembly. (See General Motors.)
15% of Qingling Motors Co. Ltd., China. Vehicle manufacture.
15% of Anadolu Otomotiv Sanayii ve Ticaret, Turkey. Vehicle manufacture.

Mazda Motor Corp.
32% of Asia Automobile Industries, Malyasia. Vehicle assembly.
26% of Vehicle Assemblers of New Zealand. Car and commercial vehicle assembly. With Ford. (Mazda owns 50% of Mazda Motor of New Zealand Ltd., which holds the 26% stake in Vehicle Assemblers of New Zealand.)
8% of Kia Motors Corp., South Korea. (See Ford.)
Mazda is 25% owned by Ford Motor Co.

Mitsubishi Motors Corp.
50% of Diamond-Star Motors Corp., Bloomington-Normal, Ill. Car assembly. With Chrysler.
49.8% of Mitsubishi Motors Australia Ltd. Vehicle manufacture.
49.8% of Mitsubishi Motors de Portogol S.A., Portugal. Vehicle assembly.
30% of Perusahaan Otomobil Nasional (PROTON), Malaysia. (15% each held by Mitsubishi Motors and Mitsubishi Corp.)
19% of China Motor Co. Ltd., Taiwan. Vehicle manufacture.
14% of Hyundai Motor Corp., South Korea. (7% each held by Mitsubishi Motors and Mitsubishi Corp.)
Mitsubishi is 12% owned by Chrysler Corp.

Nissan Motor Co. Ltd.
70% of Nissan Motor Iberica, Spain. Commercial vehicle manufacture.
42% of Nissan Shatai Co. Ltd., Japan. Car and commercial vehicle manufacture.
41% of Nissan Diesel Motor Co. Ltd., Japan. Truck and bus manufacture.
34% of Aichi Machine Industry Co. Ltd., Japan. Commercial vehicle manufacture.
25% of Yue Loong Motor Co. Ltd., Taiwan.
5% of Fuji Heavy Industries Ltd., Japan.
Nissan builds the VW Santana for Volkswagen in Japan
Nissan is jointly developing a minivan to be built by Ford Motor Co. and sold by both companies beginning in 1992.

Suzuki Motor Co. Ltd.
50% of CAMI Automotive Inc., Ingersoll, Ontario. Car and sport-utility assembly. With General Motors.
17% of Land Rover Santana, Spain. 4wd vehicle assembly.
Suzuki is 5 percent owned by General Motors.

Toyota Motor Corp.
50% of New United Motor Manufacturing Inc., Fremont, Calif. Car assembly. With General Motors.
50% of United Australian Automotive Industries, Australia. Vehicle design, engineering, manufacture. With General Motors.
27% of Salvador Caetano, Portugal. Vehicle assembly.
14% of Daihatsu Motor Co. Ltd., Japan.
10% of Hino Motors Ltd., Japan. Truck and bus manufacture. Toyota pickups are built in West Germany by Volkswagen AG.

Europe

Daimler-Benz AG
81% of Mercedes-Benz Espana, Spain. Van assembly.
80% of Fabrica de Autotransportes Mexicana, Mexico. Truck and engine assembly.
20% of Enasa, Spain. Truck assembly. With MAN.
Mercedes-Benz of South Africa (50.1 percent owned by Daimler-Benz) builds Honda cars in South Africa.

Fiat S.p.A.
90% of Ferrari, Italy. Car assembly.
51% of Innocenti, Italy. Car assembly. With Maserati.
50% of Societa Europea Veicoli Leggeri, Italy. Van assembly. With Peugeot.
49% of Societa Maserati S.p.A., Italy. Car assembly. With Officine Alfieri Maserati S.p.A. (See Chrysler.)
48% of Iveco-Ford Truck Ltd., Great Britain. With Ford.
27% of Zastava Privredna Vozila, Yugoslavia. Commercial vehicle assembly.
15% of L'Auto-Locomotion S.A., Belgium. Vehicle assembly.

Peugeot S.A.
59% of Automotores Franco-Chilena, Chile. Car assembly. With Renault.
58% of Citroen Hispania, Spain. Car assembly.
49% of Societe Anonyme des Usines Chausson, France. Car and commercial vehicle manufacture. With Renault.
50% of Societa Europea Veicoli Leggeri, Italy. Van assembly. With Fiat.
22% of Guanzhou Peugeot Automobile Co. Ltd., China. Light truck and car assembly.

Renault S.A.
72% of Fabrication de Automoviles Renault de Espana, Spain. Vehicle assembly.
65% of Renault Portuguesa, Portugal. Car assembly.
50% of ARCAD (Association of Renault and Chrysler for Automotive Development). Sport-utility assembly in Spain and North America, beginning in 1992. With Chrysler.
49% of Societe Anonyme des Usines Chausson. Car and commercial vehicle manufacture. With Peugeot.
45% of Volvo Truck & Bus Corp., Sweden.
44% of Mack Trucks Inc., Allentown, Pa.
44% of Automores Franco-Chilena, Chile. With Peugeot.
41% of Automores Franco-Chilena, Chile. Vehicle assembly.
40% of Oyak Renault Otomobili Fabrikalari, Turkey. Car assembly.
25% of Volvo Car Corp., Sweden.
20% of Revoz, Yugoslavia. Car assembly.
Renault S.A. is 20% owned by AB Volvo.
Renault Vehicules Industriels is 45% owned by AB Volvo.

Rover Group Ltd.
20% of Honda of the U.K. Manufacturing Ltd.
Rover Group is 20% owned by Honda Motor Co. Ltd.

Saab-Scania AS
50% of Saab-Valmet, Finland. Car manufacture.
50% of Saab Automobile AB, Sweden. Car assembly. With General Motors.

Volkswagen AG
75% of SEAT, Spain. (VW has option to buy rest of company by the end of 1990.)
51% of Autolatina, Brazil and Argentina. With Ford.
50% of Shanghai-Volkswagen Automotive Co., China. Vehicle assembly.
49% of TAS Tvornica Automobila Sarajevo, Yugoslavia. Car assembly.
VW Santana models are built in Japan by Nissan Motor Co. Ltd.
VW builds Toyota pickup trucks in West Germany.

AB Volvo
76% of Volvo GM Heavy Truck Corp., Greensboro, N.C. With General Motors.
45% of Renault Vehicules Industriels, France. Commercial vehicle assembly.
30% of Volvo Car B.V., The Netherlands. Vehicle manufacture.
20% of Renault S.A. (Volvo has option to buy an additional 5 percent.)
Volvo Truck & Bus Corp. is 45% owned by Renault S.A.
Volvo Car Corp. is 25% owned by Renault.

NOTE: Chart includes equity holdings in other major automakers in Europe, Japan and the United States and their joint vehicle-making companies and vehicle production arrangements. Also included are their stakes in other vehicle makers and vehicle-making operations in Europe, North America and select Asia-Pacific nations. List does not include holdings greater than 65% or less than 5%.

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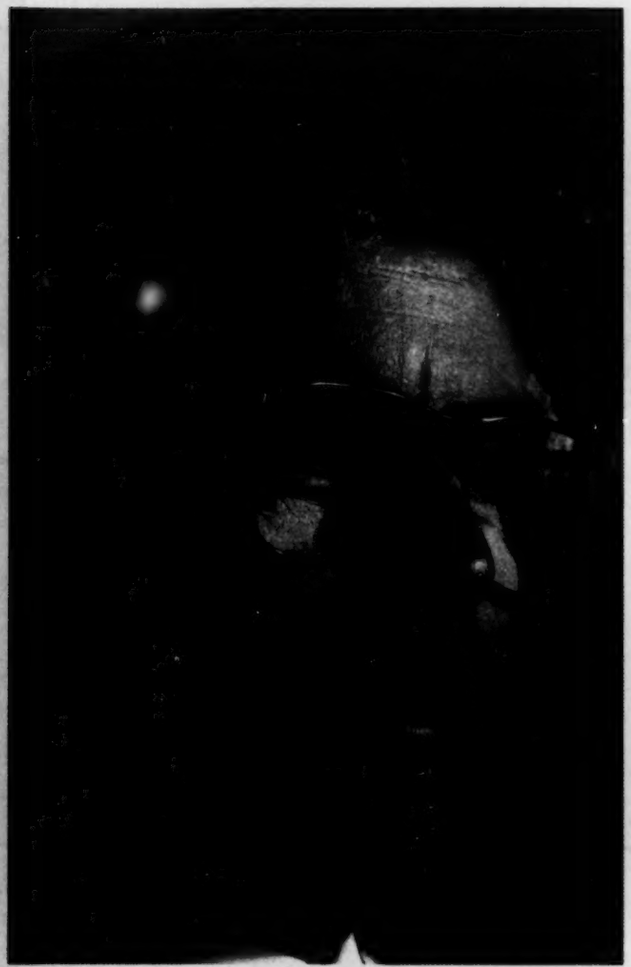
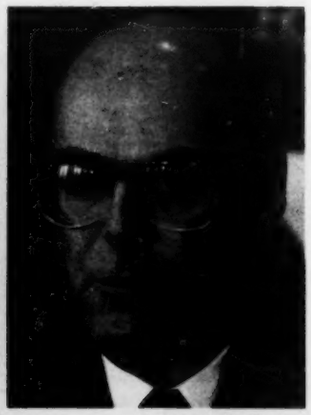
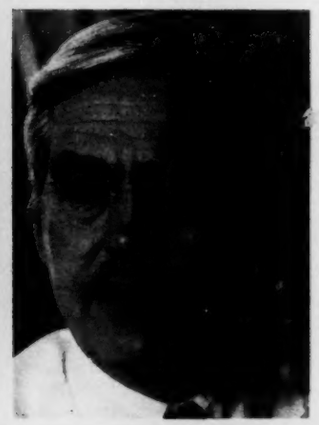
Greenwald gone, Iacocca may keep job





AUTOMOTIVE NEWS/JOE WILSDON

After Vice Chairman Gerald Greenwald, left, quit Chrysler last week, his duties were split between Chief Financial Officer Robert S. "Steve" Miller Jr., above, and President Robert Lutz, below.



Chrysler jolted as heir quits

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Gerald Greenwald's stunning decision to vacate the fifth floor of Chrysler Corp.'s headquarters may keep Chairman Lee Iacocca at the company's helm beyond 1991.

Iacocca, who turns 66 in October, now leads a troubled company that has no anointed successor to take over when his contract expires at the end of 1991.

Given Iacocca's age and the company's declining circumstances, there is little margin for error in lining up the team that will carry Chrysler into the 21st century.

It was not clear last week who will be the lead player in the new succession drama.

Vice Chairman Greenwald, 54, resigned to lead a proposed buyout of the United Airlines parent, UAL Corp., by airline unions. His eventual elevation to the Chrysler chairmanship had been undisputed by virtue of his sharing the Office of the Chairman with Iacocca.

One Chrysler executive had nicknamed Greenwald "the vacuum cleaner" for his awesome talent at cleaning up the details behind the swashbuckling Iacocca.

To quell rampant speculation about the company's future among company employees and Wall Street observers, Iacocca disbanded the Office of the Chairman and split up Greenwald's duties the day after Greenwald said he was leaving.

- Greenwald's title and some of his responsibilities went to Robert S. "Steve" Miller Jr., who had been executive vice president of finance and chief financial officer.

Miller takes over Greenwald's supervision of Chrysler Financial Corp., Chrysler Technologies and International Operations. He will continue to supervise all of Chrysler's financial activities.

- Robert Lutz, 58, president of Chrysler Motors, gets Greenwald's responsibility for Acustar Inc., Chrysler's parts manufacturing

see CHRYSLER, page 46

More on Chrysler

Page 46
- Dealer reaction mixed
- When will Iacocca go?
- Other recent departures
- Greenwald's successes

Page 47
- President Bob Lutz discusses Chrysler's platform and product plans for the 1990s

Volvo, Renault seek truck savings

Mack, Volvo GM must grow closer in U.S., Zetterberg says

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

GOTHENBURG, Sweden — AB Volvo and Regie Nationale des Usines Renault S.A. will begin searching for ways to bring together their competing U.S. truck subsidiaries, Volvo GM Heavy Truck Corp. and Mack Trucks Inc.

With Mack losing money and Volvo GM out to improve its profits, new AB Volvo President Christer Zetterberg said in an interview that the two partners will have to find synergies in the United States.

So far, the impact of the Renault-Volvo link on Mack and Volvo GM has been unclear, with both U.S. parties denying the possibility of a merger or sharing of products and dealer bodies.

"I haven't a clear picture yet, but we have to look into this and see what can be done," said Zetterberg, who has been officially on the job for just over a month.

He said the new cross-ownership alliance between Renault and Volvo will have little or no affect on Volvo's U.S. car business.

"But on the truck side, we have to look into . . . our operation with Volvo WhiteGMC and the Mack operation, which is losing money presently," he said.

Volvo owns 76 percent of Volvo GM Heavy Truck Corp., and Renault Vehicules Industriels holds a controlling 44.6 percent stake in Mack.

Under the cross-equity partner-

see VOLVO, page 6

Cost cuts will cushion bad 3rd quarter, Lutz says

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — If Chrysler Corp.'s cost-cutting plan were a ballgame, the company would be leading off third base. Chrysler Motors President Robert Lutz said the company is nearing its target of reducing costs $1 billion by year end.

But before then comes a rocky third quarter when Chrysler loses production of 60,000 minivans — one of the company's most profitable vehicles.

"We should have a decent second quarter," Lutz said in an interview conducted last week before Gerald Greenwald stepped down.

"Where people are underestimating our earnings power is that early on they weren't taking our $1 billion cost reduction program seriously. But this is real. We can now absorb quite a bit more in terms of marketing costs or even reduced revenue and still do better than break even."

But third-quarter earnings will tell a different story. "Third quarter is going to be a bath because we are not going to be shipping 60,000 minivans," he said. "There is no denying the third quarter is going to be a shock to us and somewhat surprising to the outside world. But that is the reality."

Chrysler will lose 60,000 units due to model changeover as the 1991 minivans are being restyled. The Windsor, Ontario, assembly plant will be down in July and St. Louis No. 2 will be down in August.

Lutz indicated Chrysler expects to reopen negotiations with the UAW to launch a three-crew, two-shift operation at the St. Louis No. 2 assembly plant. The change would allow

see LUTZ, page 47

Capri leads L-M drive for small-car buyers

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

TEMPE, Ariz. — The introductions of the Tracer and the Capri this summer represent a crucial step in Lincoln-Mercury Division's campaign to draw small-car buyers into its showrooms.

Even L-M General Manager Ross Roberts admits that the division has not done well in attracting small-car buyers. The previous Mercury Tracer received a lukewarm reception when it arrived in 1987, and the German-built Merkur XR4Ti flopped and was dropped in 1989.

see CAPRI, page 45

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Selling safety:
In 1956, Ford Motor Co. tried to sell safety and flopped badly. But today, almost every manufacturer is touting the safety of its cars, and customers are starting to listen and buy. Page 3.

Dealers seek refund as service firms die

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

CONTRACT Casualties

New-car dealers in Washington state hope to recover an estimated $10.7 million in unearned premiums from the Washington Insurance Guaranty Association.

The imbroglio began two years ago when an insurance carrier went under, taking an extended service contract administrator down with it.

Northwest Underwriters Corp., a Seattle-based administrator of extended-service contracts, ceased operations in 1988. New-car dealers in five states had sold about 160,000 extended-service contracts administered by Northwest and insured by Consumers Indemnity Corp., also based in Seattle. The state insurance commissioner placed Consumers Indemnity in receivership in 1988.

More than 150 Washington dealers banded together, claiming the Washington Insurance Guaranty Association owed them the amount still remaining on the extended-service contracts they sold.

The association — made up of insurance companies operating in the state — protects consumers by paying claims for defunct insurers.

Although the guaranty association agrees dealers are owed money, a dispute followed on which of two complex formulas to use for the payout.

Dealers prevailed last October in a Washington Superior Court. But the guaranty association appealed the decision to the Washington Court of Appeals.

Dealers countered by asking the state Supreme Court to hear the case instead. The Supreme Court accepted the case last month but failed to set a trial date, according to Howard Sheridan, owner of Good Chevrolet in Renton, Wash.

Sheridan says some dealers stand to receive as much as $300,000. His dealership could recover about $90,000. "Losses at this dealership still amount to about $100,000, but that's better than losing $300,000," he says.

But Sheridan says another court hearing won't be necessary if dealers and the guaranty association can reach a settlement beforehand. The dealers want $10.7 million, down from estimated losses of $14 million, and the guaranty association has offered $9 million.

"Right now, we're only $1.7 million apart," Sheridan says.

For Washington auto dealers and others, the collapse of Consumers

see COLLAPSE, page 45

AUTOMOTIVE NEWS/JOE WILKENS

Linda Barber Roach and her husband just bought their 12th Volvo in eight years, a 1987 Volvo GLE. She says Volvo is the only car that she'll put Derek, 10, and Natalie, 5, in.

CHANGING TASTES

Safety, once a pariah, gains favor in ads and with buyers

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

SELLING SAFETY

When John Livingstone brought home his new white 1988 Chrysler LeBaron convertible two years ago, his wife, Liz, saw the air bag mounted on its steering wheel and thought "big deal — it came with the car."

His daughter, Kim, then 16, gave the air bag a cursory glance, looked at the car and thought "cool."

The importance of the air bag did not really hit home for the Livingstones until last August.

That's when Kim Livingstone had an accident and the air bag coupled with the seat belt saved her life. The car was totaled, but Kim walked away without a scratch.

"You don't really appreciate it until you've been in an accident," says Kim, who graduated from high school last week. "When I buy a car, it will have an air bag."

Added Kim's mom: "We were so grateful we wanted to thank somebody. So my husband wrote a letter to Lee Iacocca."

The result was a series of Chrysler Corp. television commercials, many featuring survivors of crashes in Chrysler vehicles, all touting the importance of air bags in automobiles. One starred John Livingstone and his daughter Kim.

The commercials signal a new era of marketing that uses safety as a selling tool.

Until recently, most manufacturers believed that "safety doesn't sell."

It was a notion born in 1956 when Chevrolet, which was promoting racing, speed and performance, solidly outsold Ford, which was touting seat belts, padded interiors and impact-absorbing steering wheels. That year Chevrolet outregistered Ford 1,565,399 cars to 1,375,343.

With that memory etched deeply into their minds, most manufacturers, especially the Big 3, omitted safety features from their advertising and marketing campaigns. Instead, they focused on attributes such as styling, handling and performance.

But in the mid 1980s that began to change. Fueled by government standards that required all vehicles to meet certain safety standards, consumers began to demand safer vehicles.

Now, features such as anti-lock brakes, driver-side air bags and collapsible steering columns vie with luxurious leather seats, deluxe stereo systems and electronic

see SAFETY, page 24

Air bag kudos

DENVER — Air bags are proving a selling point for some Colorado dealers, while others say their popularity may balloon with more crash success stories.

Air bags, predicts Greg Youngstrom of Ralph Schomp Oldsmobile-Honda-BMW, Littleton, will become more common, "like anti-skid brakes."

There is "no question that air bags, in conjunction with three-point seat belts, are the best defense in a crash against serious injury and death," says John Conger, director of the Colorado Division of Highway Safety. About 2 percent of the cars in Colorado now have them.

The 1990 model year was the first year that federal regulators required passive restraints, meaning air bags or automatic seat belts, in every new car sold.

"We're going to be seeing . . . people not only surviving crashes, but surviving without any significant injury," says Chuck Hurley, a spokesman for the Insurance Institute for Highway Safety.

— The Associated Press

INFLUENCE: *Dealers find lobbying tough*

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — California auto dealer Byron Rose brought his 16-year-son to his first auto dealers' convention, but not for inauguration into the world of business expense account adventures.

Jason Rose, who could one day join the family Toyota business, got a hands-on lesson in working the political system. He tagged along for some good, old-fashioned lobbying — something the elder Rose realizes is necessary for any dealer who wants to stay in business.

Nine hundred other dealers who attended the three-day annual Washington conference of the American International Automobile Dealers Association apparently agreed. After being properly briefed by association leaders and hearing from congressional leaders, import executives and a political humorist or two, hundreds of dealers descended on Capitol Hill May 22.

Their inadvertent timing was perfect. The following day, the House of Representatives was scheduled to vote on the clean-air bill and an amendment that would mandate that one million alternative-fueled cars be sold in the nine smoggiest cities. San Diego, home of the Rose Toyota store, is one of those ozone-choked cities.

Decked in casual pants, fashionable black and white blazers and rubber-soled shoes rather than

see LOBBYING, page 22

New Mercedes S-class line due in U.S. in '91

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

STUTTGART, West Germany — Mercedes-Benz AG will launch its new S-class model in the United States in the fall of 1991, less than a year after the sedan's debut at the Geneva show next March.

It will be only the first of several new models Mercedes will send to the United States during the next five years as it seeks to regain new-product momentum from arch-rival BMW AG.

"By 1995, we will have introduced a series of products and features beginning in the fall of 1991 with the new S class," said Eberhard Herzog, Mercedes-Benz management board member in charge of passenger-car sales.

Herzog confirmed that the S class will debut at Geneva, though he said it is not certain whether the V-12 600SEL flagship will be shown simultaneously. Other sources say the 6.0-liter, 400-horsepower 600SEL will bow later in the year.

HIDDEN IMAGE/HANS G. LEHMANN

The new S-class Mercedes is due in the United States in the fall of 1991. Known as the W140, it is larger than the current S-class.

The new S class should bolster Mercedes in the U.S. market, where sales have turned upward this year.

"We have approximately 52 percent of the high-luxury segment over $50,000 with our S class, and with the new S class in the 1992 model year, we are aiming at increasing this figure," said Herzog.

Mercedes' U.S. sales rose 4 percent to 24,030 through April after slipping 9 percent to 75,714 in 1989. Said Herzog: "We expect to keep within the planned sales volumes for this year — the same as last year in the face of very stiff competition."

Mercedes' sales peak in the United States was 99,314 in 1986. "I would not like to say that we will finally come back to 100,000," Herzog said.

Though the weak dollar is punishing European exporters, Herzog said Mercedes will not limit United

see MERCEDES, page 45

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Ford dealers applaud power boost for '91, '92 cars

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. will respond to dealer requests for more power in its Ford Tempo and Mercury Topaz by offering a 3.0-liter V-6 engine in the 1992 model year.

Ford Division National Dealer Council members, who drove the cars, also were given an opportunity to drive several 1991 models. They included a 1991 Mustang with the twin-spark-plug, 2.3-liter four-cylinder engine; a Thunderbird equipped with a 5.0-liter V-8; and a Taurus equipped with a four-speed electronically controled automatic overdrive transmission.

Council members drove the cars at Ford's Dearborn, Mich., test track.

Mark Smith, president of the Ford National Dealer Council, called the V-6-powered Tempo "a smooth-running car with power." Smith owns Dick Smith Ford in Raytown, Mo.

> "There has been a lot of concern about Ford's powertrains, but last week made us feel better about what's on the horizon."
>
> **Mark Smith**
> Ford National Dealer Council president

About 50,000 V-6 engines will be produced for the 1992 Tempo/Topaz at Ford's Lima, Ohio, engine plant, sources say. Job One for the V-6 engine will be June 17, 1991.

Ford currently offers a 2.3-liter, four-cylinder engine in the Tempo and Topaz. The V-6 will help Ford compete more effectively against rivals already offering a V-6. For example, Toyota offers a 2.5-liter V-6 in its Camry; Chrysler offers a 3.0-liter V-6 in the Acclaim, Spirit and LeBaron; and Chevrolet offers a V-6 in the Corsica and Beretta.

Ford will offer the modular six-cylinder engine and the four-cylinder Zeta engine in the next-generation Tempo and Topaz (codenamed CDW27), which is due in the mid-1990s.

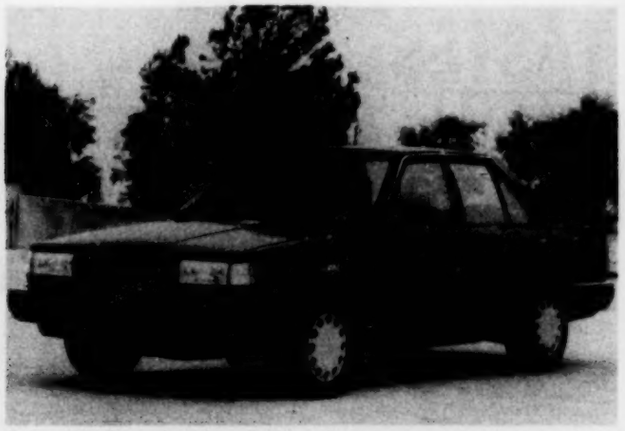
Smith said the twin-plug 2.3-liter Mustang "felt like a V-6, (and) dealers have felt that the Tempo needed a six-cylinder engine."

The Ford National Dealer Council also viewed the redesigned 1992 F-series pickup truck, which Smith said was met by widespread approval.

Some council members had expressed misgivings about the redesigned truck after seeing a photograph at this year's National Automobile Dealers Association convention in Las Vegas. Ford officials assured dealers at the convention that the photograph was not a good representation of the redesign.

Smith said a 1992 F-series truck was parked next to a Chevrolet C/K pickup at the Dearborn track so dealers could compare them.

"We feel that the (new) truck will be more than competitive with the C/K," Smith said.



Sales of the Sentra have been falling as the car nears the end of its product cycle, cutting into Nissan's profits in the United States. A new model is planned for 1991.

U.S. slow down limits Nissan profit growth

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Nissan Motor Co. reported record sales and record net income on an unconsolidated basis for the fiscal year ended March 31.

But low profits in the United States kept consolidated net income to a modest 1.2 percent increase.

The profit figure in the U.S. operation was "worse than mediocre" last year, close to break-even, said Executive Vice President Atsushi Muramatsu. "But we think last year was the bottom," he said.

Muramatsu would not give specific figures for the U.S. operation, but he said the low profit there affected the consolidated net profit for the fiscal year.

Unconsolidated net sales were up 11.9 percent to 4 trillion yen ($26.6 billion). Operating income was up 50.7 percent to 138 billion yen ($920 million), and net income rose 34.2 percent to 85 billion ($566.6 million).

The total consolidated net profit was 116 billion yen ($773.4 million), an increase of only 1.2 percent despite a 17.3 percent increase in sales to 5.645 trillion yen ($37.6 billion) and a 106.1 percent increase in operating income to 352 billion yen ($2.3 billion).

Muramatsu attributed the increase to strong Japanese sales and continued acceptance of Nissan's revised lineup.

Japanese sales were up 19.4 percent to 1.3 million units, but exports declined 9 percent to 987,614 — mostly because of decreased shipments to the United States. Nissan exported 354,000 units to the United States, a drop of 72,000 from the previous year.

Part of the export decline was due to an increase in production in the United States from 215,000 to 243,000. Muramatsu attributed some of the decline to the halt in Pathfinder shipments at the beginning of the year because of the customs dispute affecting Japanese utility vehicles.

Also, he said, the Sentra, Nissan's best-selling model, is at the end of its product cycle. With a new model coming out this year, sales should improve, he said.

Although net unconsolidated income set a record, profitability was affected by the high cost of trying to step up production to meet demand. Labor costs rose 50 billion yen ($333 million), Muramatsu said, largely due to heavy overtime and hiring of 4,000 part-time workers.

Nissan will have a much smaller increase in labor costs this year. Since April, according to Muramatsu, Nissan has decided to regulate overtime.

Last year, he said, there was a constant rush to meet demand. This year, although there will be no specific limit on overtime, the company will not issue any sudden requests for overtime, regardless of demand. Work hours will become steadier, he said.

Although demand in Japan is still high, Nissan indicated the work force is tired, and there is a limit to pushing overtime.

MITI maintains car export limits

Isuzu, Daihatsu denied increases despite surplus by other makers

By Mary Ann Maskery
and Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTERS

Japan has decided to maintain its limits on car exports to the United States for another year, even though most Japanese automakers have been shipping fewer cars than their quotas permit.

The decision from the Ministry of International Trade and Industry to keep the ceiling at 2.3 million units — and preserve each company's share of that total — will constrain small importers like Daihatsu America Inc. and American Isuzu Motors Inc. But for the larger Japanese importers, the restraints are becoming increasingly meaningless.

In most cases, new North American factories are more than offsetting export curbs set by the Japanese government.

Total exports of Japanese passenger cars to the United States for the last fiscal period, which ended March 31, dropped about 10 percent to 1,949,573 units, 350,000 below the ceiling.

In the 1989 calendar year, meanwhile, Japanese manufacturers added at least 330,000 units of car production capacity in North America and built more than one million vehicles.

Isuzu and Mazda Motor of America Inc. absorbed their quota in the fiscal year that ended March 31. But most companies were below quota.

E.F. "Fritz" Kern, who takes over as senior vice president and general manager of American Isuzu next week, said the company was disappointed by MITI's decision. But he said it was "understandable," given the trade tensions between the United States and Japan.

JAPANESE EXPORT ALLOCATIONS

	1989* shipments	'90 and '91 quotas**
Toyota	511,418	610,000
Nissan	354,107	532,000
Honda	409,500	423,000
Mazda	226,118	226,000
Mitsubishi	182,084	193,500
Isuzu	124,210	127,000
Fuji (Subaru)	95,920	107,000
Suzuki	54,192	64,500
Daihatsu	12,026	17,000
Totals	1,949,573	2,300,000

*Years begin April 1 and end March 31.
**Estimates
Source: Automotive News research; Japanese automakers

> "If MITI had redistributed the quota and the allocations from companies that did not meet their quotas, they stood the danger of sending out a message that there was an increase in the quota."
>
> **E.F. "Fritz" Kern**
> American Isuzu Motors Inc.

"If MITI had redistributed the quota and the allocations from companies that did not meet their quotas, they stood the danger of sending out a message that there was an increase in the quota," Kern said.

Isuzu is limited to 126,800 imports, but 70,000 of those cars are destined to go to General Motors as the Geo Storm.

At Daihatsu America Inc., Executive Vice President C.R. Brown blames the system for Daihatsu's limited sales in the United States. He believes a North American factory may be required to alleviate the problem, but he says he doesn't have enough product to build a dealer body that could absorb production from a new plant.

But even Mitsubishi Motor Sales of America Inc., which is enjoying a sales surge this year, isn't worried about a shortage of product.

"It really has no effect on us," said Dick Recchia, executive vice president.

He noted that production from the Diamond-Star Motors Corp. plant in Illinois is increasing, and Chrysler Corp. has announced it will take 50,000 fewer cars from Mitsubishi's import allocation.

American Honda Motor Co. Inc. now has the ability to produce 610,000 cars annually in the United States.

In combination with MITI's reported 1990 allotment of 423,000 cars, American Honda could theoretically deliver to its U.S. dealers this year about 250,000 more cars than they sold in 1989.

Toyota, another Japanese company that has been increasing sales and adding North American capacity, has about 290,000 units of leeway. Mazda also has distanced itself from the quotas with new North American assembly capacity.

Automotive News Staff Reporters Kristine Stiven Breese and Diana T. Kurylko contributed to this report.

Toyota contests $1.3 million award to dealers

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Toyota Motor Sales U.S.A. Inc. has asked a federal judge to set aside a $1.3 million jury award to a pair of former Rhode Island dealers who accused the company of fraudulently shorting their dealership on cars.

Stuart Forer and Thomas Goddard, former owners of Mirando Toyota Inc. in Cranston, R.I., filed the lawsuit in 1984 in U.S. District Court for Rhode Island.

They charged Toyota with violating the Rhode Island Dealer Act, using a vehicle allocation system that breaches the dealer agreement and failing to deliver cars promised to them for renovating their dealership.

But a jury last month dismissed accusations that Toyota violated the dealer act and its dealer agreement. The jury found the company guilty of only the lesser charge of reneging on a promise to provide extra cars if the dealers renovated their facility. The jury awarded the dealers $1.3 million.

James Brandenburg, attorney for the dealership, said problems between the dealers and Toyota first arose in the early 1980s.

Forer and Goddard sold the dealership in 1989.

Toyota officials say they are delighted with the outcome of the lawsuit because it shows the company complied with state laws.

Meanwhile, Brandenburg of Brandenburg, Kaveney & Lownsdale, based in St. Louis, has filed motions asking for a new trial on the first two charges and an increase in the jury award or a new trial on the charge of reneging on the promise of more vehicles.

BEST AVAILABLE COPY

TWO IN ONE: *Cost-conscious aftermarket groups merge shows into giant Vegas event*

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Three trade associations have united to sponsor Automotive Aftermarket Industry Week, an annual, all-inclusive, one-stop exposition for the entire automotive aftermarket.

Sponsored by the Automotive Service Industry Association, the Motor and Equipment Manufacturers Association and the Specialty Equipment Market Association, the trade show will start in 1992 and will provide the umbrella event for the largest annual U.S. exhibit of aftermarket products, according to the associations.

Responding to industry preference and participation, the associations said the SEMA show and the Big I Show, co-sponsored by the ASIA and the MEMA, will be held side-by-side each November in two Las Vegas facilities.

The SEMA event will be held in the Las Vegas Convention Center, which encompasses 1.1 million square feet of space. The Big I Show will be conducted in the Sands Expo and Convention Center, which will contain one million square feet of exhibit space when completed in June 1993.

John Riess, past chairman of MEMA and chairman of the Big I Show, said representatives from the three organizations will provide policy direction.

"This super event is projected to draw more than 2,000 exhibiting companies, 25,000 industry buyers and 60,000 total attendees," said Riess, who is group vice president of marketing for Gates Rubber Co. in Denver.

Last year's SEMA show attracted 1,142 exhibitors and approximately 28,000 attendees.

This year's Big I Show, held in conjunction with the Pacific Auto Show in Las Vegas, had 689 exhibitors and 30,123 attendees, including buyers.

Although ASIA is severing its relationship with the Pacific Auto Show under the new arrangements, Dale Nelson, executive manager and chief administrative officer for Pacific Auto Show, said the group will hold a show Feb. 5-8, 1991 in Anaheim, Calif.

Riess said there will be many business and social events along with the exhibitions, some conducted by individual sponsors and others by the three associations.

The Big I and SEMA shows for this year and 1991 will be held as planned, he says.

In addition to the new show in Las Vegas, Riess said the associations' eastern regional shows will be combined into an annual side-by-side event. It will be held east of the Mississippi River, beginning in 1992. The show will alternate among sites in Chicago, Atlanta, Atlantic City, N.J., and other possible locations.

Michael Warn, chairman of SEMA and president and chief executive officer of Warn Industries of Milwaukie, Ore., said principals of the three groups have been analyzing the possibility of concurrent shows for over a year. The intent is to reduce costs by creating fewer individual shows.

Gene Gardner, chairman of ASIA and director of planning, quality and productivity for E.I. DuPont Co. of Wilmington, Del., said it is gratifying to know that "when the chips are down, we can pool our resources and address common challenges to improve the profitability and viability of manufacturers, distributors and end-users alike."

Another major trade show sponsor, the Automotive Parts and Accessories Association, claims to have commited in 1987 to exploring the possibility of holding a side-by-side show with other groups.

But it was not invited to participate in the talks that resulted in the super-show concept.

Julian Morris, president of APAA, said its 1989 show attracted 920 exhibitors and 25,970 total attendees, including buyers.

Service Technician Ronald Biatowas utilizes multi-lingual tools in the diagnosis of high-tech Saab cars.

NO GUESSWORK

Saab 'smart' tool aids in fault diagnosis

ORANGE, Conn. — Technicians at Saab-Scania of America's 363 dealerships are using a hand-held tool that enables them to communicate in one of four languages with the electronic systems built into Saab 9000 and 900 models.

Developed by Saab-Scania AB of Linkoping, Sweden, the multilingual, electronic device, called the Intelligent Saab Tester, can display information in English, French, Spanish and Italian. Future models will be programmed to display other languages.

According to John Libbos, product evaluation specialist for Saab-Scania of America, the tool enables technicians to scan and retrieve fault codes from compatible microprocessor-based vehicle systems.

The fault code is displayed on the tool and usually refers to a diagnostic troubleshooting chart, Libbos said. In some cases, the display gives instructions on how to correct the fault.

"The resulting benefits are easy and reliable fault tracing, simplified location of intermittent faults, faster service and increased customer satisfaction," Libbos said.

The tool was designed primarily for diagnosing faults in electronic systems that incorporate self-diagnosis functions, such as Saab's patented direct-ignition system. It also communicates with the vehicle's fuel-injection system, automatic climate control, automatic performance control and the electronic display unit.

Saab developed the tester to allow expanded capabilities in the future, Libbos said. For example, by using an interface cable, the unit can be connected to a personal computer or printer. Then, data collected by the diagnostic tool can be compared with reference values or can be used to compile statistics and other followup tasks.

Service volume rises again

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

The rate of growth of new-car dealers' service and parts business in April topped the March increase by 3.9 percentage points, according to the Automotive News Service Index.

April's service and parts volume amounted to 110.1 percent of the business recorded by dealers in the same month the year before. The March increase over the same month of 1989 amounted to 6.2 percent.

April was the fourth consecutive month to show a gain over the year-earlier service and parts volume. It also marked the third consecutive month that all five indicators used in the Service Index showed increases.

The No 1 indicator in April was sales of all parts and accessories, which topped the year-earlier volume by 11.8 percent.

The runner-up was shop parts sales for customer-paid and warranty repairs, up 11.0 percent, followed by total labor sales (customer paid and warranty), which were up 10.4 percent.

SERVICE INDEX
110.1★

	April '90 vs. April '89	Jan.-April '90 vs. Jan.-April '89
Gross Profit on All Labor and P&A Sales	+ 5.7%	+ 7.8%
Repair Orders Written	+ 4.8%	+ 1.4%
Total Labor Sales (Customer & Warranty)	+10.4%	+ 9.2%
Shop Parts Sales (Customer & Warranty)	+11.0%	+ 8.3%
Sales of All P&A	+11.8%	+10.6%

★ Survey by Automotive News shows that dealers' service and parts business in April 1990 was 110.1 percent of business in April 1989. Service business in the first 4 months of 1990 was 110.5 percent of business in the corresponding period in 1989.

Gross profit on all labor, parts and accessory sales — the most important indicator from the dealers' viewpoint — was 5.7 percent above last year's figure, while repair orders written were 4.8 percent over the number written in the same month a year earlier.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross section of the nation's new-car dealerships.

Service and parts volume for the first four months of 1990 amounted to 110.5 percent of the business done in the comparable period a year ago. All indicators used in the compilation also were up from the corresponding 1989 period.

Year-to-date indicators lined up this way: Sales of all parts and accessories, up 10.6 percent; total labor sales, up 9.2 percent; shop parts sales, up 8.3 percent; gross profit, up 7.8 percent; and repair orders written, up 1.4 percent.

Costs are top fleet concern

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

NORTHBROOK, Ill. — Costs are the prevailing concern for corporate automotive fleet managers, according to a survey by *Runzheimer Reports on Fleet Management*, an industry newsletter.

Maintenance and repairs costs, cited by 31 percent of the 250 respondents, is the "most difficult problem" they face day-to-day.

General cost control was mentioned by 10 percent. Another 10 percent cited getting cars in for scheduled service and preventing driver abuse of vehicles.

Managers' visions of the future echo their current problems, the survey found. Nearly one-third (32 percent) indicated rising costs will be their greatest future concern.

Increased government regulation of fleets was the top concern of 11 percent, while 10 percent rated alternative fuel requirements first.

SERVICE BRIEFS

Dealer of the year

BRIDGEPORT, N.J. — Mitsubishi Fuso Truck of America Inc. selected Marano Truck Sales and Service of Philadelphia as its 1989 National Parts Dealer of the Year.

According to Bill Walter, director of parts operations for Mitsubishi Truck, Marano Truck received the award because it "demonstrated professionalism and excellence in the performance of its parts department."

Seat-belt retrofits

FLINT, Mich. — General Motors' Service Parts Operations has prepared an illustrated brochure that is a step-by-step guide to retrofitting older-model GM cars and trucks with rear-seat lap-shoulder belts.

The brochure is entitled "Installing Rear Seat Lap-Shoulder Belts." GM said it is providing the publication and kits priced below cost to encourage public use of the belts, whether they are installed by new-car dealers, independents or do-it-yourselfers.

The kits are $99 and include belts for the two rear outboard seating posisitons. The kits can be purchased from GM dealers, and the brochures can be obtained by writing to GM Service Parts Operations, Public Relations, 6060 W. Bristol Rd., Flint, MI 48554.

Porsche donates parts

RENO, Nev. — Porsche Cars North America Inc. has donated $170,000 worth of automotive equipment to the Washoe County School District in Nevada for use in an advanced automotive class for high school students.

The donation includes 16 engines, six transmissions, tools, assorted components and service manuals for all models, according to Larry Morris, vice president of service and parts for Porsche.

Porsche also will train school district instructors who, in turn, can teach students, Morris said.

Volvo aids independents

ROCKLEIGH, N.J. — Volvo North America Corp. has begun an effort to improve service and parts distribution to independent service facilities.

The program, to be tested by Volvo's service operations in dealerships in its metropolitan New York City region, is designed to create a closer independent-dealership relationship and to provide independents with better Volvo wholesale parts service.

A Dealer Wholesale Advisory Group of parts managers has been formed to work with Volvo on developing ways to improve service to independents.

Selected for their success in wholesaling Volvo parts, members are expected to evaluate pending strategies for the program. They include: Dick Johnson of Don Beyer Volvo, Falls Church, Va.; Will Judd of Ravenna Volvo, Seattle; Roger Martin of Turner Volvo, Sacramento, Calif.; Jim Nenning of Star Volvo, Nanuet, N.Y.; Tim Pierce of Warren Henry Volvo, Miami; Al Sanchez of Mission Viejo Volvo, Mission Viejo, Calif. and Roger Stolle of Brentwood Volvo, St. Louis.

Toyota picks school

ST. LOUIS. — Toyota Motor Sales U.S.A. has started a technician training program at Ranken Technical College here.

The company will provide a pickup truck, two cars, manuals, teaching equipment and auto components for the program, which will educate 44 students annually.

The program has been duplicated by Toyota at 60 other community colleges across the country.

East Bloc, Asia to propel new-car registrations in '90s

Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Worldwide new-car registrations will remain flat in 1990 as declining markets in North America and Western Europe balance increases elsewhere, according to a forecast by DRI/McGraw-Hill's European branch.

The report anticipates a mere 0.1 percent sales increase in 1990 to 35,438,000 units compared with a 3 percent rise to 35,386,000 in 1989 and a 6 percent jump to 34,426,000 in 1988.

But DRI-Europe expects renewed global momentum that will push the total market to 38.6 million cars by 1994, a 16 percent increase over 1987.

The London-based research group also predicts that from 1990 to 1995, new registrations in Eastern European countries will increase nearly 30 percent to 2.94 million units and that production will grow 34 percent to 3.28 million.

"Despite the unsettled state of the U.S. market, the outlook for the rest of the world is mostly good," the report said. "As such, the global demand for passenger cars is still not envisaged to turn down."

DRI predicts the U.S. and Canadian markets combined will fall slightly from 10.86 million units in 1989 to 10.75 million this year. In the United States, the outlook is for stable consumer confidence, but a drop in real disposable income growth in the first half of the new decade. When combined with increasing loan maturities, extended warranties and improved vehicle quality, the effect will be reduced replacement demand, according to DRI.

"As a result, the U.S. is set for a tough time ahead, and after a further small fall in 1990, it is projected to hover below 10 million units until 1994," said DRI.

In Western Europe, the group expects moderate growth not exceeding 3 percent annually until the 14 million plateau is reached in 1994. DRI predicts a slight downturn in Western European sales this year to 13.35 million units compared to 13.42 million last year. But it says most of Europe's key markets will continue to expand in 1990. The overall slippage is attributed to a drop in the British and Spanish markets this year.

West German registrations are expected to reach 2.95 million units in 1990, eclipsing the 1987 record, while France and Italy each surge above 2.3 million units to set new national marks this year.

DRI views the Asia-Pacific rim as a major growth area during the next five years, with Japanese sales rising from 4.4 million last year to 4.9 million in 1994.

In 1990, DRI expects new-car registrations in Eastern Europe to increase to 2,316,000 from 2,276,000 last year. Production will rise to 2,488,000 from 2,455,000 in 1989.

DRI predicts that 35 percent of the capacity in Eastern Europe in 1995 will be new, including 635,000 units replacing existing capacity and 500,000 units of new capacity. DRI foresees Eastern European exports rising from 179,000 in 1989 to 330,000 in 1995, an increase of 84 percent.

The largest growth will be in the Soviet Union, which accounts for two-thirds of the East Bloc population.

NEW-CAR REGISTRATIONS AND PRODUCTION FORECASTS (x 000)

	1987	1988	1989	1990	1994
Registrations					
Western Europe	12,316	12,905	13,424	13,353	14,140
West Germany	2,916	2,808	2,832	2,946	2,987
United Kingdom	2,014	2,216	2,301	2,072	2,270
France	2,105	2,217	2,274	2,367	2,449
Italy	1,977	2,184	2,362	2,339	2,292
Spain	861	991	1,136	1,091	1,317
Eastern Bloc	2,257	2,197	2,276	2,316	2,595
North America	11,289	11,646	10,855	10,751	11,203
Japan	3,275	3,717	4,404	4,540	4,903
Worldwide total	32,599	34,426	35,386	35,438	38,640
Production					
Western Europe	12,518	13,032	13,749	13,597	14,454
West Germany	4,374	4,346	4,564	4,538	4,703
United Kingdom	1,143	1,227	1,299	1,282	1,583
France	3,052	3,224	3,409	3,360	3,521
Italy	1,713	1,884	2,013	2,202	1,922
Spain	1,403	1,498	1,639	1,543	1,759
Eastern Bloc	2,427	2,406	2,455	2,488	2,880
North America	7,957	8,145	7,835	7,759	7,935
Japan	7,891	8,198	9,052	8,902	9,099

SOURCE: DRI-Europe

Daihatsu weary of Poland talks

TOKYO — Daihatsu Motor Co. acknowledges that its plans for a joint venture in Poland have stalled.

The company said it did not stop negotiations, but after months of no response from Poland, a spokesman said, "We are tired."

Daihatsu and a consortium of Japanese groups have been holding on-again, off-again talks with the Polish national manufacturer Fabryka Samochodow Osbowych.

Talks on a large scale joint venture were on at the end of last year. The original target was 120,000 cars a year with an estimated price tag on the project of 100 billion yen ($658 million).

In January, when a feasibility study was still months away, Daihatsu proposed a modest, short term beginning of building 5,000 to 6,000 units a year with all parts shipped from Japan.

Daihatsu said there is still no response from Poland, and that no one in the government seems to have any responsibility for coming up with a response.

East Germans plan first auto show

LEIPZIG, East Germany — The German Democratic Republic will stage its first international auto show this summer.

The show, called Autovision, will be held here June 23-July 1.

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Chrysler alters rebates and drops guarantees

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. announced a new buyer incentive program that started June 1. It discontinued its guaranteed rebate program last week, though buyers who qualified are still eligible for extra cash if payments on their cars rise.

The new program includes the following payments on 1989 and 1990 vehicles: $750 on Chrysler LeBaron, Plymouth Acclaim and Dodge Spirit sedans and Plymouth Sundance and Dodge Shadow through Aug. 31. The rebate on 1989 and 1990 Jeep Cherokee and Wagoneer Limited is $1,000 through Sept. 30.

Other Chrysler buyer incentives expire July 31 and apply to 1989 and 1990 models unless otherwise noted:

- $2,500: Dodge Raider.
- $2,000: Chrysler Conquest; 1989 LeBaron coupe; Eagle Premier Limited; Dodge Ramcharger; 1989 Dakota (except S-model); and D/W series pickups (except diesel and club cab).
- $1,500: Eagle Premier ES and 1989 Summit, Dodge Monaco ES; 1989 Dodge and Plymouth Colt and Colt Vista; 1989 Jeep Comanche (except 2wd short bed); 1990 Dakota (except S and Club Cab) and Dodge D/W club cab.
- $1,000: Chrysler 1990 LeBaron coupe; Imperial, New Yorker, Salon, Landau and Fifth Avenue; Dodge Dynasty, Monaco LE, Daytona ES Turbo and Shelby; D/W diesel pickup, Dakota S model and Club Cab, Ram van conversions, 1989 Ram 50 4wd; 1990 Dodge and Plymouth Colt except base three-door and wagon); Eagle Premier LX; 1990 Summit; all 1990 Jeep Comanche models and 1989 Comanche 2wd short bed; Cherokee, Wagoneer and Grand Wagoneer.
- $750: Plymouth Horizon and Laser; Dodge Omni, Daytona base and ES model; 1990 Colt Vista; 1989 Dodge Ram 50 2wd; Eagle Talon.
- $500: Jeep Wrangler, Dodge Ram Van and Wagon.

In lieu of cash, customers may choose finance rates that range from 2.9 percent to 10.9 percent, depending on the contract length.

Chrysler also is paying $750 factory-to-dealer incentives on Dodge Shadow and Plymouth Sundance.

Cadillac extended its customer rebates of $1,500 to $2,000 until June 30. BMW, which offered special finance rates on 325i, 325is, 325ix and M3 cars, allowed their program to expire May 31.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Grand Caravan, Grand Voyager, Town & Country	$500	July 17
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	July 9
Tempo	$250	July 9
Grand Marquis	$1,000	July 9
Mark VII	$1,000	July 9
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on sales	July 9
Chevrolet Geo, Celebrity	$500-$1,000	July 9
Geo Tracker	$1,000	July 9
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98, Silhouette	$750-$1,250, based on sales	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)*	$2,000-$3,000	June 30
*-Dealer has option of foregoing cash incentive and offering out-rate financing to customer.		
Honda (1990 models)		
Civic	$300-$600, quota	June 30
CRX; Prelude	$500	June 30
Hyundai Excel (1989-90)	$200, quota	June 5
Isuzu (1990 models)		
Pickups*	$800-$1,300 based on number sold	June 30
Trooper	$900-$1,400 based on number sold	June 30
*$200 extra on 4wd models		
Mitsubishi (1989-1990 models)		
Cars, trucks*	$500-$2,000 based on number sold	June 30
*Payments vary by regions.		
Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Subaru (1990 models)		
Justy ECVT	$500	July 3
Loyale	$400	July 3
Legacy	$400-$1,200, based on sales	July 3
Suzuki (1990 models)		
Swift	$400	June 4
Sidekick	$700-$1,500	June 4
Toyota (1989-1990 models)		
Tercel, Corolla, Camry	$250-$1,200, quota	June 4
Trucks	$200-$1,200, quota	June 4

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1990 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	July 31*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	July 31*
Dodge trucks	$500-$2,500	2.9	7.9	7.9	10.9	July 31
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	July 31
Jeep	$500-$1,000	2.9	7.9	7.9	10.9	July 31*
Plymouth	$750-$1,500	2.9	7.9	7.9	10.9	July 31*
*Expiration date is Aug. 31 on Chrysler LeBaron, Dodge Shadow and Spirit and Plymouth Sundance and Acclaim. Expiration date is Sept. 30 on Jeep cherokee Limited and Wagoneer Limited.						
Ford Motor Co. (1988-89 models)						
Merkur	$3,000-$4,000					July 9
Ford Motor Co. (1989-90 models)						
Ford cars*	$700-$1,500	7.9	7.9	7.9	10.9	July 9
Ford trucks	$500-$1,500	7.9	7.9	7.9	10.9	July 9
Mercury*	$700-$1,500	7.9	7.9	7.9	10.9	July 9
Continental, Mark VII	$1,500-$2,000					July 9
*Escort, Probe and Mustang, buyers can choose $1,000 rebate with no finance incentive; $700-$750 rebate with out-rate financing; or no rebate and 2.9/2.9/2.9/4.9 financing. On Tracer, buyer can choose $1,500 rebate with no finance incentive; or $1,000 rebate with out-rate financing.						
General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Aug. 2
Riviera	$2,000	7.9	7.9	7.9	10.9	Aug. 2
Cadillac	$1,500-$2,000					June 30
Chevrolet cars	$700-$1,400	7.9	7.9	7.9	10.9	July 9
Chevrolet trucks	$500-$1,500	7.9	7.9	7.9	10.9	July 9
Olds Toronado	$2,500	7.9	7.9	7.9	10.9	Aug. 2
Cutlass Ciera	$1,000	7.9	7.9	7.9	10.9	Aug. 2
Pontiac	$750-$2,000**	6.9	6.9	6.9	10.9	Aug. 2
*Based on option package selected. **Dealers contribute $1,000 on Grand Prix in some areas.						
General Motors (1991 models)						
Buick	$500-$1,250*		7.9	7.9	7.9	Aug. 2
Chevrolet cars	$750	7.9	7.9	7.9	10.9	June 11
Chevrolet trucks	$1,000	7.9	7.9	7.9	10.9	July 9
*Based on option package selected.						
Audi (1990 models)*		4.9	4.9	6.9	9.9	June 30
*—Finance incentive takes effect only if dealer foregoes dealer cash incentive.						
Hyundai (1989-90)	$500-$1,700, based on sticker					June 5
Isuzu (1989-90)	$1,000-$1,200*					June 30
*If dealer foregoes dealer incentive						
Mazda (1990 models)						
Cars	$750-$1,000					June 4
Trucks	$800-$1,000					July 3
Mitsubishi (1989-1990 models)						
Cars, trucks*	$500-$2,000					June 30
*Payments vary by regions.						
Nissan (1990 models)						
Sentra, base pickup	$300-$1,000					Aug. 2
Peugeot (1989-90)	$1,000-$3,000					None
Sterling (1988 models)	$5,000					June 30

GB still needs car project help

By Luca Ciferri
STAFF CORRESPONDENT

TURIN, Italy- Gianni Bulgari, a member of an old and wealthy family of jewelers, has started his own car company. The car would be a sporty-looking luxury vehicle with two doors and five seats.

Bulgari, who has spent $3 million on the project, is now looking for a partner to produce the car. He estimates it will require an investment of $40 million to $80 million in development and tooling. If one can be found, the first units could appear around 1993 or 1994.

GB, the company name and the initials of the promoter, is looking mainly at the European market, although the United States and Japan are being considered.

GB introduced itself with ads in *Automotive News* (May 28) and *Financial Times*. The company describes its creation as "a compact personal luxury vehicle with sporting character and high versatility." It adds, "A key feature . . . is a new cabin offering significantly improved passenger well-being within a space-efficient package." It apparently has three front seats and two rear.

The car's layout includes an as-yet unspecified front-mounted, transverse engine and four-wheel drive. The engine will likely be under 2.0 liters. With multi-valve head, fuel injection and turbo, it will produce up to 200 horsepower.

GB originally planned to produce 50 units a day, though estimates have now been reduced to 25 a day, or 5,000 cars a year.

Bulgari, a collector of Ferrari technical drawings, has been a consultant to Fiat Auto S.p.A., particularly on Fiat Uno and the Alfa Romeo 164's launch in 1987.

He sold his share in the family business three years ago and started his own car company.

The styling model, which was designed by Bulgari, was built in the Model Systems studio in Moncalieri, Italy, by Emanuele Nicosia, formerly of Pininfarina, and Graziano Pagliasso, late of Ital Design.

Lotus Engineering Ltd., Group Lotus' engineering contract division, is involved in body and mechanical engineering, as well as the first running prototype's construction, expected in August.

EPIC srl, headed by Enzo Prearo, formerly of Carrozzeria Bertone S.p.A., is responsible for production engineering. Ludvigsen Associates Ltd. is helping with strategic and marketing aspects.

The prototype is powered by a 2.0-liter 16-valve Opel Vectra engine — more because General Motors is the parent of both Opel and Lotus than because it will be the final powertrain choice.

OBITUARIES

George E. McLaughlin Sr.

NEW MILFORD, Conn. — George E. McLaughlin Sr., a Ford-Mercury dealer here since 1973, died April 11. He was 66.

John W. Howe

WINK, Texas — John W. Howe, a former technician for Chrysler Corp., died May 2. He was 80.

William F. Dalton

SWANTON, Vt. — William F. Dalton, 87, owner of Dalton Auto Parts from 1948 to 1975, died May 2. Dalton had been in the automo-

Holiday trims U.S. truck, car production

By Greg Bowens
SPECIAL CORRESPONDENT

U.S. automakers' scheduled production dipped in the wake of a holiday week. Automakers slated production of 121,895 units last week, 8.08 percent below the previous week and flat with the year-ago week. The year-ago week also was a holiday week.

So far, 2,608,618 cars have been assembled this calendar year, 20.61 percent below the 3,285,757 completed last year at this point.

Scheduled truck assembly totaled 77,933 units, 10.77 percent below the previous week and 6.92 percent above the year-ago week.

Year-to-date, 1,722,133 trucks have been assembled, 11.97 percent below last year's 1,956,246 trucks produced at this time.

Last week's targeted build was shared as follows: General Motors, 46.76 percent; Ford Motor Co., 22.24 percent; Chrysler Corp., 13.29 percent; Honda of America Manufacturing Inc., 6.23 percent; New United Motor Manufacturing Inc., 3.45 percent; Toyota Motor Manufacturing U.S.A. Inc., 2.90 percent; Diamond Star Motors Corp., 1.95 percent; Mazda Motor Manufacturing (USA) Corp., 1.84 percent; Nissan Motor Manufacturing Corp. U.S.A, 1.03 percent; and Subaru-Isuzu Automotive Inc., 0.31 percent.

Ford and GM plants scheduled overtime to make up for the lost Monday. Ford scheduled daily overtime in its Wixom, Mich., and Wayne, Mich., facilities. Saturday overtime was scheduled for Kansas City, Mo.; Louisville, Ky.; St. Paul, Minn.; and St. Louis plants. The Edison, N.J., plant is down for changeover until September. Chrysler reported no overtime.

This week Chrysler's Belvidere, Ill.; Sterling Heights, Mich.; and St. Louis II plants scheduled two nine-hour daily shifts. Saturday overtime has been scheduled for Belvidere; Newark, N.J.; Warren, Mich.; and St. Louis.

GM scheduled Saturday overtime at Detroit-Hamtramck; Lordstown, Ohio; and Lake Orion, Mich. Both Lansing, Mich., plants operated on Saturday overtime as well. GMC Flint, Mich., assembly scheduled one overtime shift, and Moraine, Ohio, operated two overtime shifts Saturday.

Canada output back to normal

Canadian automakers scheduled 25,190 cars last week, 62.53 percent up from the previous week and 9.76 percent more than the year-ago week.

The large production increase was due to assembly plants getting back to full operation. A protest by Canadian truckers cut parts shipments the week of May 22.

Year-to-date, car output totaled 441,282, up 0.86 percent.

Truck production rose 23.19 percent from the previous week and 6.88 percent from the year-ago week with scheduled production at 20,651 units. Year-to-date truck production totalled 397,472 units, down 10.17 percent compared with

U.S. CAR	Week Ended June 2, 1990	Week Ended June 3, 1989	Week Ended May 26, 1990	May Est.	Jan. 1 to June 2, 1990	Jan. 1 to June 3, 1989
Horizon	0	722	0	0	4,327	7,854
Sundance	1,400	2,091	1,428	8,051	32,186	52,093
Acclaim	2,800	3,253	2,712	13,550	39,891	54,070
Total Plymouth	4,200	6,066	4,140	21,601	76,404	114,017
LeBaron A	300	0	331	1,645	9,410	0
LeBaron J	1,100	2,223	1,438	6,318	18,556	52,707
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	2,100	1,467	1,512	8,245	16,996	49,273
Fifth Avenue	200	0	760	3,494	12,649	0
Imperial	400	0	316	1,680	7,430	0
Total Chrysler	4,100	3,690	4,357	21,382	65,041	104,926
Omni	0	710	0	0	4,078	9,443
Daytona	700	1,479	962	4,168	13,401	44,865
Shadow	2,200	1,797	1,924	10,053	37,197	50,640
Dynasty	2,600	2,428	2,394	12,710	48,941	69,735
Lancer	0	0	0	0	0	1,528
Spirit	2,400	2,217	2,397	11,796	39,845	50,291
Total Dodge	7,900	8,631	7,677	38,727	143,462	226,502
CHRYSLER MOTORS	16,200	18,387	16,174	81,710	284,907	445,445
Escort	3,757	4,270	6,450	27,303	88,888	149,243
Mustang	2,964	3,316	3,276	16,059	61,970	100,887
Tempo	2,549	2,360	3,228	14,391	58,929	69,548
Taurus	7,073	6,257	4,585	28,709	157,608	173,482
Thunderbird	2,683	2,610	3,051	12,821	51,052	75,705
Total Ford Div.	19,026	18,813	20,590	99,283	418,447	568,865
Topaz	971	1,139	1,080	5,053	22,259	31,256
Cougar	1,817	1,748	1,835	6,708	32,290	64,044
Sable	1,317	1,990	669	7,171	45,609	56,612
Total Mercury	4,105	4,877	3,584	18,932	100,158	151,912
Continental	1,224	1,152	1,528	6,112	24,917	31,807
Mark VII	306	384	1	1,653	10,987	11,414
Town Car	2,448	2,304	3,061	15,264	71,645	58,667
Total Lincoln	3,978	3,840	4,590	23,029	107,549	101,888
Total L-M Div.	8,083	8,717	8,174	41,961	207,707	253,800
FORD MOTOR CO.	27,109	27,530	28,764	141,245	626,154	822,665
Skyhawk	0	0	0	0	0	6,857
Skylark/Somerset	1,906	1,146	1,889	9,490	38,465	25,514
Century	1,292	2,227	1,653	7,437	29,003	53,974
Riviera	518	186	516	2,528	10,246	10,597
Electra	913	1,693	442	1,696	14,312	37,787
LeSabre (fwd)	3,261	3,287	4,183	17,381	71,926	68,353
LeSabre (rwd)	248	85	285	1,274	3,600	3,587
Reatta	168	146	211	936	3,844	3,141
Total Buick	8,306	8,750	9,179	40,742	171,396	209,810
Eldorado	469	795	463	2,028	9,396	17,090
Seville	1,129	577	1,127	5,789	16,115	12,557
Brougham (rwd)	0	498	0	0	13,065	17,426
DeVille (fwd)	3,827	3,277	3,719	19,820	74,238	97,153
Allante	69	60	89	393	1,621	1,438
Total Cadillac	5,494	5,207	5,398	28,030	114,435	145,664
Cavalier	6,960	6,652	6,999	35,634	137,830	173,450
Camaro	1,612	2,243	1,972	8,814	26,963	55,153
Celebrity	0	1,682	0	0	0	59,676
Corsica/Beretta	4,819	7,031	6,048	27,169	120,562	185,554
Caprice	4,512	3,215	5,651	17,345	88,588	89,044
Corvette	448	447	551	2,472	10,292	11,577
Total Chevrolet	18,371	21,270	21,221	91,434	384,235	574,454
Calais	2,369	1,758	2,311	11,656	42,204	43,005
Cutlass Ciera	1,424	1,529	1,846	7,047	33,582	38,009
Cutlass Supreme	1,608	2,516	2,001	8,383	36,336	51,563
Toronado	236	246	239	1,156	7,995	4,506
88 (fwd)	2,472	2,186	2,589	12,947	43,149	73,002
88 (rwd)	0	180	0	0	2,295	3,620
98	1,373	883	1,426	5,938	24,730	37,717
Total Oldsmobile	9,482	9,300	10,422	47,127	190,291	251,422
Sunbird	3,625	2,510	3,707	18,283	64,476	68,069
Grand Am	5,220	3,878	5,042	22,707	84,688	110,808
Firebird	1,148	1,079	1,430	5,862	16,717	30,894
Grand Prix	2,520	3,188	3,125	13,461	47,043	69,649
Pontiac 6000	1,040	811	1,432	6,413	25,065	36,796
Bonneville	1,789	1,090	2,141	10,700	35,408	43,549
Safari/Parisienne	0	92	0	0	0	2,504
Total Pontiac	15,342	12,848	16,877	77,226	273,407	363,969
GENERAL MOTORS	56,995	57,175	63,097	294,560	1,133,764	1,545,219
DIAMOND-STAR	2,376	1,250	2,978	13,575	61,082	20,128
HONDA	7,600	5,996	8,947	40,087	188,129	187,564
Civic	2,040	2,054	2,723	12,104	52,585	56,586
Accord	5,560	3,942	6,224	27,983	136,544	110,978
MAZDA†	2,246	3,533	1,937	9,603	71,798	102,936
NISSAN	1,256	2,185	1,597	6,932	43,643	50,001
NUMMI	4,200	3,410	4,335	20,474	90,249	88,449
Corolla	2,000	1,328	1,949	9,467	45,845	35,089
Geo Prizm/Nova	2,200	2,084	2,388	11,007	44,804	51,380
SUBARU-ISUZU	372	0	369	1,960	11,088	0
TOYOTA	3,541	2,529	4,419	19,576	94,550	45,348
Total Cars, U.S.	121,895	121,985	132,617	621,458	2,608,618	3,285,757
Total Cars, Canada	25,190	22,950	15,499	104,645	441,282	437,534
U.S., Canada Cars	147,085	144,945	148,116	726,103	3,049,900	3,723,291
U.S., Canada Cars and Trucks	245,018	237,183	252,217	1,230,339	5,169,585	6,122,093

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe.

CANADIAN CAR	Week Ended June 2, 1990	Week Ended June 3, 1989	Week Ended May 26, 1990	May Est.	Jan. 1 to June 2, 1990	Jan. 1 to June 3, 1989
Monaco	0	0	568	1,539	5,132	0
Premier	0	0	377	1,556	2,808	18,634
CHRYSLER MOTORS	0	0	945	3,095	7,940	18,634
Tempo	3,360	3,342	1,831	13,853	55,074	65,418
Topaz	1,440	1,449	806	5,926	20,376	27,967
Crown Victoria	2,675	2,645	1,563	11,255	53,083	58,836
Grand Marquis	2,125	2,572	1,330	11,190	48,876	64,668
FORD MOTOR CO.	9,600	10,008	5,530	42,224	177,409	216,889
Celebrity	1,173	990	542	3,596	11,559	7,848
Cutlass Ciera	2,387	2,596	1,153	7,289	35,102	75,337
Lumina	4,779	5,089	3,042	19,488	93,530	41,232
Regal	3,221	1,978	1,879	11,675	32,728	33,836
GENERAL MOTORS	11,560	10,653	6,616	42,048	172,919	158,253
HONDA	2,150	1,672	1,022	8,891	45,330	35,652
HYUNDAI	600	0	246	2,123	7,924	0
TOYOTA	1,100	437	996	5,472	25,909	4,323
VOLVO	180	180	144	792	3,851	3,783
Total Cars, Canada	25,190	22,950	15,499	104,645	441,282	437,534

U.S. TRUCK	Week Ended June 2, 1990	Week Ended June 3, 1989	Week Ended May 26, 1990	May Est.	Jan. 1 to June 2, 1990	Jan. 1 to June 3, 1989
Caravan	2,000	2,045	2,137	10,631	49,158	49,410
Dakota	1,600	2,365	1,612	8,119	32,536	50,408
Caravan C/V	100	132	95	561	3,085	3,997
Ram pickups	2,500	2,387	2,433	12,439	48,077	50,543
Total Dodge	6,200	6,929	6,277	31,751	132,856	154,358
Cherokee	3,200	4,616	3,942	17,897	72,120	103,267
Comanche	100	508	174	848	3,327	14,347
Grand Wagoneer	200	270	0	810	2,305	6,073
Wagoneer	100	98	102	482	1,714	4,006
Total Jeep	3,600	5,492	4,218	20,037	79,466	127,693
Voyager	2,000	1,887	1,941	9,938	47,003	46,939
Town & Country	60	185	51	245	1,523	608
Total C-P Div.	2,060	2,072	1,992	10,184	48,526	47,547
CHRYSLER MOTORS	11,860	14,493	12,487	61,971	260,848	329,598
Aerostar	4,700	3,910	4,669	23,202	87,556	108,779
Bronco	972	1,270	916	5,056	23,400	37,517
Bronco II	4,497	1,941	4,698	23,701	62,928	58,060
Econoline	3,791	4,204	4,324	21,604	85,318	109,503
Mediums/Heavies	1,001	1,046	1,305	5,646	22,964	30,100
Light trucks	9,346	9,251	9,866	47,261	198,908	245,688
Ranger	5,195	4,847	4,878	27,069	128,657	152,937
Total Ford Div.	29,502	26,469	30,656	153,539	609,731	740,584
FORD MOTOR CO.	29,502	26,469	30,656	153,539	609,731	740,584
Astro	2,220	2,556	2,362	12,744	50,438	75,319
Blazer	368	527	345	1,974	7,614	12,494
Lumina APV	1,024	0	2,261	9,561	42,579	0
Mediums/Heavies	286	0	355	1,365	4,114	1,312
P-Model	496	724	610	2,807	10,786	15,450
Pickups	5,821	6,267	7,355	31,993	151,128	176,843
S-10	4,175	2,486	4,993	22,370	100,662	120,303
S-10 Blazer	3,625	2,961	3,385	17,380	56,576	84,688
Sportsvan/Van	1,397	1,664	1,541	8,419	29,740	43,792
Suburban	1,317	1,505	1,513	6,997	29,274	34,831
Total Chevrolet	20,729	18,690	25,220	115,609	482,911	565,032
Jimmy	107	165	122	580	2,421	3,778
Mediums/Heavies	395	0	516	2,591	6,881	1,496
P-Model	64	110	94	346	1,357	2,032
Pickups	2,197	1,839	2,374	11,869	53,064	52,768
S-15	978	2,414	1,250	5,304	24,668	28,165
S-15 Jimmy	1,177	863	1,049	5,284	17,474	24,224
Safari	1,002	701	1,382	5,375	17,099	19,319
Suburban	729	565	523	3,724	13,368	13,981
Vandura/Rally Vans	571	458	845	2,420	10,316	11,918
Total GMC	7,220	7,115	8,455	37,473	146,608	157,881
Olds Silhouette	440	0	895	3,648	14,044	0
Pontiac Trans Sport	548	0	1,088	4,741	23,454	0
GENERAL MOTORS	28,937	25,805	35,658	161,471	667,017	722,713
NAVISTAR	1,312	1,282	1,664	7,363	31,216	38,549
NISSAN	2,584	1,978	3,078	14,005	65,873	55,572
SUBARU-ISUZU	288	0	345	1,598	10,858	0
AM GENERAL*	450	360	450	2,070	9,990	9,630
MISCELLANEOUS*	3,000	2,500	3,000	13,800	66,000	58,800
Total Trucks, U.S.	77,933	72,887	87,338	415,818	1,722,133	1,956,246

CANADIAN TRUCK	Week Ended June 2, 1990	Week Ended June 3, 1989	Week Ended May 26, 1990	May Est.	Jan. 1 to June 2, 1990	Jan. 1 to June 3, 1989
Caravan	3,324	2,501	3,651	15,021	70,591	66,780
Caravan C/V	288	287	328	1,373	5,767	5,507
Ram Wagon	1,566	530	1,538	4,726	12,770	13,273
Ram Van	738	1,371	715	5,487	25,155	34,174
Total Dodge	5,916	4,689	6,232	26,606	114,303	119,734
Voyager	2,532	2,241	2,780	11,512	57,378	58,821
Total Plymouth	2,532	2,241	2,780	11,512	57,378	58,821
Wrangler	1,500	1,512	1,290	6,939	34,485	36,939
Total Jeep	1,500	1,512	1,290	6,939	34,485	36,939
CHRYSLER MOTORS	9,948	8,442	10,282	45,058	198,146	215,495
FORD MTR. (lt. trks.)	3,848	3,431	2,400	14,848	63,382	75,589
Light trucks	3,481	3,719	1,839	13,900	74,646	68,772
Vans	1,410	1,454	785	5,181	20,734	29,583
Total Chevrolet	4,871	5,173	2,624	19,081	95,380	98,355
Light trucks	1,419	1,317	903	5,643	28,413	32,985
Vans	540	683	373	2,781	9,539	14,538
Total GMC	1,959	2,000	1,276	8,433	37,952	47,533
GENERAL MOTORS	6,830	7,173	3,900	27,514	133,332	145,888
NAVISTAR	225	275	171	998	4,692	5,469
Total Trks., Canada	20,651	19,321	18,793	88,457	397,472	442,486
U.S., Canada Trks.	98,584	92,208	106,131	504,275	2,119,605	2,398,732

Automotive News®

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GM offers to buy back all 1991 rental cars

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

In a policy shift clearly aimed at mollifying dealers, General Motors will offer to repurchase all its 1991 program vehicles from daily rental-car companies and resell them to dealers through factory-sponsored auctions.

GM's policy switch could result in fewer used-car lots operated by daily rental companies. Car dealers complain that those lots have an unfair cost advantage.

Ford Motor Co. is considering a buyback program similar to GM's, a Ford spokesman said.

"We will offer rental agencies the opportunity to sell back to us all cars we sell to them," said J. Michael Durrie, GM general director of fleet and government sales.

"It will certainly reduce the need for daily rental company used-car lots," he said.

"They will be happy to send back the cars. It will lessen the need for retail used-car business by the rental companies."

More than 750,000 vehicles — known as program cars — are sold to daily rental agencies each model year by domestic and foreign auto companies. Under the system, automakers usually repurchase those vehicles at a price based on a guaranteed rate of depreciation, then resell them to dealers through auto auctions. Companies normally repurchase 70 to 75 percent of the vehicles in the programs.

Sometimes those vehicles spend only a few months in service. For example, GM's program cars are in service at least four months and have a 20,000-mile maximum without penalty.

For both dealers and rental companies, the program vehicles are clean, low-mileage cars that are much preferred over trade-ins by retail customers.

In the past, GM repurchased about 75 percent of its program vehicles for redistribution to dealers, although GM has run programs in which it bought back 100 percent of some luxury models.

Daily rental companies whole-

see REPURCHASE, page 41

Supply-side woes

Transplant sales elude U.S. parts firms

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Despite years of promises by Japanese carmakers to increase their purchases of American parts, many domestic suppliers remain skeptical and frustrated about the market today.

Eight years and 11 car plants after the Japanese began moving production into North America, some U.S. firms still complain privately that they can't get a foot in the door of the Japanese system, that Japan's corporate structure is rife with unfair trade practices and that the promises to buy more U.S. parts are essentially hollow.

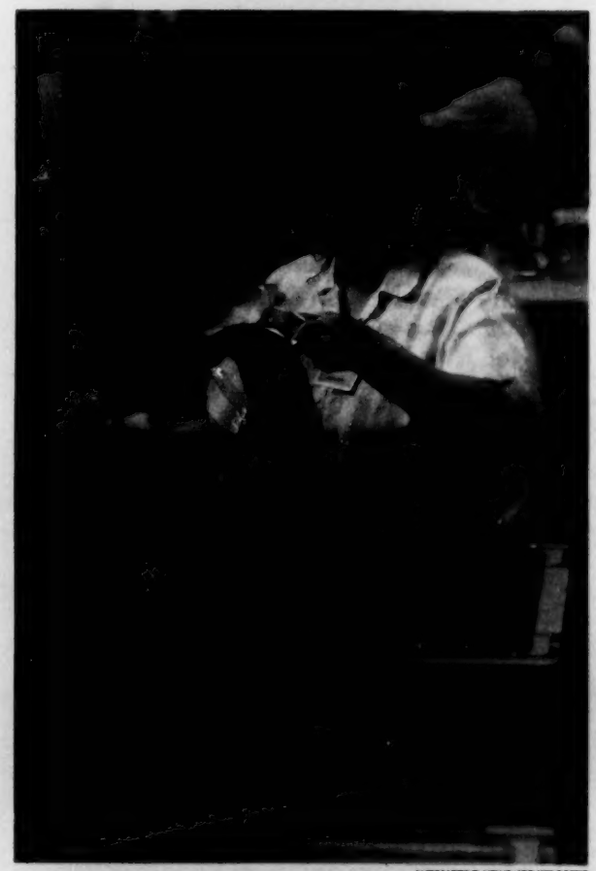
The claims are doggedly challenged by Japanese industry officials, who cite figures showing a 300 percent growth in U.S. parts procurement during the past five years. (Much of that represents parts acquired from Japanese parts plants now operating in North America.)

They also point to new commitments by the carmakers' Japanese factories to double and triple their imports of U.S. products to about $800 million by 1992. In addition, a trade mission to Las Vegas by 150 top Japanese purchasing executives in April resulted in more than 179 agreements in principle to purchase U.S. components.

The developments have spurred optimism in some circles. Every Japanese transplant has vowed to increase U.S. sourcing wherever possible. And some are opening U.S. engineering offices that should increase local sourcing.

In a period of industry turmoil, larger domestic parts firms, which made up most of the U.S. participation in the Las Vegas meetings, believe they might be more successful than smaller partsmakers because of their deeper pockets. Bigger suppliers have the necessary funds to develop products and to establish joint ventures with Japanese suppliers

see PARTS, page 22



AUTOMOTIVE NEWS/JOE WILSKERS

Jackie Elliott, a production associate at Donnelly Corp., Grand Haven, Mich., packages exterior mirrors that will be shipped to Honda of America Manufacturing Inc.'s plant in East Liberty, Ohio.

Ford Credit switches to tiered loans

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Ford Motor Credit will offer a national tiered financing plan for Ford and Lincoln-Mercury dealers this fall.

Ford Credit says the program will match finance rates to consumer credit risks and make the captive finance unit more competitive with local banks, some of which use tiered-rate financing.

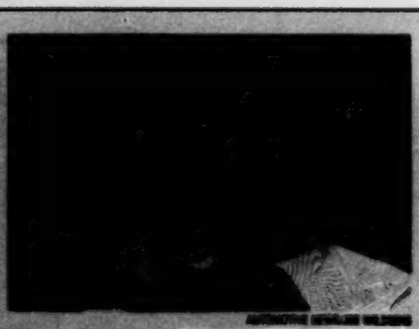
Under the program, Ford Credit will offer lower-than-current rates to the best credit risks and higher-than-current rates to higher-risk buyers. It will be the standard pricing policy for Ford Credit in the future.

William Odom, chairman of Ford Credit, said the tiered financing program, called Rapid Score Value Pricing, or RSVP, began March 12 in 21 states. Dealers using the program represent 35 percent of Ford Motor's retail sales. Odom said Ford Credit hopes to have all Ford and L-M dealerships in the program this fall.

Under the program, customers are classified as level one (lowest risk) to level four (highest).

Ford told its dealers May 31 that a level one customer can receive a finance rate that is 1.25 percentage points below the base rate. Level two customers receive the base rate. Level three and level four customers receive rates that are

see LOANS, page 44



AUTOMOTIVE NEWS/JOE WILSKERS

Bidwell: "Jerry (Greenwald) wasn't indispensable. God knows, I'm not indispensable."

BIDWELL TO RETIRE: *Personal reasons cited for Jan. 1 exit*

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — In the wake of top-level executive departures at Chrysler Corp., Chrysler Motors Chairman Bennett Bidwell said he plans to retire Jan. 1 at age 63 for personal reasons.

Bidwell said in an interview that health problems are not forcing the departure. But he acknowledged that his retirement is "preventive maintenance" and that he seeks a slower pace to improve his health. Bidwell also said he wants time for family and personal pursuits.

Iacocca to stay on indefinitely
Page 44

Asked if his decision to retire Jan. 1 is irreversible, Bidwell said, "Nothing is irreversible, but it is my plan to retire."

Bidwell's decision to retire is

see BIDWELL, page 44

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GM rolls into Soviet Union

Ladas to get catalytic converters, engine computers

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors' $1 billion agreement to sell components to the Soviet Union's leading auto manufacturer gives GM a foothold for future expansion there.

GM last week became the first U.S. auto manufacturer in modern history to establish a working relationship with a Soviet automaker. GM signed an agreement to sell engine management control systems for Lada automobiles.

The systems produce cleaner-burning engines, and improve fuel economy and performance. GM will provide the systems including catalytic converters to the Volga Auto Works plant in Togliatti, 700 miles southeast of Moscow, where the agreement was signed.

The systems will be used on Ladas to be exported from the U.S.S.R., mostly to Europe. The cars currently do not meet U.S. environmental regulations, which will become the standard in Western Europe in 1992.

In addition, GM is in the early stages of negotiating a second deal with Volga Auto Works to jointly manufacture catalytic converters in the Soviet Union. Those negotiations will probably give GM access to the Soviet Union's supply of platinum, used in making catalytic converters.

William Hoglund, executive vice president in charge of GM's worldwide component operations, said GM is establishing a base for future expansion in the Soviet Union.

"If you ever want to play in that market, you have to start someplace," Hoglund said.

"It's been our impression that the first company in there would certainly have a better opportunity to participate in that very, very long-term outlook rather than if we stood back and waited."

The deal calls for 150,000 engine management systems annually over five years.

GM divisions in the United States will provide the following components:

- Delco Electronics will build engine control modules;
- AC Rochester will provide fuel injectors and fuel rails;
- Delco Remy will produce the ignition components;
- Packard Electric will supply the wiring systems.

GM will engineer the systems initially to fit Lada's old 1.5- and 1.7-liter four-cylinder engines and train workers to install them. GM will be paid in U.S. dollars for the systems.

The contract allows expansion of the agreement to include other Soviet engines and more than 150,000 systems.

For now, Hoglund said, GM will focus on the initial component supply agreement. But future possibilities could range from further component supply agreements to joint-venture vehicle-building.

"The mind can dream a lot of things," Hoglund told reporters in Detroit.

GM may eventually supply other components such as steering systems, electronics and brakes to Volga Auto Works.

Hoglund said GM beat out a number of strong competitors from the United States and Europe for the Soviet business.

Hoglund said he didn't know if Soviet President Mikhail Gorbachev's visit to the United States last week, during which he met with representatives of the U.S. auto industry, prompted the signing of the agreement in Togliatti.

AUTOMOTIVE NEWS/JOE WILSON

GM executive William Hoglund explains in detail the components supply agreement between GM and the Soviet Union, valued at $1 billion.

Fiat, Mercedes also seeing red

TURIN, Italy — Fiat Pandas are to be built in the Soviet Union, says Cesare Romiti, Fiat Auto S.p.A. managing director. The Pandas are the first stage in a $1.35 billion plan to lift Soviet auto output from 1.3 million to 2.3 million.

Under the original plan outlined last December, the first phase of the joint venture called for the Soviet Union's own Oka minicar to be built at the new Yelabuga factory, some 700 miles southeast of Moscow. Fiat officials now say that is not possible if the planned production start-up of date 1991 or early 1992 is to be met.

The second phase — a Giugiaro-designed hatchback known as A93 — is expected in 1993. The third phase will be production of a four-door sedan based on the Fiat Tipo/Tempra platform.

The Italian company has been an automotive pioneer in the Soviet Union. It built and equipped the Togliatti factory, which began producing Fiat-derived Ladas in 1970.

Mercedes-Benz AG is negotiating with the Soviet Union to produce the mid-range W124 sedan at a plant near Gorki. It reportedly has asked Mitsubishi Corp. to help construct the factory, which would produce up to 300,000 units a year.

— Luca Ciferri

Less than 19 months away

A new photo of the Viper reportedly shows final designs for the windshield and side exhaust pipes, concealed by body color skirts. Chrysler Corp. insiders confirmed that engineers are working toward a January 1992 introduction for the fiberglass-bodied sports car. The sources denied that the team was battling insurmountable aerodynamic problems that caused vehicle instability at high speeds.

Sales blossom in late May, but full month is a downer

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Late May was a boon for sales of U.S.-produced vehicles with every domestic and transplant automaker reporting an increase.

The gains helped soften the blow of an otherwise sluggish month.

Toyota was the clear winner for the 10-day period, which had nine selling days compared with eight for the same period a year ago.

The extra selling day helped car sales post a gain of 7.08 percent and truck sales notch an increase of 14.40 percent. Total sales climbed 9.58 percent over May 21-31 last year. A total of 458,921 vehicles were sold.

On a daily-rate basis, the picture wasn't all that rosy. The daily selling rate was down 4.82 percent for cars, up 1.69 percent for trucks and down 2.60 percent for cars and trucks combined.

The full month turned out to be a loser in all three of those categories and for import cars, too. Sales of new cars and light trucks in May totaled 1,307,414 units, down 7.47 percent from last year. There were 26 selling days in May this year and last year.

The Big 3 automakers all suffered sales declines for the full month, while all the transplant automakers posted increases.

Toyota's sales of U.S.-built cars rose 156.84 percent for the 10-day period and 153.20 percent for the month.

Robert B. McCurry, Toyota Motor Sales U.S.A. executive vice president, said more cars were available to the public because of increased production at Toyota's plants in Georgetown, Ky., and Fremont, Calif.

Combining its sales of U.S.-built and imported cars, Toyota moved into third place in the U.S. market, up from sixth last year. In May, Toyota trailed only Chevrolet and Ford; it moved ahead of Honda, Pontiac and Oldsmobile.

Oldsmobile really took a dive for the month; its total May car sales slipped to 46,330 units, down 22.99 percent from last May.

Chevrolet was the sales leader for the month, just as it was last year. Including captive imports, Chevy increased its market share

see SALES, page 42

Saab to build GM model, close some parts plants

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Financially troubled Saab Automobile AB plans to close part of its component-making operations and turn the work over to outside suppliers in a bid to cut costs.

Saab Automobile President David Herman said losses in the first four months of 1990 more than doubled to 995 million crowns ($163 million). He attributed the decline to the Swedish market and U.S. competitive pressures.

Saab Automobile, a 50-50 joint venture between General Motors and Saab-Scania, also concluded an agreement last week to begin producing the Opel/Vauxhall Calibra at Saab-Valmet in Uusikaupunki, Finland, next spring.

Saab Car Division, the predecessor of Saab Automobile, lost 2.1 billion crowns ($344 million) in 1989 after earning a slim profit in 1988.

The plan to rationalize seat and wiring harness production is expected to result in an annual savings of 200 million Swedish crowns ($34 million). Between 1,100 to 1,400 jobs could be affected, Saab said.

Seat assembly at Kristinehamm, Sweden, and at Saab Textil in Trollhattan, Sweden, would be turned over to an outside supplier. Operations at Kristinehamm would cease with some activities at Kristenhamm transferred to Saab Textil. Saab estimated savings of 110 million crowns ($18 million).

Manufacture of Saab wiring harnesses is concentrated at Saab facilities in Kramfors, Sweden, and Halden, Norway, and also purchased from other suppliers. In the future, Saab expects to purchase harnesses from two or three international specialists, resulting in an expected annual savings of 90 million crowns ($14.8 million).

Wiring harness operations for Scania Trucks at Kramfors would be maintained while Halden would cease operations.

No timetable is set for the changes. Negotiations with unions under Swedish co-determination laws will begin immediately.

Opel/Vauxhall Calibras will be produced in Finland at a daily rate of more than 140 units. Saab will move much of Finland's 900 production to the underutilized Malmo, Sweden, plant where output will rise from 65 units daily to 140 by April 1991. Finland will continue as the only source of the 900 Cabrio and of 900s for the local market.

Correction

In the 1990 Market Data Book chapter on dealers, a high-volume Isuzu dealer, J.K.J. Isuzu, was incorrectly located in Pennsylvania. The dealership is in Woodbridge, Va.

Also, a top-volume Saab dealership president's name was misspelled. Werner G. Maeder is president of Zumbach Sportscars Ltd. of New York.

Numbers for Island Lincoln-Mercury, Merritt Island, Fla., were incorrectly estimated, according to top official Bruce Deardoff. Retail new-car sales totaled 967; fleet sales were 7,702 for a total of 8,669 units in 1989. Among the top 25 sales leaders, Island-Mercury ranked 14th with calendar year sales volume of $197.7 million.

Japanese to spend 23% more in 1990

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Japanese automakers are planning hefty increases in capital spending for the current fiscal year, despite recent gyrations on the Tokyo Stock Exchange.

The total will increase about 23 percent to the equivalent of $8.33 billion, according to estimates compiled by *Automotive News*. Most of the increase, according to analyst Neal Doying at Baring Securities, appears to be going into new product development rather than new capacity.

Low interest rates in recent years meant companies could raise what almost amounted to free money. That easy access is gone, at least for the time being. But it does not appear to have affected investment plans.

Analyst Steve Usher of Kleinwort Benson International said the big spending rush of the past year has probably peaked, largely because most of the plans have already been set in motion. The emphasis has been on rationalization and automation rather than new capacity, "cost-oriented rather than market-oriented," Usher said.

Toyota Motor Corp. is Japan's big spender, having committed 450 billion yen ($2.96 billion) for the fiscal year that ends June 30. It says the 480 billion yen ($3.16 billion) estimate for the 1990 calendar year is "reasonable." Much of its spending is to expand facilities for its luxury cars at the Tahara plant and to build a plant in Britain, its first European factory.

Nissan Motor Co. says it will spend 250 billion yen ($1.64 billion) during this fiscal year, an increase of 47.4 percent over last year. Much of it will go into expansion and renovation of the Kyushu plant.

Nissan, like most companies building new plants, insists it is following a scrap-and-build policy that the Ministry of International Trade and Industry has promoted for fear of trade disputes.

Nissan's plans to expand facilities in the United States and Britain will not be affected by changes in the stock market, Muramatsu said. But next year, if the market appears to be unstable, the company might have to reconsider other investment plans, he said.

Much depends on the growth in Japan. Sales in May rose 6.1 percent to 444,041 vehicles, a modest rise compared with the double-

see JAPAN, page 41

Toyota to hike production as it chases Ford and GM

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Toyota Motor Corp. expects to boost global vehicle output by 1.5 million units before the end of the decade, moving the world's No. 3 manufacturer closer to General Motors and Ford Motor Co.

The 33 percent jump from last year's 4.5 million units to 6 million was forecast by Toyota Chairman Eiji Toyoda at a groundbreaking for the company's plant in Derby, England, its first European plant.

GM's production declined 2 percent in 1989 to 7.95 million units, and Ford's slipped 1.7 percent to 6.4 million. Toyota's production grew more than that of any major manufacturer in the world last year, rising more than 15 percent from 3.9 million units in 1988.

Toyota figures to increase domestic vehicle production from 3.9 million last year to 4.5 million by the late 1990s, with overseas output rising from the current 600,000 to 1.5 million units annually.

"We are hopeful that we can achieve that kind of target toward the end of the decade," said a spokesman at Toyota's European liaison office in Brussels, Belgium. "But it is not a specific, concrete plan. Last year, we produced 4.5 million vehicles, and we are hopeful that by the end of the decade we can produce another 1.5 million units." The spokesman said Toyota's global figure will rise slightly in 1990 because of additional North American production.

By the late 1990s, Toyota expects its annual vehicle sales to consist of three million units in Japan and three million units abroad. Toyota is already nearing its long-standing goal of 10 percent of the world vehicle market. Toyota's global share was 9.2 percent last year.

Much of the focus of future investment would appear to be in Europe. Car production at Derby is scheduled to begin in late 1992, with output eventually reaching 200,000 units. Toyota is investing £700 million ($1.18 billion) at the site and will build an engine plant about 90 miles away in North Wales, initially producing 100,000 1.8-liter four-cylinder engines annually.

In addition, Toyota is thought to be considering a light commercial vehicle factory in mainland Europe and is reportedly interested in producing light commercial vehicles

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GENERAL MOTORS U.S. ENGINE PLANTS

Plant/location	Built	Produces	Number employed
C-P-C Bay City Plant Bay City, Michigan	1928	cast iron and steel camshafts, channel plate, oil pumps, engine and transmission components	1,785
C-P-C Flint Engine Flint, Michigan	1953	5.0-L & 5.7-L throttle body injected and tuned port injection engines, manual & automatic flywheels, water pumps	4,085
C-P-C Moraine Engine Moraine, Ohio	1981	6.2-L diesel V8 engine	472
C-P-C Pontiac Engine Pontiac, Michigan	1927	2.0-L & 2.5-L engines, 2.0-L turbo engines	2,600
C-P-C Romulus Engine Romulus, Michigan	1976	4.3-L V6 engine, 8.2-L diesel engine, two-cycle diesel components (blowers, rods, rocker arms)	1,280
C-P-C Tonawanda Engine Tonawanda, New York	1937	2.2-L L-4, 3.1-L V6 60 engines, 3.1-L TBI V6 60 engine, 4.3-L V6 90 engine, 6.0-L M4, 7.0-L M4, 7.4-L M4 engines	3,870
B-O-C Delta Engine Lansing, Michigan	1981	2.3-L Quad 4, Quad 4 HO engines	1,200
B-O-C Lansing 1 & 3 Lansing, Michigan	1 - 1922 3 - 1951	3800 V6, 5.0-L OHV V8 engines, V6 and V8 components, crankshafts, knuckles, camshafts, and connecting rods	1,900
B-O-C Flint 36 & 31 Flint, Michigan	36 - 1952 31 - 1907	3800 V6, 3300 V6, EV6 (3800) engines, V6 components, pistons, front cover assembly, intake manifolds, rear suspensions, brake drums	3,000
B-O-C Livonia Livonia, Michigan	1978	4.5-L V8 SPFI and 4.5-L SPFI-tuned engines	1,350

SOURCE: General Motors

GM ENGINES

New division faces big job to satisfy federal and buyer demands

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors' newly formed Engine Division has its plate full.

It faces the challenge of meeting potentially stricter emissions and fuel economy standards at the same time that the division must meet GM's aggressive product schedule. GM's future product programs call for improvements to existing engines as well as the development of new engines.

The challenges of the 1990s led GM to form the new Engine Division. Although it is a division, it has equal status with the two super car groups. The Buick-Oldsmobile-Cadillac Group and the Chevrolet-Pontiac-Canada Group were created in a 1984 corporate reorganization. Both had their own engine operations.

The Engine Division will pull the two engine operations into one organization. By year-end, 30,000 employees, including 2,000 engineers, and 10 U.S. engine plants will be under the wing of the new division.

Richard Donnelly, appointed this spring to head the Engine Division, said the top 16 jobs in the new organization have been filled. Other top positions will be filled by Aug. 1. And the rest of the 30,000 people will be transferred to the new organization by October. By Jan. 1, 1991, it will be fully operational, he said.

Donnelly, 46, is an electrical engineer and has headed B-O-C's powertrain operations and GM's Quality Network. He has been with GM 29 years.

Despite the prospect of tougher emissions and fuel economy standards coming out of Washington, Donnelly said the primary reason for the formation of the Engine Division was to improve customer satisfaction.

"We're convinced that the benefits are going to be better customer satisfaction," he said in his first interview since being assigned the division's top post.

But, he added, if some of the regulations being discussed in Congress become law, the Engine Division will put GM in a better position to meet them with financial and human resources.

Donnelly said customer satisfaction will be improved by reducing the complexity of the organization and spreading consistency throughout the engine operations. Product decisions will be made more quickly because there will now be one engine organization, not two, he said.

Ultimately, Donnelly said, the

see ENGINE, page 41

AUTOMOTIVE NEWS/GM BUREAU

Engine Division chief Donnelly: "We don't want to have nine different ways to engineer a crankshaft when one is truly the best way we know of today."

Just-in-time developer Ohno revered

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Taiichi Ohno, the man who developed the just-in-time production system, is at times likened to Henry Ford in the annals of automotive manufacturing. But Ohno, who died May 28 at the age of 78, had specifically set and fundamental approach to the manufacturing process, according to Rintaro Muramatsu, now retired professor of engineering at Waseda University. In the last decade, Ohno's concepts have rapidly spread throughout the industrialized world.

But his just-in-time methods and specifically when the Japanese auto industry was trying to revive business after World War II.

The traditional method of cutting costs by mass-producing a few types of cars was an American work style, Ohno wrote in a book entitled *Toyota Production System*. But it was not suitable for post-

April Canadian car, truck sales plummet

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — After holding steady in March, Canada's new car and truck sales went into a tailspin during April.

Sales of imported and North American-built cars and trucks were down 22.73 percent for the month. Through the first four months of the year, sales dropped8.19 percent.

Sales of North American-built cars were off almost 24,000 units, a 28.3 percent decline. The Big 3 all suffered: General Motors of Canada's North American cars were down 32.4 percent; Chrysler Canada, 30.97 percent; and Ford of Canada, 28.4 percent.

Imports also declined but not as badly, slipping 14.3 percent. Toyota dropped 11.7 percent in April and is now running about even with last year's pace. Eleven of the 17 importers were down for the month.

Among the gainers, Volkswagen saw its competitive pricing policy and its new Passat line contribute to a 26.3 percent gain for the month, and 24.3 percent year-to-date.

Honda also had real strength: Its imported models registered a 21.1 percent rise in April, while its combined imported and domestically built vehicles were up 28.4 percent.

Blame for the slide was directed at the high interest rate policy that Bank of Canada Governor John Crow is pursuing to stamp out inflation.

April's "results illustrate how high interest rates tend to put the brakes on car and truck sales," said Jack Clissold, Ford Motor Company of Canada Ltd.'s vice president of sales and marketing. "If consumer apprehension about interest rates is addressed, we know there remains inherently strong demand for new vehicles."

Bill Atkinson, vice president of marketing at General Motors of Canada Ltd., agreed. "High borrowing costs continue to impact our industry. We are hopeful that inflationary pressures will ease soon and that interest rates will begin to fall. This would greatly assist in stabilizing the automobile industry," he said.

Truck sales also were down, with domestic models taking the brunt of the loss. Sales dropped 10,007 units, 21.8percent. Chrysler suffered the most, off 29.9 percent. Imported trucks held about even with the best gain registered by Suzuki, up 33.6 percent.

CANADIAN CAR AND TRUCK SALES

North American cars	April 1990	April 1989	4 mos., 1990	4 mos., 1989
General Motors	29,309	43,347	94,761	111,576
Ford	15,916	22,216	49,529	60,513
Chrysler	11,290	16,356	37,593	42,114
Honda	3,136	2,125	10,551	9,425
Hyundai	526	0	1,932	0
Volvo	310	376	1,026	1,253
North American car total	**60,487**	**84,420**	**195,392**	**224,881**
Import cars				
Toyota	7,639	8,648	24,462	24,841
Honda	6,778	5,597	21,429	15,567
Volkswagen	3,174	2,513	10,510	8,456
Mazda	2,862	2,411	10,057	8,449
Nissan	1,920	2,516	7,596	8,616
GM	1,661	3,630	6,733	9,649
Hyundai	1,611	2,245	5,161	8,530
Chrysler	1,090	3,181	5,080	7,932
Suzuki	690	471	2,676	2,228
Subaru	501	461	2,334	1,665
Ford	474	1,516	2,286	3,095
Mercedes-Benz	446	400	1,346	1,264
BMW	351	420	1,115	1,515
Volvo	219	261	811	917
Jaguar	115	171	400	568
Saab	99	132	277	493
Lada	41	43	211	204
Import car total	**29,671**	**34,816**	**102,486**	**104,009**
TOTAL — ALL CARS	**90,158**	**119,236**	**297,878**	**328,970**
North American trucks (including vans)				
GM	14,885	18,988	49,806	53,677
Ford	13,032	15,548	42,501	48,000
Chrysler	8,011	11,426	32,282	34,250
North American truck total	**35,928**	**45,962**	**124,589**	**135,927**
Import trucks (including vans)				
Toyota	1,757	1,620	5,779	5,125
Mazda	1,564	1,616	5,829	5,674
Nissan	1,021	1,119	4,922	4,113
GM	960	920	3,980	2,901
Suzuki	605	453	2,392	2,276
Chrysler	143	328	726	874
Volkswagen	76	55	227	180
Lada	28	16	50	66
Import truck total	**6,154**	**6,127**	**23,305**	**21,309**
TOTAL — ALL TRUCKS	**42,082**	**52,089**	**148,494**	**157,236**
TOTAL — CARS, TRUCKS	**132,240**	**171,125**	**446,372**	**486,206**

Toyota supplier expands in U.S.

TG (USA) Corp., an affiliated supplier of aluminum steering wheels to Toyota Motor Manufacturing U.S.A., is doubling the size of its Perryville,Mo., manufacturing plant.

The expansion will add aluminum die-casting capabiliites to the operation, which is a joint venture between Mitsui & Co. Ltd. and Toyoda Gosei Co. Ltd., an affiliate of Toyota.

The move is expected to result in the addition of new original equipment business with United Motor Manufacturing Inc., a joint venture between Toyota and General Motors Corp.

Plant size will increase from 106,000 square feet currently to 221,000 square feet by year-end, with employment increasing from 250 workers to 400 by 1991.

The plant also manufactures vehicle trim parts and transmission parts. Production of those lines, as well as the number of different steering wheels produced, will increase as a result of the expansion.

Mack expects more layoffs

More layoffs and cost cutting will hit struggling Mack Trucks Inc. this year, the company's new chairman predicted. The current 17 percent decline in heavy-duty truck sales from 1989 will continue to dry up the company's funds, chairman Ralph E. Reins told about 200 shareholders at Mack's annual meeting. Since replacing John B. Curcio last year, Reins has laid off about 1,500 employees. Mack's current work force stands at roughly 7,870. Last year, Mack lost a record $188.4 million. While losing another $33.9 million in the first quarter of this year, the company stayed afloat by securing a three-year revolving bank loan worth $148 million. Renault Vehicules Industriels of France, which owns 44.6 percent of Mack's stock, also pitched in by purchasing $50 million worth of convertible subordinated debentures.

NEWS CLIPS

OLDS REALIGNS REGIONS: Oldsmobile has restructured its regional sales operations to put more emphasis on the West Coast. The West region now consists of only the Los Angeles and San Francisco zones. Dallas and Memphis, formerly West region zones, are now in the Southern region. The Central region was disbanded. Its Atlanta and Orlando, Fla., zones are now in the Southern region; the Pittsburgh zone goes to the Eastern region; and the Detroit, St. Louis and Cincinnati zones go to the Midwest region. The Charlotte, N.C., zone, previously in the Eastern region, now is in the newly formed Southern region along with Atlanta, Orlando, Fla., Memphis, Tenn., and Dallas.

WORTHINGTON EXPANDS: Worthington Industries Inc. has launched a precision-metal machining plant in Franklin, Tenn., to produce parts for power steering systems, transmissions and anti-lock brakes. The auto part machining operation, Worthington Precision Metals Inc., will supply a number of new automotive customers of Worthington, a metal and plastics producer with 24 plants in the United States and Canada. The 100,000-square-foot plant has begun limited shipments to mechanical system suppliers that serve Ford Motor Co. and General Motors Corp. A company spokesman declined to identify the customers. The 40-employee operation is currently working at about half of capacity, and expects to reach full production late this year.

PASSAT ARRIVES IN JAPAN: Volkswagen's Passat has gone on sale in Japan. The car is initially being imported from Germany by Yanase & Co. and sold by Nissan Motor Co. until Nissan begins assembling the model in Japan in mid-1991. Monthly sales of 700 units at prices of $24,000 to $28,000 are projected.

MAZDA OPENS R&D IN GERMANY: Mazda Motor Corp. has opened a $33 million research and development facility in West Germany that will provide mid- and long-term product planning, vehicle design and product development strategies for the European market. The facility, located in Oberursel on the outskirts of Frankfurt, is Mazda's fourth r&d operation outside Japan. The 118,000-square-foot building houses 77 employees, 43 of whom are European. The facilities include a design studio, clay modeling rooms, exhaust emissions analyzer and chassis dynamometer.

GLASS GOES BACK: The Delco Products Division of General Motors and Inorganic Recycling Inc. unveiled in Dayton, Ohio, what they said is the world's first recycling plant for electroplating waste. Delco Products uses chrome in the production of shock absorbers and suspension struts, creating 3,000 cubic feet of electroplating waste a year. The waste was disposed of in landfills. Now, the electroplating waste is mixed with additives and heated to 2,700 degrees Fahrenheit in a kiln to produce an environmentally safe, emerald green ceramic known as "moon rock." The material then has normal ceramic applications.

CADILLAC GOES TO SCHOOL: Cadillac has a joint education program with Detroit's Cass Technical High School. Dubbed Adopt A School, the program calls for the Detroit-Hamtramck Assembly Center to open its doors to 10 high school students a year, allowing them to visit the plant on a one-on-one basis with employees and learn about auto manufacturing. The plan will also provider four summer internships a year on jobs ranging from the assembly line to the front office.

CALLAWAY GOES SMALL: Callaway Cars, converter of high-performance Corvettes, has been awarded small-vehicle-manufacturer status by California transportation officials, guaranteeing the firm a chance to sell its cars there. The Callaway Twin Turbo, claimed to be the fastest performance car currently for sale in the United States, has been assigned a regular production option number by Chevrolet — RPO B2K — and has been listed in dealer order books as of April 1990. Its makers claim a 0 to 60-mph time of 4.44 seconds. Base prices for the 1990 Callaway Corvette are $58,454 for the coupe and $62,114 for the convertible.

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REPURCHASE

FROM PAGE 1

saled the remaining vehicles or sold them on their used-car lots.

GM wants to sell vehicles to rental companies that both dealers and customers will buy.

Normally, daily rental companies buy less-expensive vehicles to reduce costs, says Durrie.

He says daily rental agencies will have to buy cars with a higher minimum level of options than in the past.

A better-equipped vehicle should also help GM recover its costs on program cars. Profits on program vehicles have been marginal, but there are other advantages.

Automakers like the fleet programs because they expose many people to their cars and help smooth out the peaks and valleys of retail orders at assembly plants.

Still, program cars pose a thorny problem for automakers.

The National Automobile Dealers Association says vehicles bought by daily rental companies are heavily subsidized by the makers.

The result is that daily rental companies buy them cheaper than even the dealers, says NADA.

Matters are made worse when these nearly new cars arrive on used-car lots owned by rental companies in direct competition with cars the dealers are selling.

Auto executives deny that, saying dealer and customer incentives even out the subsidies given to rental companies.

Even NADA President Ray Green concedes that the issue is murky. "Now it's more cloudy than before with the rebates, but our contention is that nobody should be able to buy cheaper than the dealer," he says.

"It means franchised dealers will have control over new cars and nearly new cars, which were daily rental cars going to daily rental used-car lots," says Green.

He lauded GM for doing it. "I think GM knows it has been hurting its dealers who are unprofitable," he said. "They want to see their dealers profitable."

But Green also says program cars hurt new-car sales. "Seventy-five percent are sold to new-car customers," he says.

GM cars make up a majority of Avis' 150,000-vehicle fleet. A spokeswoman for the company said it is premature to say how the GM program will affect its used-car sales. She said the company has about 100 used-car lots.

Michael J. Richardson, president and chief executive of Anglo American Auto Auctions, based in Nashville, Tenn., says GM's decision is beneficial to dealers.

"It means the daily rental companies will not have to retail product, so there should be a diminishing of their retail outlets," he says.

According to Richardson, GM has been aggressively marketing program cars. In 1989, the company remarketed about 250,000 vehicles through auctions, up from 204,000 a year earlier.

Richardson says GM's annual volume could reach 500,000.

Durrie conceded that the number of GM program vehicles is going up, but declined to disclose volume.

Will GM dealers be able to absorb the additional cars going to the auctions? According to Green, dealers will buy the additional cars. Besides, he says, only 59 percent of GM dealers now regularly attend factory auctions.

Although Richardson says that number is probably low, he has noted a surge this year in the number of GM dealers attending factory sales at Anglo's 23 auctions.

"We have seen a 20 percent increase in the number of dealers at our auctions," he says.

There's no doubt that program cars sell. GM and Ford program cars have a sales rate (the number of cars sold at the auction compared to the number registered) of nearly 100 percent. Chrysler's sales rate is about 90 percent. Imports are lower, at 75 percent, because there are generally fewer dealers per make.

JAPAN'S BIG SPENDERS

Company	1990 investment (billion yen)	Equivalent* (million $)	Change from 1989 (%)
Daihatsu	40	263	– 5.4
Fuji	NA	NA	NA
Honda	130	855	– 1.2
Isuzu	48	316	+50.0
Mazda	120	789	+80.4
Mitsubishi	140	921	+ 7.2
Nissan	250	1,645	+47.4
Suzuki	58	382	– 6.5
Toyota	480	3,158	+23.4
TOTAL	1,266	8,329	+23.1

*Dollar equivalents calculated at last week's 152 yen/$1 exchange rate.

The investment figures are for fiscal year April 1990-March 1991 except: Toyota's is an estimate for calendar year 1990; its fiscal year runs July through June. Isuzu's covers its fiscal year November 1989 through October 1990. Fuji is not releasing details until after its new board meets this month.

JAPAN

FROM PAGE 3

digit increases of last year. But May sales of cars with engines larger than 2.0 liters jumped 59.6 percent to 31,499.

Mazda Motor Corp. plans to invest 120 billion yen ($789 million) this year, an increase of 80.4 percent, largely on new facilities at Hofu. Mazda last year originally projected a 90 billion yen investment plan, but reduced spending to 66.5 billion yen after reconsidering marketing and distribution needs.

Mitsubishi Motors Corp. plans to spend 140 billion yen ($921 million) this fiscal year, an increase of 7.2 percent, largely on changeover for new models.

Isuzu Motors Ltd. is planning a 50 percent increase to 48 billion yen ($316 million), much of that to renovate its headquarters in Tokyo.

Honda Motor Co. expects to spend 130 billion yen ($855 million) on capital projects this year, a drop of 1.2 percent from 1989. It has completed most of its expansion work for a new line at the Suzuka plant and a new plant for the NS-X sports car.

The smaller companies are cutting investment, having upgraded their mini vehicles in the past year. Daihatsu Motor Co.'s spending will drop 5.4 percent to 40 billion yen ($263 million), and Suzuki Motor Co. will be down 6.5 percent to 58 billion yen ($382 million).

Fuji Heavy Industries is not making any forecasts for this fiscal year until its new board of directors reviews all projects. That board takes office this month.

ENGINE

FROM PAGE 3

Engine Division will be able to better address the needs of the vehicle divisions.

"They'll be coming to us, asking us to give them some differentiation. That might be differences in displacement, a normally aspirated engine vs. a turbocharged or supercharged engine. We can make tuning differences to differentiate the divisions."

Donnelly said he sees opportunities in the future to develop several variants from a basic engine family, which will mean better economies of scale.

"If you can get enough variance to satisfy five market segments from a base engine or family of engines, then you maintain the economies of scale that are so important," he said.

As for consistency, Donnelly said the division will incorporate strengths from each previous engine operation so the best method of doing a task can be used throughout the company.

"We don't want to have nine different ways to engineer a crankshaft when one is truly the best way we know of today," Donnelly said.

"There were good things in both organizations that weren't being transferred well," he added. "It wasn't that there was a reluctance to transfer the information. There was no way to transfer that information."

Like the car groups, the Engine Division will be divided into nine to 10 product teams. A team will include a chief engineer and the managers of the plants where the engine is built. In addition, all the other disciplines will be represented on the team — finance, materials management, personnel. Each team will be focused on one product or a family of similar products.

"We give product focus to the folks so that they can relate to the Corvette engine or the 3.1-liter V-6," Donnelly said. "They can say, 'That's my engine. I helped to make that better.' "

A team is responsible for improving the product and being involved in the development of new products, and it is responsible for running the team's business.

But unlike the teams at GM's car groups and vehicle divisions, the Engine Division product teams will have no designated leader. Donnelly calls this plan "roving leadership."

"We say the product and the issues around the product will determine in whose court the discussion and responsibility goes," he said.

Donnelly said the idea for the Engine Division was discussed during the 1984 reorganization, but really emerged from last October's GM corporate leadership conference in Traverse City, Mich.

During the conference, B-O-C leaders were split into subgroups. When asked for ideas on how GM could improve its ability to satisfy the customer or its effectiveness, nine of the 10 groups advocated formation of a single engine group. Donnelly, who headed the 10th group, reserved his opinion.

Following the conference, Donnelly was appointed to head a study committee to evaluate formation of a single engine group. Within the first month of the three-month study, the committee decided to move ahead with the idea. The next two months were spent deciding how to do it.

Donnelly said the committee agreed to back off from a larger plan to merge GM's Hydra-matic Division, which builds transmissions, and the Central Foundry Division with the engine operations into a powertrain group. That move could have affected 72,000 employees and 26 plants.

Instead, the committee opted to merge only the engine operations of the two car groups, monitor how it works for two years and then decide on further consolidation of powertrain operations.

In the meantime, Hydra-matic and Central Foundry will have representatives on a newly formed Powertrain Advisory Council that will monitor the Engine Division's progress and serve as a liaison organization between the two component divisions and the Engine Division.

Donnelly said it's unlikely that Hydra-matic and Central Foundry will become part of the Engine Division. But the three eventually could report to a single executive.

OHNO

FROM PAGE 3

in small volumes.

The original concept of just-in-time production was actually proposed by Kiichiro Toyoda, who founded the Toyota Motor Company in 1937. But Ohno helped make it a reality. After the war when he was in charge of the machine shop, he set out to build a new production system "block by block" in response to Toyoda's directive to "catch up with America in three years."

Many facets of the system flowed from the original intent to eliminate waste: the just-in-time philosophy of ordering only the parts needed when they are needed; the *kanban* method of tagging orders systematically; emphasis on small lot production and level production; the facility for stopping the line to correct problems and control quality; and the need to train workers and to produce machines for multiple jobs.

Ohno's approach was to reverse the order of transferring materials on the production line. Taking final assembly as a starting point, parts were ordered as needed in a reverse order back to the original starting point. The result was a reduction in inventory throughout the system, which reduced costs and led to greater efficiency.

The cue for the new system came from the American supermarket. Ohno was attracted to the way supermarket customers choose what they want, and then the shelves are restocked and new supplies are ordered accordingly.

Ohno had seen American manufacturing plants, but the supermarket left the lasting impression.

The system of matching orders to

Ohno

meet the consumers' needs was much more efficient, Ohno decided, compared to old Japanese methods of producing products and then going door to door to sell them.

Ohno started to introduce some of the supermarket principles in the machine shop in 1953. Eventually, the idea developed into the *kanban* system for organizing orders.

It took 10 years to develop the system within Toyota. It took 20 years to incorporate outside suppliers. But the system has continued to evolve at Toyota, and other companies that picked it up have adopted their own applications under different names.

Muramatsu credits Ohno's manufacturing methods as a major factor in the present economic strength of the Toyota Motor Corp. But Ohno said that no one paid much attention to the system until the oil shock of 1973, when many Japanese companies slipped into the red. Toyota still showed healthy returns, which drew attention to its system.

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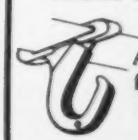

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SALES

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to 15.71 percent from 15.36 percent a year ago.

For the first five months of this year, the top car sellers were Chevrolet, Ford, Toyota, Honda and Pontiac. Ford was the sales leader at this time last year.

Except for a handful of domestic and imported lines, virtually every nameplate suffered year-to-year sales declines in May.

"I would not label overall demand as strong," said Tom Webb, chief economist for the National Automobile Dealers Association. "On the domestic side, the only units that are really moving are the totally redesigned models and the niche markets such as sport-utilities and luxury cars."

Strong sales of the Chevrolet Geo Prizm and Cadillac helped push GM's domestic sales up 6.38 percent for the 10-day period, compared with last year. Sales of the Cadillac Seville soared 251.66 percent for late May and 130.54 percent for the month. But GM's total May sales of U.S-built cars lagged 13.33 percent behind last year's.

The Lincoln Town Car continued to be a star for Ford Motor Co., with a 73.22 percent increase in sales for the latter part of May. The company's domestic-car sales were up 6.61 percent for the 10-day period but dipped 17.19 percent for the month.

Chrysler's domestic sales edged up 3.15 percent the last 10 days of the month; for the entire month, Chrysler's sales fell 16.52 percent.

The more popular Chrysler models were the Plymouth Acclaim and Dodge Shadow; sales of the Eagle Premier model continue to sag.

Compared to last year, sales were up for all of the transplant automakers for both the 10-day period and the entire month.

Import car sales fell 11.39 percent from May last year. The only imported nameplates to increase their sales were Acura, Audi, BMW, Chevrolet Geo, Mercedes-Benz, Mitsubishi, Suzuki and Volvo.

Light-truck sales totaled 435,392 for May, down 3.17 percent from last year. Every Big 3 make was down, although Ford's new Explorer was up 67.84 percent over 1989 Bronco II sales, and Chevrolet sold four times as many Geo Trackers as last year.

Light-truck sales were up 19.15 percent for Toyota, 33.32 for Nissan and 41.03 percent for Mazda.

MARKET SHARES
Domestic cars

	May Sales	Pct. of Total
Subcompact	116,904	18.22
Compact	169,043	26.34
Intermediate	245,967	38.33
Standard	106,083	16.53
Speciality	3,752	0.58
TOTAL	641,749	100.00

Court upholds arbitration for Saturn dealers

By Helen Kahn
SENIOR CORRESPONDENT

WASHINGTON — A federal court has upheld a binding arbitration clause governing disputes between Saturn Corp. and its dealers.

The 4th U.S. Circuit Court of Appeals in Richmond, Va., agreed with Saturn and General Motors, who argued the clause was legal under the Federal Arbitration Act, which pre-empts state law.

"If Saturn could not require that Virginia dealers agree to arbitration," said the court, "it could be forced to contract with dealers who agree to all provisions except arbitration despite the fact that arbitration is the core element of Saturn's Dealership Agreement."

The court also noted that only dealers who want to sell their franchises must agree to arbitration.

The decision reverses last August's lower court victory for the Virginia Automobile Dealers Association and the National Automobile Dealers Association. That court held that binding arbitration in franchise disputes was illegal because the so-called "dealer day-in-court" law allows dealers to choose any dispute settlement method, including going to court.

In 1985, Saturn made the binding arbitration clause part of its dealer franchise agreement. Virginia's motor vehicle commissioner later ruled that Saturn could not impose the arbitration clause as a condition to becoming a dealer. Saturn then took the case to court.

The Saturn franchise agreement says that if a dispute between the dealer and factory arises, either Saturn or a dealer may ask for mediation. The dispute is given to a panel, which recommends a consensus solution. If either party rejects that solution or if both waive mediation, they proceed to binding arbitration.

The arbitration panel, which consists of two dealers and two Saturn representatives, must reach a consensus decision. The decision is final and can't be appealed, except as provided by the Federal Arbitration Act.

Virginia is the only state that requires motor vehicle commissioner approval of franchises.

LIGHT-DUTY TRUCK SALES, MAY

	May 1990	May 1989	5 Mos., 1990	5 Mos., 1989
Vans	14,918	16,432	65,481	73,225
Aerostar	18,000	18,941	78,701	83,471
Club Wagon	2,012	2,840	9,640	11,439
Ranger	25,457	24,799	119,910	115,780
Bronco	4,354	4,930	24,766	25,840
Bronco II	15,706	9,358	49,819	45,127
Pickups	48,103	57,854	246,297	254,065
Ford	**128,550**	**135,154**	**594,614**	**608,947**
Vans	10,145	12,392	45,441	46,574
Sportsvan	1,130	1,324	4,075	4,688
Geo Tracker*	3,356	777	13,682	3,701
Astro	11,993	13,774	55,838	56,844
Lumina APV	7,374	0	25,920	0
S-10	18,592	20,941	75,824	96,474
S-10 Blazer	14,332	14,879	60,186	71,475
Blazer	1,252	2,018	8,313	9,604
Suburban	4,855	6,208	26,125	26,356
Pickups	45,274	50,982	228,122	228,810
Chevrolet	**118,303**	**123,296**	**543,526**	**544,526**
Pontiac Trans Sport	3,041	0	12,722	0
Olds Silhouette	1,872	0	9,069	0
Vans	6,345	8,841	25,428	32,526
Ram Wagon	2,909	2,886	10,880	11,431
Voyager	15,584	18,379	78,723	80,125
Caravan	17,195	20,514	89,029	88,099
Caravan C/V	1,891	1,193	6,311	6,395
Town & Country	226	0	1,320	0
Ram 50	983	2,720	5,968	13,134
Raider	66	994	852	2,811
Ramcharger	1,045	1,755	4,936	9,613
Dakota	7,410	7,997	35,452	40,618
Pickups	9,696	7,850	43,046	38,910
Chrysler	**63,350**	**73,129**	**301,945**	**323,682**
Vans	4,059	4,711	16,161	17,432
Safari	3,364	3,221	13,877	13,579
S-15	4,521	5,161	17,682	21,977
S-15 Jimmy	3,866	3,866	15,058	17,840
Jimmy	401	563	2,550	2,800
Suburban	1,912	2,201	10,617	9,558
Pickups	13,031	16,147	63,506	65,357
P Model	323	330	1,172	1,694
W-4	157	182	559	615
GMC	**31,634**	**36,382**	**141,182**	**150,852**
Wrangler	6,042	5,625	21,805	21,438
Wagoneer	305	533	1,510	2,821
Cherokee	11,267	13,954	52,816	60,483
Grand Wagoneer	541	924	2,741	4,466
Comanche	1,095	2,593	6,700	11,780
Jeep	**19,250**	**23,629**	**85,572**	**100,987**
Daihatsu	**455**	**0**	**1,837**	**0**
Isuzu*	**8,004**	**8,018**	**42,006**	**37,647**
Mazda	**14,712**	**18,432**	**58,848**	**68,006**
Mitsubishi	**3,997**	**3,819**	**17,937**	**18,248**
Nissan*	**13,819**	**6,706**	**73,362**	**67,755**
Range Rover	**367**	**488**	**1,724**	**1,998**
Suzuki*	**1,423**	**2,261**	**7,987**	**11,819**
Toyota	**27,884**	**22,884**	**100,009**	**102,849**
Volkswagen	**811**	**887**	**2,829**	**2,880**
Imports	**86,302**	**86,344**	**307,512**	**299,000**
Industry Total	**435,392**	**449,033**	**1,906,142**	**2,033,004**

*—Includes domestic vehicles

Compiled by Kevin Dalbrandt

DOMESTIC CAR SALES, MAY

	May 21, to May 31, 1990	Same Period, 1989	May 1990	Same Month 1989	Jan. 1 to May 31, 1990	Same Period, 1989
Talon	1,485	0	3,147	0	11,706	0
Premier	611	1,402	1,258	3,842	6,193	18,592
Total Eagle	**2,096**	**1,402**	**4,405**	**3,842**	**17,899**	**18,592**
Horizon	524	996	1,201	2,777	9,098	13,407
Laser	1,930	848	4,423	2,191	21,018	6,615
Sundance	3,429	2,718	7,008	7,229	25,713	34,504
Reliant	61	1,082	150	3,083	2,074	16,418
Acclaim	5,036	4,250	10,413	10,835	44,276	33,606
Caravelle	0	69	0	356	0	733
Gran Fury	0	44	0	206	0	1,443
Total Plymouth	**10,990**	**10,007**	**23,195**	**26,677**	**102,179**	**106,726**
LeBaron A/LeBaron K	1,707	122	4,736	310	11,064	787
LeBaron J	2,694	3,624	6,679	9,639	26,011	39,304
LeBaron GTS	63	138	132	388	1,115	2,389
Fifth Avenue (rwd)	21	432	49	1,162	620	6,771
Fifth Avenue (fwd)	1,367	0	3,509	0	14,908	0
Imperial	439	0	1,038	0	5,259	0
New Yorker C	2,316	3,014	5,166	8,131	17,023	43,558
New Yorker E	0	56	0	159	0	237
Total Chrysler	**8,607**	**7,386**	**21,309**	**19,789**	**76,000**	**93,046**
Omni	531	1,056	1,278	3,135	9,094	13,577
Shadow	3,730	2,604	7,635	7,436	29,513	34,214
Monaco	260	0	492	0	1,420	0
Daytona	1,716	2,841	3,810	7,704	15,785	32,831
Aries	52	1,130	118	3,378	1,636	16,154
Lancer	34	102	79	279	813	1,496
Spirit	4,791	3,788	9,519	9,295	38,767	28,917
Diplomat	0	252	0	764	0	2,551
Dynasty	3,102	4,806	7,902	12,799	40,080	54,734
Dodge 600	0	139	0	426	0	808
Total Dodge	**14,218**	**18,718**	**30,833**	**45,216**	**137,188**	**185,282**
CHRYSLER MOTORS	**35,899**	**35,513**	**79,742**	**95,524**	**333,188**	**403,646**
Escort	11,060	13,131	24,867	30,036	116,080	145,032
Mustang	5,411	5,314	11,998	16,304	52,925	81,910
Tempo	7,514	6,160	16,460	18,957	100,066	99,912
Taurus	9,761	12,544	24,129	36,194	139,473	154,539
Thunderbird	4,155	3,745	9,337	10,603	48,004	53,892
Probe	6,188	5,738	13,998	15,678	50,836	56,933
Crown Victoria	4,950	3,360	9,018	9,838	46,823	45,063
Total Ford Div.	**49,039**	**49,992**	**109,807**	**137,610**	**554,207**	**637,281**
Topaz	2,734	2,807	6,366	7,954	34,088	39,912
Sable	2,887	3,892	7,330	12,026	41,734	50,618
Cougar	2,914	3,469	7,016	9,557	35,780	45,238
Grand Marquis	4,953	3,396	9,122	9,598	34,882	45,843
Total Mercury	**13,488**	**13,564**	**29,834**	**39,135**	**155,787**	**181,611**
Continental	1,884	1,702	4,374	4,624	27,536	24,183
Town Car	5,233	3,021	14,864	9,471	65,657	47,203
Mark VII	977	1,362	2,411	3,926	11,372	12,554
Total Lincoln	**8,094**	**6,085**	**21,649**	**18,021**	**104,565**	**83,940**
Total L-M Div.	**21,582**	**19,649**	**51,483**	**57,156**	**260,352**	**265,581**
FORD MOTOR CO.	**70,621**	**68,641**	**161,290**	**194,766**	**814,559**	**923,862**
Skyhawk	28	853	46	2,086	631	9,053
Somerset/Skylark	5,514	3,774	9,078	8,301	43,876	27,756
Century	5,213	4,735	9,526	11,556	49,796	58,975
Regal	5,389	3,301	7,882	7,479	28,126	34,421
LeSabre	6,267	5,239	13,039	13,293	66,717	51,757
Reatta	256	302	601	838	2,923	3,354
Electra	1,248	2,726	2,979	6,863	21,678	32,892
Riviera	622	640	1,709	1,854	8,755	8,731
Total Buick	**24,537**	**21,578**	**44,860**	**52,270**	**222,502**	**226,939**
Cimarron	0	2	0	2	0	229
Allante	101	106	241	297	1,281	1,398
Seville	2,641	751	6,190	2,685	16,203	10,707
DeVille	5,130	3,974	13,227	16,802	71,174	73,369
Brougham	967	1,021	2,263	3,397	13,955	15,624
Eldorado	1,216	1,045	2,452	3,315	10,434	14,240
Total Cadillac	**10,055**	**6,899**	**24,373**	**25,498**	**113,047**	**115,367**
Geo Metro	1,287	0	2,885	0	7,126	0
Geo Prizm/Nova	4,372	2,926	9,666	7,708	45,141	25,888
Cavalier	9,110	10,074	23,143	28,254	128,426	126,712
Camaro	3,868	4,557	9,289	12,358	33,067	49,288
Celebrity	1,398	6,844	3,365	18,423	13,411	93,401
Corsica/Beretta	13,776	15,561	29,650	40,901	133,288	160,865
Lumina/Monte Carlo	10,500	10,736	22,013	10,736	99,172	12,180
Caprice	7,616	5,841	20,390	16,310	73,254	66,160
Corvette	1,298	677	2,910	2,039	9,746	8,306
Total Chevrolet	**53,315**	**57,916**	**123,311**	**138,729**	**542,631**	**542,599**
Firenza	0	0	0	3	0	12
Calais	3,494	3,608	9,373	9,709	43,746	40,168
Cutlass Ciera	8,622	7,023	18,093	19,761	80,401	86,868
Cutlass Supreme	2,599	3,175	6,676	8,760	50,225	43,058
88	3,007	5,516	6,850	14,125	42,436	62,832
98	1,939	2,765	3,959	7,186	20,968	31,375
Toronado	678	272	1,379	617	6,192	3,414
Total Oldsmobile	**20,339**	**22,359**	**46,330**	**60,161**	**223,968**	**267,757**
Fiero	0	252	0	697	0	1,961
Sunbird	4,868	4,366	9,884	11,785	44,719	42,256
Firebird	1,785	2,776	4,399	7,429	16,995	28,945
Grand Am	9,919	6,898	22,071	20,058	90,606	86,530
Pontiac 6000	2,358	2,514	4,786	7,429	22,380	32,435
Grand Prix	4,656	3,272	10,815	9,668	50,353	58,403
Bonneville H	2,334	3,058	5,776	9,013	28,589	40,058
Safari/Parisienne	0	189	0	503	0	1,969
Total Pontiac	**25,929**	**23,352**	**57,731**	**66,582**	**253,622**	**296,559**
GENERAL MOTORS	**134,186**	**131,196**	**298,865**	**342,249**	**1,356,778**	**1,443,369**
Civic	10,065	10,365	21,196	18,840	80,762	74,427
Accord	14,458	13,673	25,641	23,870	110,304	92,961
HONDA	**24,523**	**24,038**	**46,837**	**42,710**	**191,066**	**167,388**
MX-6	1,123	2,284	2,196	3,908	14,982	18,670
626	1,756	0	3,113	0	15,846	0
MAZDA	**2,879**	**2,284**	**5,309**	**3,908**	**30,798**	**18,670**
MITSUBISHI	**2,042**	**1,998**	**4,972**	**2,998**	**22,594**	**8,429**
NISSAN	**5,096**	**4,403**	**8,527**	**6,767**	**38,173**	**61,872**
TOYOTA	**18,981**	**7,768**	**37,889**	**14,984**	**146,729**	**86,499**
SUBARU	**288**	**0**	**570**	**0**	**1,441**	**0**
DOMESTIC TOTAL	**298,432**	**275,432**	**641,749**	**703,472**	**2,827,296**	**3,064,529**
IMPORT TOTAL			**230,273**	**239,883**	**1,046,714**	**1,101,885**
INDUSTRY TOTAL			**872,022**	**943,355**	**3,964,010**	**4,366,953**

IMPORTED CAR SALES, MAY

	May 1990	May 1989	5 Mos., 1990	5 Mos., 1989
Acura	13,792	13,483	58,109	56,982
Alfa Romeo	148	223	904	1,465
Aston Martin*	5	5	25	25
Audi	2,060	1,722	8,526	7,413
BMW	5,746	5,632	26,062	29,008
Chevrolet	13,650	11,271	67,620	47,280
Chrysler	360	833	2,601	3,392
Daihatsu	721	1,227	5,180	5,622
Dodge	2,161	3,430	8,754	17,254
Eagle	1,370	2,256	6,885	12,552
Ferrari*	80	80	400	400
Ford	4,323	5,660	25,751	31,440
Honda	23,574	26,134	98,210	100,690
Hyundai	13,322	16,254	58,144	82,753
Infiniti	2,115	0	7,471	0
Isuzu	335	1,975	1,465	8,044
Jaguar	1,575	1,650	7,918	7,477
Lamborghini*	13	13	65	65
Lexus	5,102	0	23,390	0
Lotus*	27	27	135	135
Maserati*	20	28	100	116
Mazda	15,929	16,169	68,661	74,231
Mercedes-Benz	6,585	6,104	30,615	29,186
Mercury/Merkur	891	7,696	7,878	29,206
Mitsubishi	9,817	8,715	52,366	31,261
Nissan	30,175	37,829	140,419	170,310
Peugeot	443	582	2,021	2,566
Plymouth	1,847	3,360	8,485	16,080
Pontiac	4,622	5,218	14,365	20,759
Porsche	913	1,003	4,287	3,598
Rolls/Bentley*	100	100	500	500
Saab	1,932	3,196	10,450	13,807
Sterling	320	653	2,025	2,788
Subaru	6,549	10,181	40,533	60,488
Suzuki	515	460	2,568	2,460
Toyota	34,300	41,828	156,575	178,769
Volkswagen	14,343	14,692	53,738	55,289
Volvo	9,885	9,258	40,321	43,348
Yugo	608	936	3,192	4,267
TOTAL	**230,273**	**259,883**	**1,046,714**	**1,151,026**

*—Estimate

U.S. CAR SALES BY MARKETING UNITS, MAY

	May 1990	Percent Share	May 1989	Percent Share	5 Mos., 1990	Percent Share	5 Mos., 1989	Percent Share
Alfa Romeo	148	0.02	223	0.02	904	0.02	1,465	0.03
Aston Martin*	5	0.00	5	0.00	25	0.00	25	0.00
American Honda	84,203	9.66	82,327	8.55	347,385	8.72	325,060	7.73
BMW	5,746	0.66	5,632	0.58	26,062	0.65	29,008	0.69
Buick	44,860	5.14	52,270	5.43	222,502	5.58	226,939	5.40
Cadillac	24,373	2.79	26,498	2.75	113,047	2.84	115,567	2.75
Chevrolet	136,961	15.71	148,000	15.36	610,251	15.32	589,860	14.02
Chrysler	21,669	2.48	20,622	2.14	78,601	1.97	96,438	2.29
Daihatsu	721	0.08	1,227	0.13	5,180	0.13	5,622	0.13
Dodge	32,994	3.78	48,646	5.05	145,862	3.66	202,536	4.82
Eagle	5,775	0.66	6,098	0.63	24,784	0.62	31,144	0.74
Ferrari*	80	0.01	80	0.01	400	0.01	400	0.01
Ford	114,130	13.09	143,270	14.87	579,958	14.56	668,721	15.90
Hyundai	13,322	1.53	16,254	1.69	58,144	1.46	82,753	1.97
Isuzu	335	0.04	1,975	0.21	1,465	0.04	8,044	0.19
Jaguar	1,575	0.18	1,650	0.17	7,918	0.20	7,477	0.18
Lamborghini*	13	0.00	13	0.00	65	0.00	65	0.00
Lincoln	21,649	2.48	18,021	1.87	104,565	2.62	83,940	2.00
Lotus*	27	0.00	27	0.00	135	0.00	135	0.00
Maserati*	20	0.00	28	0.00	100	0.00	116	0.00
Mazda	21,237	2.44	20,077	2.08	99,459	2.50	92,901	2.21
Mercedes	6,585	0.76	6,104	0.63	30,615	0.77	29,186	0.69
Mercury/Merkur	30,725	3.52	46,831	4.86	163,665	4.11	210,817	5.01
Mitsubishi	14,789	1.70	11,318	1.17	74,930	1.88	39,681	0.94
Nissan	40,817	4.68	44,586	4.63	187,063	4.70	211,382	5.03
Oldsmobile	46,330	5.31	60,161	6.24	223,968	5.62	267,757	6.37
Peugeot	443	0.05	582	0.06	2,021	0.05	2,566	0.06
Plymouth	25,042	2.87	30,037	3.12	110,664	2.78	122,806	2.92
Pontiac	62,353	7.15	71,800	7.45	267,987	6.73	311,315	7.40
Porsche	913	0.10	1,003	0.10	4,287	0.11	3,598	0.09
Rolls/Bentley*	100	0.01	100	0.01	500	0.01	500	0.01
Saab	1,932	0.22	3,196	0.33	10,450	0.26	13,807	0.33
Sterling	320	0.04	653	0.07	2,025	0.05	2,788	0.07
Subaru	7,128	0.82	10,181	1.06	41,974	1.05	60,488	1.44
Suzuki	515	0.06	460	0.05	2,568	0.06	2,460	0.06
Toyota	77,291	8.86	56,792	5.90	328,704	8.25	248,268	5.90
Volvo	9,885	1.13	9,258	0.96	40,321	1.01	43,348	1.03
VWoA	16,403	1.88	16,414	1.70	62,264	1.56	62,702	1.49
Yugo	608	0.07	936	0.10	3,192	0.08	4,267	0.10
TOTAL	**872,822**	**100.00**	**963,355**	**100.00**	**3,984,010**	**100.00**	**4,205,952**	**100.00**
TOTAL GM	**314,877**	**36.11**	**358,729**	**37.24**	**1,437,755**	**36.09**	**1,511,438**	**35.94**
TOTAL FORD	**165,504**	**19.09**	**208,122**	**21.60**	**848,188**	**21.29**	**963,478**	**22.91**
TOTAL CHRYSLER	**85,498**	**9.80**	**105,483**	**10.94**	**359,911**	**9.03**	**452,924**	**10.77**
TOTAL JAPANESE	**247,036**	**28.33**	**228,943**	**23.77**	**1,088,728**	**27.33**	**993,906**	**23.63**
TOTAL EUROPEAN	**44,883**	**5.14**	**45,984**	**4.77**	**191,284**	**4.80**	**201,453**	**4.79**
TOTAL KOREAN	**13,322**	**1.53**	**16,254**	**1.69**	**58,144**	**1.46**	**82,753**	**1.97**

*—Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.

U.S. CAR & LIGHT TRUCK SHARES, 5 MONTHS, 1990 vs. 1989

Marketing Unit	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	Pct. Share of Total Car and Truck Market 1990	Pct. Share of Total Car and Truck Market 1989	Changes Share Points	Changes Pct. Sales	Changes No. Sales Units
Acura	58,109	56,982	1.46	1.35	—	—	—	—	58,109	56,982	0.97	0.91	0.06	1.98	1,127
Alfa Romeo	904	1,465	0.02	0.03	—	—	—	—	904	1,465	0.02	0.02	-0.01	-38.29	-561
Aston Martin	25	25	0.00	0.00	—	—	—	—	25	25	0.00	0.00	0.00	0.00	0
Audi	8,526	7,413	0.21	0.18	—	—	—	—	8,526	7,413	0.14	0.12	0.02	15.01	1,113
BMW	26,062	29,008	0.65	0.69	—	—	—	—	26,062	29,008	0.44	0.47	-0.03	-10.16	-2,946
Buick	222,502	226,939	5.58	5.40	—	—	—	—	222,502	226,939	3.72	3.64	0.08	-1.96	-4,437
Cadillac	113,047	115,567	2.84	2.75	—	—	—	—	113,047	115,567	1.89	1.85	0.04	-2.18	-2,520
Chevrolet	610,251	589,860	15.32	14.02	543,526	544,526	27.23	26.84	1,153,777	1,134,386	19.29	18.19	1.10	1.71	19,391
Chrysler	78,601	96,438	1.97	2.29	1,320	0	0.07	0.00	79,921	96,438	1.34	1.55	-0.21	-17.13	-16,517
Daihatsu	5,180	5,622	0.13	0.13	1,837	0	0.09	0.00	7,017	5,622	0.12	0.09	0.03	24.81	1,395
Dodge	145,862	202,536	3.66	4.82	221,902	243,537	11.12	12.00	367,764	446,073	6.15	7.15	-1.00	-17.56	-78,309
Eagle	24,784	31,144	0.62	0.74	—	—	—	—	24,784	31,144	0.41	0.50	-0.09	-20.42	-6,360
Ferrari	400	400	0.01	0.01	—	—	—	—	400	400	0.01	0.01	0.00	0.00	0
Ford	579,958	668,721	14.56	15.90	594,614	608,947	29.79	30.01	1,174,572	1,277,668	19.64	20.49	-0.85	-8.07	-103,096
GMC	—	—	0.00	0.00	141,182	150,852	7.07	7.44	141,182	150,852	2.36	2.42	-0.06	-6.41	-9,670
Honda	289,276	268,078	7.26	6.37	—	—	—	—	289,276	268,078	4.84	4.30	0.54	7.91	21,198
Hyundai	58,144	82,753	1.46	1.97	—	—	—	—	58,144	82,753	0.97	1.33	-0.36	-29.74	-24,609
Infiniti	7,471	0	0.19	0.00	—	—	—	—	7,471	0	0.12	0.00	0.12	0.00	7,471
Isuzu	1,465	8,044	0.04	0.19	42,806	37,647	2.14	1.86	44,271	45,691	0.74	0.73	0.01	-3.11	-1,420
Jaguar	7,918	7,477	0.20	0.18	—	—	—	—	7,918	7,477	0.13	0.12	0.01	5.90	441
Jeep	—	—	0.00	0.00	85,572	100,997	4.29	4.98	85,572	100,997	1.43	1.62	-0.19	-15.27	-15,425
Lamborghini	65	65	0.00	0.00	—	—	—	—	65	65	0.00	0.00	0.00	0.00	0
Lexus	23,390	0	0.59	0.00	—	—	—	—	23,390	0	0.39	0.00	0.39	0.00	23,390
Lincoln	104,565	83,940	2.62	2.00	—	—	—	—	104,565	83,940	1.75	1.35	0.40	24.57	20,625
Lotus	135	135	0.00	0.00	—	—	—	—	135	135	0.00	0.00	0.00	0.00	0
Maserati	100	116	0.00	0.00	—	—	—	—	100	116	0.00	0.00	0.00	-13.79	-16
Mazda	99,459	92,901	2.50	2.21	50,840	58,006	2.55	2.86	150,299	150,907	2.51	2.42	0.09	-0.40	-608
Mercedes	30,615	29,186	0.77	0.69	—	—	—	—	30,615	29,186	0.51	0.47	0.04	4.90	1,429
Mercury	163,665	210,817	4.11	5.01	—	—	—	—	163,665	210,817	2.74	3.38	-0.64	-22.37	-47,152
Mitsubishi	74,930	39,681	1.88	0.94	17,937	18,248	0.90	0.90	92,867	57,929	1.55	0.93	0.62	60.31	34,938
Nissan	179,592	211,382	4.51	5.03	73,352	67,755	3.67	3.34	252,944	279,137	4.23	4.48	-0.25	-9.38	-26,193
Oldsmobile	223,968	267,757	5.62	6.37	9,069	0	0.45	0.00	233,037	267,757	3.90	4.29	-0.40	-12.97	-34,720
Peugeot	2,021	2,566	0.05	0.06	—	—	—	—	2,021	2,566	0.03	0.04	-0.01	-21.24	-545
Plymouth	110,664	122,806	2.78	2.92	78,723	80,125	3.94	3.95	189,387	202,931	3.17	3.25	-0.09	-6.67	-13,544
Pontiac	267,987	311,315	6.73	7.40	12,722	0	0.64	0.00	280,709	311,315	4.69	4.99	-0.30	-9.83	-30,606
Porsche	4,287	3,598	0.11	0.09	—	—	—	—	4,287	3,598	0.07	0.06	0.01	19.15	689
Range Rover	—	—	0.00	0.00	1,724	1,990	0.09	0.10	1,724	1,990	0.03	0.03	0.00	-13.37	-266
Rolls/Bentley	500	500	0.01	0.01	—	—	—	—	500	500	0.01	0.01	0.00	0.00	0
Saab	10,450	13,807	0.26	0.33	—	—	—	—	10,450	13,807	0.17	0.22	-0.05	-24.31	-3,357
Sterling	2,025	2,788	0.05	0.07	—	—	—	—	2,025	2,788	0.03	0.04	-0.01	-27.37	-763
Subaru	41,974	60,488	1.05	1.44	—	—	—	—	41,974	60,488	0.70	0.97	-0.27	-30.61	-18,514
Suzuki	2,568	2,460	0.06	0.06	7,007	11,519	0.35	0.57	9,575	13,979	0.16	0.22	-0.06	-31.50	-4,404
Toyota	305,314	248,268	7.66	5.90	109,080	102,649	5.46	5.06	414,394	350,917	6.93	5.63	1.30	18.09	63,477
Volvo	40,321	43,348	1.01	1.03	—	—	—	—	40,321	43,348	0.67	0.70	-0.02	-6.98	-3,027
VW	53,738	55,289	1.35	1.31	2,929	2,066	0.15	0.10	56,667	57,355	0.95	0.92	0.03	-1.20	-688
Yugo	3,192	4,267	0.08	0.10	—	—	—	—	3,192	4,267	0.05	0.07	-0.02	-25.19	-1,075
TOTAL	**3,984,010**	**4,205,952**	**100.00**	**100.00**	**1,996,142**	**2,028,864**	**100.00**	**100.00**	**5,980,152**	**6,234,816**	**100.00**	**100.00**	—	—	**-254,664**
Total Chrysler	**359,911**	**452,924**	**9.03**	**10.77**	**387,517**	**424,659**	**19.41**	**20.93**	**747,428**	**877,583**	**12.50**	**14.08**	**-1.58**	**-14.83**	**-130,155**
Total Ford	**848,188**	**963,478**	**21.29**	**22.91**	**594,614**	**608,947**	**29.79**	**30.01**	**1,442,802**	**1,572,425**	**24.13**	**25.22**	**-1.09**	**-8.24**	**-129,623**
Total GM	**1,437,755**	**1,511,438**	**36.09**	**35.94**	**706,499**	**695,378**	**35.39**	**34.27**	**2,144,254**	**2,206,816**	**35.86**	**35.40**	**0.46**	**-2.83**	**-62,562**
Total US	**2,845,854**	**2,927,840**	**68.41**	**69.61**	**1,688,630**	**1,728,984**	**84.58**	**85.22**	**4,334,484**	**4,656,824**	**72.48**	**74.69**	**-2.21**	**-6.92**	**-322,340**
Total Volkswagen	**62,264**	**62,702**	**1.56**	**1.49**	**2,929**	**2,066**	**0.15**	**0.10**	**65,193**	**64,768**	**1.09**	**1.04**	**0.05**	**0.66**	**425**
Total Europe	**191,284**	**201,453**	**4.80**	**4.79**	**4,653**	**4,056**	**0.23**	**0.20**	**195,937**	**205,509**	**3.28**	**3.30**	**-0.02**	**-4.66**	**-9,572**
Total Honda	**347,385**	**325,060**	**8.72**	**7.73**	**0**	**0**	**0.00**	**0.00**	**347,385**	**325,060**	**5.81**	**5.21**	**0.60**	**6.87**	**22,325**
Total Nissan	**187,063**	**211,382**	**4.70**	**5.03**	**73,352**	**67,755**	**3.67**	**3.34**	**260,415**	**279,137**	**4.35**	**4.48**	**-0.12**	**-6.71**	**-18,722**
Total Toyota	**328,704**	**248,268**	**8.25**	**5.90**	**109,080**	**102,649**	**5.46**	**5.06**	**437,784**	**350,917**	**7.32**	**5.63**	**1.69**	**24.76**	**86,867**
Total Asia	**1,146,872**	**1,076,060**	**28.79**	**25.58**	**382,858**	**290,834**	**19.17**	**14.33**	**1,449,731**	**1,372,483**	**24.24**	**22.01**	**2.23**	**5.63**	**77,248**
TOTAL	**3,984,010**	**4,205,952**	**100.00**	**100.00**	**1,996,142**	**2,028,864**	**100.00**	**100.00**	**5,980,152**	**6,234,816**	**100.00**	**100.00**	—	—	**-254,664**

Trucks set May record; 407,765 built

By Anne Wright
AUTOMOTIVE NEWS STATISTICIAN

U.S. truckmakers set a production record for May with 407,765 units, surpassing the previous May high of 392,946 last year by 3.77 percent. The May total was up 20.54 percent over April.

Last week's estimated truck production of 94,323 was 18.62 percent above the prior week and 5.85 percent above the year-ago week.

Automakers produced 620,506 units in May, the highest for any month in 1990. Production rose 21.84 percent above the prior month, but fell 8.92 percent below the year-ago month.

Last week's scheduled U.S. auto production of 143,904 units climbed 18.43 percent above the previous week and 2.42 percent above the year-ago week.

The week's scheduled car production was shared as follows: General Motors, 47.29 percent; Ford Motor Co., 23.74 percent; Chrysler Corp., 10.70 percent; Honda of America Manufacturing Inc., 6.13 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.05 percent; New United Motor Manufacturing Inc., 2.92 percent; Mazda Motor Manufacturing Corp. U.S.A., 2.77 percent; Diamond Star Motors Corp., 1.97 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.09 percent; and Subaru-Isuzu Automotive Inc., 0.34 percent.

GM scheduled Saturday overtime at the Lordstown, Ohio, and Baltimore car plants last week.

GM's Arlington, Texas, plant remains idle for changeover to the 1991 Caprice.

Ford scheduled daily overtime last week at the Wixom, Mich., and Wayne, Mich., plants and at all truck plants except Michigan Truck. Saturday overtime was scheduled at the Kansas City, Mo., and Louisville, Ky., truck plants.

Chrysler's Newark, Del., and Sterling Heights, Mich., car plants slated Saturday overtime last week as did two truck plants — Dodge City in Warren, Mich., and St. Louis No. 2.

Canadian cars reach '90 peak

Canadian automakers produced 104,958 cars in May, the highest monthly production in 1990. Production was 26.14 percent above April and 14.38 percent above May 1989.

Canadian truck production for May was 86,000, 5.14 percent below 1989's record high of 90,661 and 11.25 percent above April's 77,300.

Last week's estimated auto production was 25,240, 1.97 percent below the prior week and 33.39 percent above the year-ago week.

Truckmakers targeted output of 19,402 units last week, 1.98 percent over the previous week and 7.93 above the same week a year ago.

Chrysler's Bramalea, Ontario, facility closed May 25 because of slow sales. It is expected to resume production July 3. The plant was previously down for five weeks in March and April.

U.S. CAR	Week Ended June 9, 1990	Week Ended June 10, 1989	Week Ended June 2, 1990	May Total	Jan. 1 to June 9, 1990	Jan. 1 to June 10, 1989
Horizon	0	849	0	0	4,327	8,676
Sundance	2,000	2,564	1,503	7,980	34,289	54,684
Acclaim	2,000	3,315	2,995	13,118	42,086	57,523
Total Plymouth	4,000	6,728	4,498	21,098	80,702	120,883
LeBaron A	0	0	215	1,602	9,325	0
LeBaron J	1,400	2,443	1,126	6,271	19,982	55,430
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	1,500	1,794	1,632	7,560	18,028	51,040
Fifth Avenue	900	0	805	0	14,154	0
Imperial	200	0	340	5,409	7,570	0
Total Chrysler	4,000	4,237	4,118	20,842	69,059	109,416
Omni	0	941	0	0	4,078	10,053
Daytona	900	1,592	774	4,195	14,375	46,744
Shadow	2,500	2,149	2,204	9,901	39,701	52,837
Dynasty	2,600	3,106	2,636	12,247	51,577	72,963
Lancer	0	0	0	0	0	1,528
Spirit	1,400	2,177	2,350	11,224	41,195	52,208
Total Dodge	7,400	9,965	7,964	37,567	150,926	236,333
CHRYSLER MOTORS	15,400	20,930	16,580	79,507	300,687	466,632
Escort	4,990	2,966	3,029	26,923	93,150	152,129
Mustang	3,650	4,096	2,979	15,918	65,635	104,868
Tempo	3,323	2,932	2,627	14,307	62,330	72,351
Taurus	7,841	7,926	7,066	28,401	165,462	181,442
Thunderbird	2,812	3,585	2,333	12,468	53,514	79,294
Total Ford Div.	22,616	21,505	18,054	98,017	440,091	590,084
Topaz	1,077	1,468	893	4,961	23,258	32,859
Cougar	2,813	2,413	2,111	6,836	35,397	66,411
Sable	2,653	2,479	1,347	7,083	48,292	59,111
Total Mercury	6,543	6,360	4,351	18,880	106,947	158,381
Continental	1,519	1,408	1,224	6,085	26,436	33,218
Mark VII	487	452	163	1,486	11,331	11,854
Town Car	3,000	2,741	2,448	15,246	74,645	61,417
Total Lincoln	5,006	4,601	3,835	22,817	112,412	106,489
Total L-M Div.	11,549	10,961	8,186	41,697	219,359	264,870
FORD MOTOR CO.	34,165	32,466	26,240	139,714	659,450	854,954
Skyhawk	0	0	0	0	0	6,857
Skylark/Somerset	2,002	1,406	1,994	9,107	40,555	26,939
Century	1,705	2,759	1,339	7,506	30,755	56,807
Riviera	485	224	512	2,430	10,725	10,826
Electra	1,516	1,367	855	1,446	15,570	39,353
LeSabre (fwd)	4,253	88	3,366	17,274	76,284	72,684
LeSabre (rwd)	280	4,186	225	1,249	3,857	3,654
Reatta	211	0	168	926	4,055	3,140
Total Buick	10,452	10,030	8,259	39,938	181,801	220,262
Eldorado	473	948	459	1,933	9,859	18,085
Seville	1,137	706	1,117	5,585	17,240	13,281
Brougham (rwd)	0	622	0	0	13,065	18,117
DeVille (fwd)	3,775	3,983	3,849	19,256	78,035	101,251
Allante	89	75	71	391	1,712	1,513
Total Cadillac	5,474	6,336	5,496	27,165	119,911	152,247
Cavalier	9,036	6,922	7,144	35,149	147,030	180,509
Camaro	2,153	2,757	1,614	8,778	29,118	57,845
Celebrity	0	2,222	0	0	0	61,869
Corsica/Beretta	6,025	8,916	4,907	27,260	126,575	194,183
Caprice	5,695	4,094	4,505	24,938	94,276	93,469
Corvette	558	560	429	2,441	10,831	12,136
Total Chevrolet	23,467	25,471	18,599	96,566	407,930	600,011
Calais	2,537	2,207	2,464	11,306	44,836	45,204
Cutlass Ciera	1,995	1,937	1,527	7,097	35,680	39,922
Cutlass Supreme	2,030	0	1,566	8,333	38,324	51,125
Toronado	257	300	232	1,111	8,248	4,816
88 (fwd)	2,958	2,871	2,112	12,524	45,747	75,842
88 (rwd)	0	172	0	0	2,295	3,784
98	1,425	1,069	1,370	5,868	26,152	38,819
Total Oldsmobile	11,202	8,556	9,271	46,059	201,282	259,512
Sunbird	4,422	3,088	3,450	17,691	68,723	71,244
Grand Am	5,280	4,834	5,207	21,715	89,965	115,446
Firebird	1,365	1,357	1,056	5,592	17,990	31,973
Grand Prix	3,135	0	2,460	13,371	50,118	69,565
Pontiac 6000	1,303	874	1,183	6,538	26,511	39,652
Bonneville	1,933	1,882	1,611	10,410	37,163	45,488
Safari/Parisienne	0	96	0	0	0	2,594
Total Pontiac	17,438	12,131	14,967	75,317	290,470	375,962
GENERAL MOTORS	68,033	62,524	56,592	287,045	1,201,394	1,807,994
DIAMOND-STAR	2,840	1,557	2,423	13,676	63,960	21,793
HONDA	8,826	7,684	7,125	39,252	197,490	175,260
Civic	2,400	2,699	2,144	12,086	55,089	59,198
Accord	6,426	4,985	4,981	27,166	142,391	116,064
MAZDA†	3,979	4,452	3,127	13,244	78,902	107,371
NISSAN	1,570	3,302	1,233	6,837	45,190	53,504
NUMMI	4,200	4,285	4,295	19,744	94,544	90,659
Corolla	2,000	1,688	2,003	9,075	47,648	36,715
Geo Prizm/Nova	2,200	2,597	2,292	10,669	46,896	53,944
SUBARU-ISUZU	495	0	346	1,962	11,567	0
TOYOTA	4,398	3,301	3,548	19,535	96,953	48,635
Total Cars, U.S.	143,904	140,501	121,509	620,506	2,752,136	3,426,802
Total Cars, Canada	25,240	18,922	25,748	104,958	467,060	457,803
U.S., Canada Cars	169,144	159,423	147,257	725,464	3,219,216	3,884,605
U.S., Canada Cars and Trucks	262,869	286,509	245,797	1,219,229	5,452,502	6,380,953

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended June 9, 1990	Week Ended June 10, 1989	Week Ended June 2, 1990	May Total	Jan. 1 to June 9, 1990	Jan. 1 to June 10, 1989
Monaco	0	0	0	1,556	5,132	0
Premier	0	1,307	0	1,939	2,808	19,909
CHRYSLER MOTORS	0	1,307	0	3,495	7,940	19,909
Tempo	3,552	0	3,336	13,885	58,602	66,072
Topaz	1,248	0	1,405	5,905	21,589	27,976
Crown Victoria	2,425	2,617	2,769	11,368	55,602	61,478
Grand Marquis	2,375	2,604	2,091	11,106	51,217	67,212
FORD MOTOR CO.	9,600	5,221	9,601	42,264	187,010	222,738
Celebrity	1,169	995	1,076	3,638	12,631	8,844
Cutlass Ciera	2,391	2,559	2,346	7,534	37,452	77,927
Lumina	5,149	4,814	5,305	19,557	99,205	46,560
Regal	2,851	1,652	3,103	11,482	35,461	35,778
GENERAL MOTORS	11,560	10,020	11,830	42,211	184,749	169,109
HONDA	2,150	1,699	2,189	8,959	47,519	37,324
HYUNDAI	600	0	637	1,567	8,561	0
TOYOTA	1,150	495	1,311	5,670	27,270	4,760
VOLVO	180	180	180	792	4,031	3,963
Total Cars, Canada	25,240	18,922	25,748	104,958	467,060	457,803

U.S. TRUCK	Week Ended June 9, 1990	Week Ended June 10, 1989	Week Ended June 2, 1990	May Total	Jan. 1 to June 9, 1990	Jan. 1 to June 10, 1989
Caravan	2,100	2,456	2,202	10,275	51,460	51,655
Dakota	1,500	2,307	1,642	7,865	34,078	52,873
Caravan C/V	100	150	62	520	3,147	4,129
Ram pickups	2,300	2,317	2,458	11,837	50,335	53,130
Total Dodge	6,000	7,230	6,364	30,497	139,020	161,787
Cherokee	4,000	4,611	3,230	17,769	76,150	108,783
Comanche	200	578	169	879	3,596	15,055
Grand Wagoneer	300	325	268	851	2,673	6,343
Wagoneer	100	92	105	482	1,819	4,104
Total Jeep	4,600	5,606	3,772	19,981	84,238	134,285
Voyager	1,800	2,259	2,004	9,608	48,807	49,126
Town & Country	50	223	52	237	1,565	793
Total C-P Div.	1,850	2,482	2,056	9,845	50,372	49,919
CHRYSLER MOTORS	12,450	15,318	12,192	60,323	273,630	345,991
Aerostar	4,975	4,892	4,290	22,330	92,121	113,621
Bronco	1,217	1,401	973	4,981	24,618	38,837
Bronco II	6,646	2,968	5,192	23,465	70,269	61,039
Econoline	4,731	5,218	3,789	21,413	90,047	114,720
Mediums/Heavies	1,305	1,277	1,034	5,601	24,302	31,389
Light trucks	11,325	11,613	8,739	46,342	209,626	257,531
Ranger	6,350	7,626	5,655	26,572	135,467	160,549
Total Ford Div.	36,549	34,995	29,672	150,704	646,450	775,686
FORD MOTOR CO.	36,549	34,995	29,672	150,704	646,450	775,686
Astro	3,005	3,060	1,723	12,227	52,946	78,339
Blazer	357	546	310	1,893	7,913	13,039
Lumina APV	1,878	0	1,593	9,872	45,026	0
Mediums/Heavies	308	0	275	806	4,411	1,312
P-Model	628	810	544	2,819	11,462	16,256
Pickups	7,205	7,946	5,898	43,970	158,210	184,660
S-10	4,888	5,062	4,124	22,041	105,499	123,835
S-10 Blazer	4,160	3,820	3,579	5,084	60,690	88,483
Sportsvan/Van	1,940	1,098	1,346	8,314	31,629	46,126
Suburban	1,418	1,549	1,260	6,790	30,635	36,386
Total Chevrolet	25,787	23,891	20,452	113,816	508,421	588,436
Jimmy	110	168	101	537	2,525	3,937
Mediums/Heavies	690	0	405	575	7,581	1,496
P-Model	72	139	21	304	1,386	2,146
Pickups	2,672	2,389	2,406	17,482	55,935	55,082
S-15	1,088	1,156	737	5,048	25,515	30,778
S-15 Jimmy	1,457	1,090	1,402	1,810	19,156	25,253
Safari	1,348	813	1,509	5,752	18,924	20,127
Suburban	924	595	799	3,685	14,362	14,536
Vandura/Rally Vans	520	317	716	2,516	10,981	12,538
Total GMC	8,881	6,867	8,096	37,709	156,365	185,893
Olds Silhouette	968	0	680	3,799	15,252	0
Pontiac Trans Sport	900	0	835	4,869	24,641	0
GENERAL MOTORS	36,536	30,558	30,063	160,193	704,679	754,329
NAVISTAR	1,640	1,883	1,330	7,310	32,874	40,215
NISSAN	3,230	2,906	2,525	13,832	69,044	58,216
SUBARU-ISUZU	468	0	283	1,803	11,321	0
AM GENERAL*	450	450	450	1,800	10,440	10,080
MISCELLANEOUS*	3,000	3,000	3,000	12,000	69,600	62,600
Total Trucks, U.S.	94,323	89,110	79,515	407,765	1,818,038	2,047,117

CANADIAN TRUCK	Week Ended June 9, 1990	Week Ended June 10, 1989	Week Ended June 2, 1990	May Total	Jan. 1 to June 9, 1990	Jan. 1 to June 10, 1989
Caravan	2,880	2,985	2,901	14,260	73,048	89,161
Caravan C/V	0	387	120	1,270	5,619	5,752
Ram Wagon	738	0	630	3,068	12,572	13,098
Ram Van	1,586	0	1,311	6,540	27,294	33,900
Total Dodge	5,184	3,372	4,962	25,138	118,533	121,911
Voyager	2,240	2,839	2,170	10,756	59,256	61,224
Total Plymouth	2,240	2,839	2,170	10,756	59,256	61,224
Wrangler	1,500	1,863	1,300	6,660	25,765	38,232
Total Jeep	1,500	1,863	1,300	6,660	25,765	38,232
CHRYSLER MOTORS	8,924	8,074	8,432	42,563	203,554	221,367
FORD MTR. (lt. trks.)	3,648	3,500	3,609	14,917	67,001	79,024
Light trucks	3,450	3,502	3,309	13,820	78,034	72,452
Vans	1,470	791	1,319	5,167	22,113	31,031
Total Chevrolet	4,920	4,293	4,718	18,987	100,147	103,483
Light trucks	1,430	1,412	1,449	5,723	29,873	34,351
Vans	480	423	586	2,814	10,075	15,237
Total GMC	1,910	1,835	2,045	8,537	39,948	49,588
GENERAL MOTORS	6,830	6,128	6,763	27,524	140,095	153,071
NAVISTAR	0	274	221	906	4,598	5,769
Total Trks., Canada	19,402	17,976	19,025	86,000	415,248	439,231
U.S., Canada Trks.	113,725	107,086	98,540	493,765	2,233,286	2,506,348

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News

June 18, 1990

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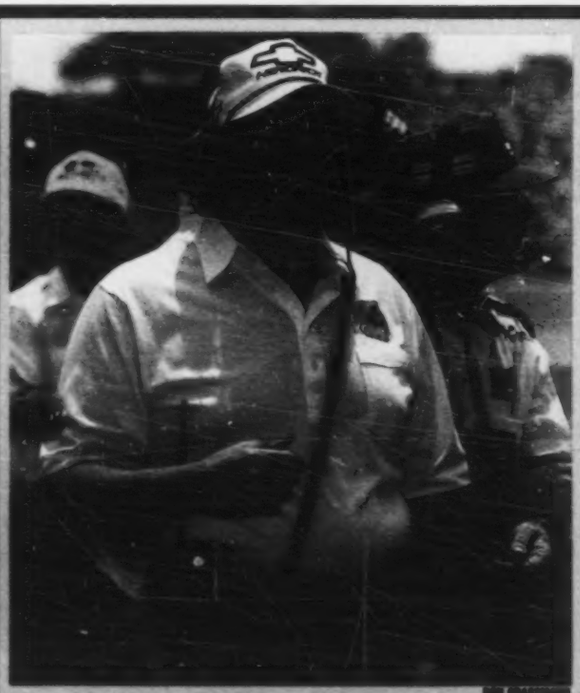

"What I've done all my life in the car business and in racing is take advantage of opportunities," says Rick Hendrick.

THUNDERING SUCCESS

Rick Hendrick steers 1 flick, 31 dealerships and 4 racing teams, but he's still in the pits

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

CHARLOTTE, N.C. — On a steamy Sunday afternoon, J.R. Hendrick III is exactly where he wants to be. In the pits.

In the pits of the Charlotte Motor Speedway, with headset strapped over his Chevy cap, Hendrick is acting crew chief for his NASCAR racing team. But this isn't your run-of-the-mill crew guy.

By 8:30 a.m. Monday, a suit-clad Hendrick, 40, is chairing the executive meeting of Hendrick Management Corp., of which he is sole owner. The holding company owns 31 dealerships, a motorsports operation, sportswear company and various parcels of real estate.

One of the nation's largest auto dealers, Hendrick presides over an auto retailing chain that is expected to ring up about $850 million in sales this year, selling more than 60,000 vehicles. Within the next year or so, he will add three Saturn locations, making him one of the largest dealers for General Motors' newest franchise.

But this isn't your run-of-the-mill super-dealer, either.

Later in the week, Hendrick jets to Los Angeles for an interview with "Entertainment Tonight" concerning the soon-to-be-released movie, *Days of Thunder*. Hendrick served as technical adviser on the stock-car racing movie starring Tom Cruise and ended up a prototype for one of the film's characters.

Back in Charlotte later that week, Hendrick oversees preparations for a major Winston Cup NASCAR race. He has four NASCAR teams.

Despite the frenetic pace, the man whom everyone knows as just "Rick" remains the same calm, down-to-earth guy that friends knew in the days before fame and fortune struck.

Says Hendrick in a gentle Southern drawl: "I'm just one of the guys. I'm one of the guys in the car business and one of the guys with the racing teams." Now he's one of the guys in the movies.

It began four years ago when Hendrick took Tom Cruise and Paul Newman, both race car drivers and actors, to tracks in Charlotte and Daytona Beach,

see HENDRICK, page 28

Chevy cuts Ford sales lead; surge by Geo is big factor

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chevrolet is counting on some rookie car models to prevent crosstown rival Ford Division from winning its fourth consecutive World Series of Sales.

Ford dethroned Chevy as the nation's car-truck sales champion in 1987 and repeated in 1988 and 1989. Chevy figures that's more than enough.

Explorer gaining on Blazer, Page 43

But based on the first five months of this year, the 1990 contest will probably go down to the wire.

Chevrolet has taken the lead in car sales with its fresh Geo line and a surge by the year-old Lumina. Ford's big lead in light trucks has only partly compensated for lost sales of the Escort during model changeover and falling sales of most other Ford nameplates.

Ford Division's solid lead has dwindled. As of May 31, its total vehicle sales were 1,174,572, compared to 1,153,777 for Chevy.

The current 20,795-vehicle Ford lead is a far cry from the 143,282-unit advantage it held at this time last year.

And Ford's lead is all on the light-truck side, where it has an edge of 51,088. In car sales — domestics and captive imports combined — Chevrolet has a lead of 30,293 where a year ago May it was behind almost 80,000.

Chevy General Manager Jim Perkins will not predict when, or if, Chevy will regain the overall lead, but he said the division does have a game plan.

"Our whole idea about life at Chevrolet is to play offense, not defense," he said. "In this day and age, you cannot play catch-up or play defense."

Chevy has either narrowed the gap or taken the sales lead in nearly every category. The biggest

see BATTLE, page 43

DIVORCE?

Chrysler's split with Renault over JJ could open door to Fiat, or someone

By Mary Connelly and Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTERS

The unraveling of Chrysler Corp.'s relationship with Renault is expected to lead the U.S. automaker to make a global alliance with a new partner.

Chrysler and Renault said last week they have terminated the $500 million, 50/50 joint venture to produce and distribute a mini sport-utility code-named JJ.

Italy's Fiat Auto S.p.A. is considered within the industry as Chrysler's most likely new partner.

Advertising Age, a sister publication of *Automotive News*, reports today that Chrysler and Fiat are currently involved in "intense negotiations." The publication did not specify the nature of the talks.

Spokesmen for Fiat and Chrysler would not confirm any new meetings between the two companies.

Speculation within the industry has ranged from the possibility of Fiat taking an equity stake in Chrysler to the two automakers making distribution and product-development agreements in North

see CHRYSLER, page 44

Chrysler-Renault relationships
Renault has exclusive sales and distribution right for Jeeps in France, Italy, Spain and Portugal.
Chrysler buys Renault components, including engines, for Eagle Premier and Dodge Monaco built in Bramalea, Ontario. Will sell at least 300,000 cars by 1992 or pay penalty.
Terminated joint ARCAD venture to build the JJ mini sport utility in Valladolid, Spain and Toledo, Ohio. Chrysler may do vehicle on its own at Toledo.

24-hour production — the next step

Europe's automakers hope to build on GM's success in Spain

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — European carmakers are turning to round-the-clock assembly to boost capacity without adding greenfield plants that could become white elephants when Japanese makers have free rein in Europe.

General Motors, which two years ago launched in Spain what was then the world's only 24-hour operation, now plans to add third shifts to at least two more European car plants. In addition, Automobiles Peugeot is discussing night shifts with unions at two French plants.

Labor relations breakthroughs in Europe are making triple-shifting possible. Volkswagen AG, Regie Nationale des Usines Renault S.A. and Rover Group have reached night-shift agreements with unions this year.

Fiat Auto S.p.A. is considering three-shift operations — principally at its two assembly plants near Turin — but has not begun discussions with local unions.

Last week, GM's Corsa supermini plant in Zaragoza, Spain, was

see 24-HOUR, page 45

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Brazil awaits rules

President's 5-year plan due this week

By Rik Turner
STAFF CORRESPONDENT

SAO PAULO, Brazil — Rules covering the auto industry will figure prominently in President Fernando Collor de Mello's announcement June 23 of his government's industrial policy for the next five years.

The president will make a keynote policy statement, laying out the guidelines for the administration's plan to open and modernize the economy between now and December 1994, when his term in office ends.

June 23 marks Collor's first 100 days in office. It has been an eventful period for the auto industry, starting in mid-March when the government froze $110 billion worth of deposits and investments.

The liquidity squeeze caught the industry with 30,000 vehicles in stock and led to workers being put on paid leave for six weeks.

But the squeeze also led to a spate of dealer markups — illegal in Brazil — on some cars. An irate Collor responded by opening the market to imports for the first time since 1976. While the government set an import tax of 85 percent, it threatened to reduce it if mark-ups did not disappear.

Collor's bold efforts at tackling Brazil's economic problems has led to an unprecedented level of interest by major automakers in establishing manufacturing facilities in the country.

Toyota Motor Corp. is considering a major expansion of its small facilities, Peugeot S.A. was reviewing prospects in Brazil last week and delegations from Nissan Motor Co. and Regie Nationale des Usines Renault S.A. are due shortly.

The government came under intense lobbying to find an outlet for the 30,000 cars in the makers' yards. It responded by freeing $800 million to $900 million in blocked funds belonging to the *consorcio*, the consumer pools responsible for about 40 percent of new-car sales in Brazil.

Prior to the Collor Plan, industry had geared up to produce mainly more sophisticated versions of each model, including large numbers with optional extras, as a way of upping unit value.

"The industry's yards were full of luxury models that traditionally have a slower turn-around," commented Romulo Monteiro Filho, president of the Volkswagen dealer association.

The consortia, on the other hand, buy no-frills standard versions.

The industry took 30,000 orders from the consortia and received the unblocked payment. But it sold the majority of its stocks to the dealer networks, going so far as to offer

see BRAZIL, page 46

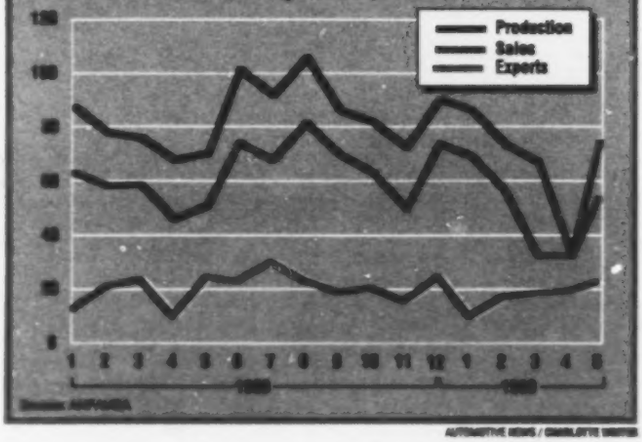
BRAZILIAN VEHICLE SALES

Manufacturer	Jan-May 1990	Jan-May 1989
Cars, light-trucks		
Fiat Automoveis	29,334	28,653
Ford	51,574	55,246
General Motors	63,542	74,515
Gurgel	1,101	802
Toyota	1,765	1,654
Volkswagen	83,253	98,263
Others	20	46
Total	**230,589**	**259,179**
Trucks		
Agrale	573	552
Ford	3,845	3,541
General Motors	1,048	1,143
Mercedes-Benz	5,850	7,317
Scania	1,496	1,332
Volkswagen	3,047	1,724
Volvo	927	466
Total	**16,786**	**16,075**
Buses		
Mercedes-Benz	3,075	2,789
Scania	425	511
Volkswagen	43	29
Volvo	184	190
Total	**3,727**	**3,519**
Total vehicles	**251,102**	**278,773**

SOURCE: ANFAVEA

Brazilian auto industry

Production and home market sales in Brazil plunged this year after the March anti-inflation package was imposed.



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AUTOMOTIVE NEWS / CHARLOTTE SMITH

SALES DIP: *Big 3 can't sustain late-May upturn*

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

U.S. car sales continue to seesaw.

While late May brought sales increases for all domestic and Japanese transplant automakers, the first 10 days of June were not so fruitful.

In the early June period, which had eight selling days compared with nine last year, 241,953 vehicles were sold, a 22.59 percent decline from last year. Car sales numbered 149,813 and were down 24.66 percent. Truck sales totaled 92,140, off 18.96 percent.

Because of the difference in the number of selling days, the combined daily selling rate for cars and trucks dipped 12.91 percent.

The Big 3 automakers experienced substantial car-sales declines, while all the transplants were up.

Chrysler Corp.'s car sales dropped 25.99 percent. Only its Chrysler marque posted an increase.

Dodge Division was down the most with a dip of 41.92 percent. Dodge Daytona sales slipped 66.19 percent. Only 201 Eagle Premier models were sold in early June, an 83.87 percent slide from last year.

Ford Motor Co. and General Motors were down more than Chrysler on a percentage basis. Ford's cars sales declined 26.99 percent, and GM's slid 29.08 percent.

Cadillac was GM's only gainer at the divisional level. Pontiac's sales tumbled the most — 37.45 percent. Every Pontiac nameplate shared in the sales decline.

Chevrolet's Geo Prizm remained strong with 33.10 percent more sales than in the same period last year.

Every Ford Division nameplate reported lower sales figures. The Lincoln Town Car was the only Ford Motor line to post an increase.

10-DAY SALES

DOMESTIC BUILT CARS

	June 1-10, 1990	June 1-10, 1989
Eagle	882	1,246
Chrysler	5,982	5,373
Dodge	7,092	12,211
Plymouth	5,230	7,094
CHRYSLER MTRS.	**19,186**	**25,924**
Ford	29,769	40,755
Lincoln	6,312	6,780
Mercury	7,081	11,581
FORD MOTOR	**43,162**	**59,116**
Buick	9,744	13,678
Cadillac	5,401	5,075
Chevrolet	31,449	44,052
Oldsmobile	11,447	16,603
Pontiac	12,891	20,609
GENERAL MTRS.	**70,932**	**100,017**
HONDA	**9,854**	**7,788**
MAZDA	**728**	**867**
MITSUBISHI	**1,180**	**835**
NISSAN	**1,517**	**1,308**
SUBARU	**212**	**—**
TOYOTA	**3,842**	**3,282**
U.S. CAR TOTAL	**149,813**	**198,957**
TRUCKS		
Chrysler	55	20
Dodge	11,713	15,065
Jeep	4,479	6,997
Plymouth	3,619	5,542
CHRYSLER MTRS.	**19,866**	**27,624**
FORD MOTOR	**33,184**	**37,142**
Chevrolet	28,727	36,220
GMC	6,936	10,569
Oldsmobile	522	—
Pontiac	721	—
GENERAL MTRS.	**36,906**	**46,789**
ISUZU	**262**	**—**
NISSAN	**1,922**	**2,139**
U.S. TRK. TOTAL	**92,140**	**113,894**
U.S. CAR-TRUCK TOTAL	**241,953**	**312,551**

There were 8 selling days in the period this year and 9 last year.

Mitsubishi, up 41.32 percent, had the biggest gain among the transplants. The other Japanese makers that build cars in the United States reported sales increases of 9 percent to 20 percent for early June.

Sales of light trucks declined for each of the four manufacturers that produce those vehicles in the United States. The dips amounted to 10.14 percent for Nissan, 10.66 percent for Ford, 21.12 percent for GM and 28.08 percent for Chrysler.

Toyota studies assembly plant for Brazil

By Rik Turner
STAFF CORRESPONDENT

SAO PAULO, Brazil — Shinji Tomie, president of Toyota do Brasil S.A., confirmed that Toyota Motor Corp. is carrying out a feasibility study for a $1 billion plant to produce four-wheel-drive sport-utilities in Brazil.

The news came a few days before a heavyweight delegation from Peugeot S.A. arrived in Brazil to review possible production in the country. The Peugeot mission will be followed by similar tours by representatives from Nissan Motor Co. and Regie Nationales des Usines Renault S.A.

Toyota's idea is to produce vehicles for Brazil and other South American markets.

The capacity of Toyota's 4x4 plant would be 200,000 vehicles a year. The main condition, according to Brazilian automotive sector sources, is a reduction in the level of local content — currently 95 percent — to 70 percent.

Toyota is concerned that its imported components should include the on-board electronics which are now standard fittings in most models. Entry of these components is still prohibited by the country's protectionist legislation.

Tomie recently returned from a trip to Toyota in Japan, where he set up a deal to import 120 Crown sedans. The development follows the opening of the Brazilian market to imported built-up cars.

Peugeot met with Economy Minister Zelia Cardoso de Mello and Economy Secretary Joao Maia in the capital, Brasilia, last Monday and Tuesday. Their discussions centered on an initial plan to import built-up Peugeot 505s to Brazil. But the two sides also discussed a local assembly plant for the 405 as a second stage, and a full 405 production facility in the long term.

A Peugeot factory in Brazil is likely to involve close ties with its local assembler in Argentina, Sevel.

The Peugeot team was led by Bernard Montel, international affairs director; Luis Zureta Saenz Pena, director for Latin America; and Alain Fromageot, head of industrial programs.

Extra Acura

Honda is proposing a 1991 sedan, left, and coupe to plug the gap between Integra and Legend. The next Legend, due in 1992-93, will move upscale.

2 Subarus slip through passive restraint loophole

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — So you thought all 1990 cars carried either an air bag or automatic seat belts? Well, think again.

Subaru of America Inc. has equipped its 1990 four-wheel-drive Justy and Loyale models only with three-point manual safety belts. That's because the cars are classified as multipurpose vehicles and therefore are not required to have passive restraints.

Subaru has not violated the federal rule mandating passive restraints on all 1990 passenger cars. Multipurpose vehicles are exempt from the passive-restraint standard.

But Subaru appears to be the only automaker to take advantage of what consumer advocates and safety experts call an obvious loophole.

"They may not be breaking the law, but they're violating the spirit of the rule," said Clarence Ditlow, executive director of the Center for Auto Safety. "It's an abuse of the rule, plain and simple."

The National Highway Traffic Safety Administration permits automakers to classify vehicles with off-road capabilities as multi-purpose vehicles. Four-wheel drive is among the criteria.

And even though they have multipurpose-vehicle status, the 4wd Justy and Loyale carry all other safety features required on cars.

see 4WD, page 42

Corrections

A media spending chart in the Automotive News 1990 Market Data Book reported that Yugo spent $93,000 on advertising in 1989. A Yugo spokesman said 1989 advertising volume was $1 million. Data for the chart were collected from Leading National Advertisers in New York. Totals do not include spot radio or dealer advertising.

In the Market Data Book directory section, an outdated address and phone number were given for Automotive Helping Hand, a consultant firm. The new address and phone are: Automotive Helping Hand, Box 457, Casa Grande, AZ 85222. Phone: 602-426-3810.

Mignanelli's rise at Nissan may foreshadow trend

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Last week's appointment of an American — Thomas Mignanelli — as president of Nissan Motor Corp. in U.S.A Inc. could be the tip of the iceberg as other Japanese importers move to give their U.S. operations a more American look.

Europe's importers prefer own, Page 42

In promoting the 45-year-old Mignanelli from executive vice president of operations to president, effective July 1, Nissan becomes the first Japanese auto importer to give an American the presidency of a wholly owned U.S. sales and marketing arm. Mignanelli joined Nissan in 1987 as vice president of marketing, after spending 18 years at Ford Motor Co.

"Japanese sources have indicated to me that we'll see more American executives moved into top jobs because of the dominance of the importers' business in the U.S., and the need to be close to their immediate customers," says William Inglis, senior partner in the Los Angeles office of Korn/Ferry International, an executive search firm. "It's very much under consideration at each of the import companies here in the U.S."

J. David Power III, president of J.D. Power & Associates, an Agoura Hills, Calif., research firm, believes Mignanelli's appointment and others that may follow reflect the consumer-driven nature of today's market. "You have to cut the chain of reporting," Power says. "Those importers that rely on their own native people to make all the decisions about activities in foreign markets are going to find that they're falling behind."

Mignanelli replaces Kazutoshi Hagiwara, who's returning to Japan for an unspecified position with Nissan Motor Co. Ltd. Mignanelli will assume all Hagiwara's responsibilities for managing Nissan's day-to-day operations as well as charting Nissan and Infiniti sales strategies.

Mignanelli will report to Yoshikazu Hanawa, president of Nissan North America Inc., which coordinates 10 U.S.-based subsidiaries. Hanawa, who splits his time between Japan and Nissan North America headquarters in Torrance, Calif., is also chairman of Nissan

see MIGNANELLI, page 42

AUTOMOTIVE NEWS JOE WILSDEN

Maserati's U.S. lineup currently consists of three models based on the nine-year-old Biturbo: the 430, the Spyder and the 228. It reported 280 U.S. retail sales in 1989; its highest U.S. retail volume was 2,023 in 1984.

MASERATI: *U.S. sales dismal at 18 a month; Fiat may provide road to recovery*

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Maserati's presence in the United States has dwindled to next to nothing — about 18 sales a month.

Last January's rescue by Fiat has postponed immediate financial disaster, but additional benefits from the deal appear to be at least a couple of years away.

"We've had our ups and downs, but we've hit bottom, and now we're beginning to crawl again," said George Garbutt, executive vice president of sales at Maserati Automobiles Inc., the U.S. importer and distributor in Baltimore, which has 50 dealers.

Garbutt said he expects sales of about 225 cars for 1990. Through May, 89 were sold.

In 1989, Maserati sold only 114 cars to the U.S. importer, 4.3 percent of Maserati's worldwide wholesale volume. In turn, U.S. dealers bought 213 cars, largely from inventory.

The company reported 280 retail sales in the United States last year. Maserati's highest U.S. retail volume was 2,023 in 1984.

The sales famine has been felt at headquarters, where Maserati Automobiles has cut its U.S. work force from 56 in late 1988 to 22.

Fiat represents the best hope for recovery.

In January, Fiat Auto S.p.A. paid Maserati's parent company, DeTomaso Industries in Red Bank, N.J., about $61.8 million for 49 percent of Maserati S.r.L and the Maserati trade name. DeTomaso Industries now owns 42 percent of Maserati S.r.L., and Chrysler Corp. owns 8 percent.

Fiat also bought from DeTomaso 51 percent of the stock of Innocenti Milano S.p.A., which makes Innocenti minicars, and other DeTomaso assets for an additional $16.6 million.

For Fiat, the Innocenti deal provided additional manufacturing capacity, which will be used to make 30,000 Fiat Panda minicars annually. Fiat officials have said Innocenti was their main interest in the DeTomaso Industries deal, not Maserati.

But in the long run, Maserati hopes to benefit from Fiat's clout in purchasing, high technology and research and development.

Maserati S.r.L will work jointly with Fiat's Alfa Romeo on future

see MASERATI, page 26

Fiat deal was just in time for Maserati

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Alejandro DeTomaso, the managing director of Maserati, had long thundered against an alliance with Fiat. But amid rumors last year that Japanese companies were negotiating for Maserati, the deal with Fiat was made.

Maserati — a famous but fading Italian marque — thereby joined Jaguar plc, Saab Car Division and AB Volvo as famed European names that lost at least a measure of independence through outright acquisition or by linking with larger companies.

Maserati badly needed a helping hand. The Fiat deal followed a decision by Chrysler and Maserati to scrap production of the Maserati-built Chrysler TC convertible at the Lambrate plant near Milan, Italy.

The luxury-performance maker's already anemic worldwide sales have been steadily declining since the mid-1980s. Sales have dropped from 6,274 in 1984 to 2,651 last year. Maserati production fell 20 percent to 647 cars in the first quarter of 1990 from 810 over the

see FIAT DEAL, page 26

CURRENCY D-DAY

East Germany's July 2 switch will push its industry into free-market competition

By Joseph Boho
AUTOMOTIVE NEWS STAFF REPORTER

LUDWIGSFELDE, East Germany — For East Germany, July 2 is "D-Day."

That's when East Germany adopts the West German mark, allowing its citizens to buy anything produced in the world, and automotive companies like VEB IFA Nutzkraftwagen Kombinat have to confront the realities of free-market competition.

To many East German workers worried about their jobs for the first time, communism never looked better. But to managers who must catch up with a half-century of global competition, communism is still a lingering nightmare. Western firms venturing into the East Bloc are finding a world of low productivity, out-of-kilter prices and inadequate distribution systems.

IFA's sprawling industrial complex dates back to World War II when Daimler-Benz built aircraft for Germany's war effort. Designed for self-sufficiency, the 9,000-employee IFA factory complex handles everything from research and development to final assembly. The company produces 85 percent of the value-added components of the trucks it assembles, including everything except its own rubber, electrical and glass products.

But parts are the major problem for the plant, which turns out 33,000 medium-duty trucks a year.

IFA operates only half as efficiently as a West German Mercedes-Benz plant, according to internal studies by the firms. A task that requires 50 Mercedes workers takes 500 at the East German company, according to IFA General Director Lothar Heinzmann.

The two have a partnership under which Mercedes will supply cabs for IFA's L60 model. Mercedes Vice Chairman Helmut Werner cautious about an eventual takeover of the firm.

Mercedes' first task will be helping IFA with its supply problems.

Under the Communist system, IFA received credits or entitlements to obtain certain materials and components, but it had to

see GERMANY, page 25

How the Reds cooked books

STUTTGART, West Germany — East German communism spawned a perverse kind of balance-sheet corruption, says Mercedes-Benz AG after an extensive study of Eastern European activities.

A company manager might tell his boss, the state minister, that it was a tough year, the competition was dirty and he had lost 100 million East German marks, says Mercedes Vice Chairman Helmut Werner.

The minister would tell the manager he was wrong: He actually made a profit of 500 million marks because he failed to consider the increase in his corporate assets. Under communism, fixed assets aren't depreciated — they're appreciated. The minister would write down 500 million marks.

The corporate manager, who still needed working capital for his business, would present the figure to the bank and get the money he needed. The state minister would then turn around and claim the 500 million marks as the state's because it was corporate profit.

Such tactics saddled East Germany companies with unfair liabilities and have led West German business leaders to insist that the liabilities be eliminated immediately after the economic integration of the two Germanys July 2.

Brazilian minivan killed; GM looks at other options

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

MONTE CARLO — General Motors has apparently abandoned its program for an Adam Opel-engineered global minivan that originally was to be sourced in Brazil and marketed in Europe and the United States.

GM is still bullish on the emerging minivan segment in Europe, but is considering other alternatives. The vehicle originally considered was a high-roof version of the next-generation Kadett. "That spe-

see OPEL, page 49

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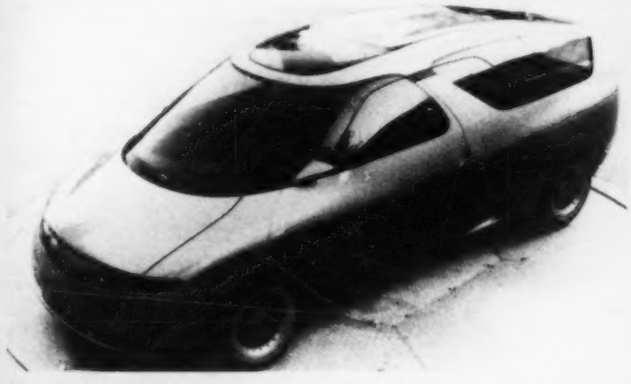

Mazda looks ahead

Mazda Motor Corp. sprang a surprise by showing this vision of a future multi-purpose limousine at the opening of its new $33 million European R&D Center in Oberursel, West Germany. Known as Gissya, the concept vehicle has a transverse-mounted triple rotor engine producing 275 horsepower, six-speed pre-selector gearbox, four-wheel drive and four-wheel steering.

Taiwan dawns as Shangri-La for Big 3, U.S. parts makers

By Glenn Smith
SPECIAL CORRESPONDENT

TAIPEI, Taiwan — This city may not be a well known venue for the debut of new vehicles, but the U.S. auto industry found a better reason to participate in the Taipei international auto show in mid-May.

"Taiwan has become one of the most important export markets for U.S. automakers," said Craig Allen, manager of the trade center of the American Institute in Taiwan and organizer of a contingent of U.S. exhibitors at the show.

"U.S. parts suppliers are also increasing sales rapidly," Allen added. "We are very bullish on this market."

Held at the Taipei Trade Center, the event attracted 303 exhibitors, of which 73 were foreign. U.S. automakers dominated the show, filling one-fourth of the 5.3-acre hall with an American pavilion manned by the Big 3 and 22 U.S. parts and accessory suppliers.

With Japanese and South Korean auto imports banned from Taiwan, U.S. and European makers are tapping a growing market on this island of 20 million.

Passenger vehicles in operation in Taiwan reached 1.87 million last year, double the 956,000 of 1986. New-car sales in 1989 totaled 368,000, and 42 percent were imports.

U.S. automakers are emerging as the chief beneficiaries of the trend. They sold 54,000 cars in Taiwan last year, more than the combined sales of U.S. passenger cars in South Korea and Japan. The GM and Ford totals include a number of vehicles made in West Germany and Brazil.

According to a study by the American Institute in Taiwan, vehicle imports will grow 25 to 30 percent annually for the next five years. Foreign models are expected to account for more than 50 percent of Taiwanese car purchases by 1992. The U.S. share is forecast at 110,000 vehicles.

That optimism was echoed by American exhibitors in the aisles of the Taipei show.

"Next year will be a strong one for U.S. cars," said Arthur Lee, sales and marketing manager of Chrysler Corp.'s international business office in Taiwan. The subsidiary opened in October 1987 to oversee the sales effort of three local distributors.

Exposure at the exhibition will help Chrysler increase sales on the island to 8,500 units this year from last year's 4,500, said Lee.

There are other reasons as well, he said. First, the Taiwanese are flush with cash after decades of saving their earnings. Further, during the late 1980s, many consumers enjoyed enormous capital gains from stock and real estate booms. Spending power is at an all-time high.

Trade friction also has been a factor. In response to U.S. pressure, the Taiwanese dollar has appreciated from 41 to the U.S. dollar in 1986 to a high of 25 last year. Import duty on passenger cars was cut in January 1988 from 55 to 48.5 percent, in accordance with the government's Auto Industry Development Program.

The duty was reduced again last January to 40 percent and is scheduled to drop to 30 percent in 1991. "That (last cut) will mean a 7.1 or 7.2 percent reduction in retail price," said Lee.

"The sale of GM cars took off in 1986," said Frank Lien, advertising and promotion manager of GM Taiwan Inc. "The market (here) for American cars was not really that significant until three years ago."

Like Chrysler, GM is bolstering long-established Taiwan market channels by forming a local subsidiary of the U.S. parent. Established last August, the 15-person operation is responsible for parts, distribution and marketing through 200 sales outlets of its distributors. According to Lien, GM Taiwan sold 34,000 cars last year, including its Brazilian pickup (GMT 500) and the West German Opel Kadett.

> "The market for American cars was not really that significant until three years ago."
>
> **Frank Lien**
> GM Taiwan Inc.

That import figure surpassed that of Ford Lio Ho, which last year imported 15,548 American-made Sables and West German-made Scorpios and Sierras. But for Ford's Taiwanese operation, that was merely a bonus.

Ford Lio Ho was founded in December 1973 and has become the island's largest automaker. Last year, it sold 94,553 Taiwan-made (50 percent local content) passenger cars on the island.

In 1988, Ford Lio Ho surpassed the former leader, Yue Loong, which is 25 percent owned by Nissan Motor Co. Ltd. Ford Lio Ho had 31.4 percent of sales of Taiwanese vehicles last year compared with Yue Loong's 20.8 percent.

Ford Lio Ho's success in the local market hides its recent failure to sell its Taiwan-made Mercury Tracers in Canada.

From 1986 to 1988, 17,000 Taiwan Tracers were exported to Canada, but the appreciation of the Taiwan dollar ended the program.

Yue Loong, too, failed to develop its planned export program for the Feeling 101 model.

Together, Ford Lio Ho and Yue Loong produced 52.2 percent of the Taiwan-made vehicles sold on the island last year. The remaining sales of Taiwanese vehicles — 149,863 units — were divided among eight automakers.

All are joint ventures with foreign makers. They are China Motor and Mitsubishi Motors Corp.; San Yang and Honda Motor Co.; Yue Tyan and Daihatsu Motor Co. and Automobiles Peugeot; Sanfu and Regie Nationale des Usines Renault; Kuo Ziu and Toyota Motor Corp.; Chinese Automobile and Automobiles Citroen; Tai Ching and Fuji Heavy Industries; and Prince Motor and Suzuki Motor.

That makes the persistent rumors that GM is considering assembly operations here all the more surprising. Two years ago, the reports linked GM with Yue Loong. They were replaced last fall by tales of negotiations for a $100 million joint venture with Chinese Automobile Co.

"You can read at least seven or eight different stories in the papers about our prospective partners," said Lien, "But there has been no official announcement about local assembly, so how could we have chosen (a partner)?"

Observers here find it hard to understand why GM would want to invest in manufacturing in Taiwan. While the Taiwanese market is growing, it is small and already crowded. In addition, export efforts by Yue Loong and Ford Lio Ho failed.

One factor in Taiwan's favor is greatly strengthened commercial links with mainland China. The government in Taipei has been progressively opening indirect business channels with China.

Last year, indirect two-way trade between Taiwan and China was worth $4 billion, and Taiwan companies have invested — via third countries — more than $1 billion on the mainland. Taiwanese carmakers — including Yue Loong and Sanfu — are conducting feasibility studies for mainland joint ventures in manufacturing, sales and service.

The question being considered here is whether Taiwan could some day be the gateway to China for Western multi-nationals. That is a topic discussed in just about every industry here these days, and the auto industry is no exception.

Taiwan industrialists are dreaming of a China Triangle of Taiwan, Hong Kong and China, potentially the world's largest market and a counterweight to any protectionist trends in the United States and the European Community.

MARKET SHARE OF TAIWAN AUTO MANUFACTURERS

	1986 Percent	1987 Percent	1988 Percent	1989 Percent
Yue Loong (Nissan)	37.8	32.0	25.0	20.8
Ford Lio Ho	17.9	21.6	27.9	31.4
China Motor (Mitsubishi)	15.0	11.6	12.5	12.8
San Yang (Honda)	12.5	15.0	13.9	12.4
Yue Tyan (Daihatsu)	8.5	11.7	12.2	11.6
Sanfu (Renault)	8.3	8.1	7.7	5.6
Kuo Ziu (Toyota)	—	—	0.8	4.2
Chinese Auto (Citroen)	—	—	—	1.1
Tai Ching (Subaru)	—	—	—	0.1

Joint venture partners in parentheses

TAIWAN AUTOMOBILE SALES

	1986	1987	1988	1989
Taiwan-built passenger cars	111,516	157,394	184,203	210,375
Imported passenger cars	26,980	48,223	131,280	158,000

INDIA: *New foreign ownership rules help whet makers' appetites*

By Sadananda Mukherjee
SPECIAL CORRESPONDENT

NEW DELHI, India — The world's automakers are on the lookout for suitable Indian partners to set up projects. This follows changes in government regulations that would make investment in the country more attractive to overseas companies.

Among those believed to be seeking an entry are Mercedes-Benz AG, BMW AG, General Motors, Volkswagen AG and AB Volvo.

Their interest follows the success of Maruti Udyog Ltd., which has built a tie-up with Suzuki Motor Co. of Japan.

Raunaq Singh, chairman of the Raunaq Group and president of the Federation of Indian Chambers of Commerce and Industry, is a potential collaborator. He claims to have had talks with BMW, GM and VW on possible manufacturing links.

GM has also had some dialogue with C.K. Birla of Calcutta-based Hindustan Motors, manufacturer of Ambassador and Contessa passenger cars. Unconfirmed reports claim one of the Modis group of companies has been in touch with Volvo.

None of the Indian promoters has so far made any collaborative application to the government.

The government's just-announced industrial policy allows automatic increases in foreign ownership of Indian companies up to 40 percent, based on the condition that effective technology transfers take place.

But a stipulation has been placed on imports of capital goods. It specifies that the landed value of capital goods should not be more than 30 percent of a project's entire cost in terms of plants and machinery.

Ajit Singh, the minister for industry, said new policies covering the Monopolies and Restricted Trade Practices and Foreign Exchange Regulation Act will be announced soon.

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Head injuries a risk in Ranger, Prelude crashes

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Drivers of a Honda Prelude or Ford Ranger 4X4 would "likely" suffer head injuries in a head-on accident at 35 mph, the government said.

But Ranger passengers are "unlikely" to receive head injuries in such a crash, according to the National Highway Traffic Safety Administration. Prelude passengers scored in the "possible" head injury range.

Under NHTSA's New Car Assessment Program, numbers below 750 indicate that head injury is unlikely; between 750 and 1,250, head injury is possible; and above 1,250, head injury is likely. For the crashes, a vehicle is driven into a barrier at 35 mph.

The Prelude had a 1,279 driver-side score and 854 for the passenger.

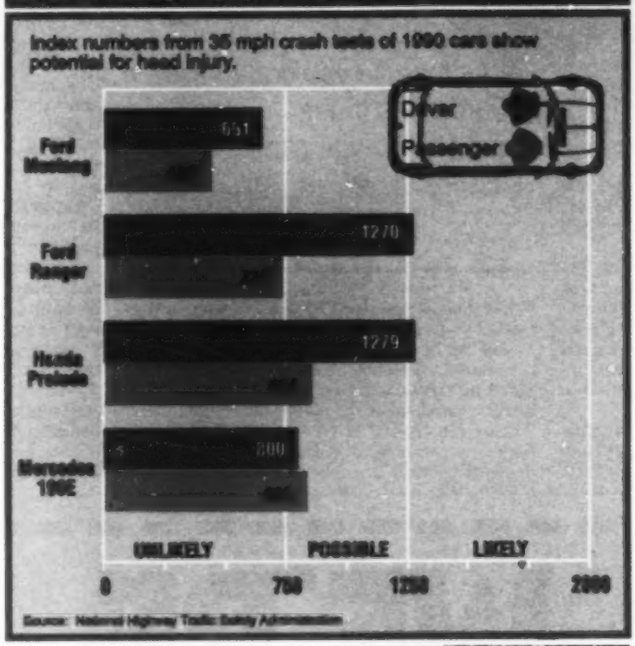
Ranger is the only 1990 light truck crashed so far. It had a driver-side score of 1,270 and passenger score of 736.

The Ford Mustang convertible, classified for comparison with other vehicles weighing 3,500 pounds or more, placed in the "unlikely" injury range for driver and passenger.

The Mercedes-Benz 190E, classified in the same 3,000 to 3,499 pound category as the Prelude, had driver and passenger scores in the "possible" range.

NHTSA said comparisons are meaningful only when made between vehicles of the same type and within an approximate weight range of 500 pounds.

Head injury potential



AUTOMOTIVE NEWS / CHRISTINE DERVIS

Interest rates hobble Canadian vehicle sales

By Steve Meril
SPECIAL CORRESPONDENT

VANCOUVER, British Columbia — Canadian interest rates are at their highest level since the early 1980s, dampening an already dismal year for domestic automakers and dealers.

Government inflation-fighting policies and ongoing constitutional problems — linked to fears of renewed Quebec separatism — have kept lending rates high.

The key Bank of Canada prime rate reached an eight-year high of 14.05 percent in mid-May, easing to 13.72 percent early this month. That compares with an average of 9.64 percent in 1988 and 12.20 percent last year.

Canadian car and truck sales rose 2.5 percent in 1988 and dipped 5.2 percent the following year. Through April, they were down 8.2 percent from year-ago levels.

A forecast by the Royal Bank, Canada's largest financial institution, predicts the Bank of Canada prime rate will average 13.59 percent this year and drop marginally in 1991.

Borrowing costs and recession worries have stiffened consumer resistance when the Big 3 automakers can least afford it. For years they have been fueling sales through costly incentives.

"They're approaching the bottom of the well just when the well should be full of water," said John Winter, a Toronto retail marketing consultant and president of John Winter Associates Ltd.

Bank consumer loan rates typically range from 14.75 percent to 16.5 percent. That makes incentive financing even more important, but the automakers are being forced to support their programs on a lower sales base.

Even during the 1981-1982 slump, when lending rates soared into the 20 percent range, high rates didn't last as long, said Jack Clissold, vice president of sales and marketing at Ford Motor Co. of Canada Ltd.

"It's not so much the rate but the sustained level of the rate that bothers us," he said.

Low interest financing is more popular with Canadian consumers than cash rebates.

Dealers, too, are balking at the higher floorplanning costs — financed at 1 percent over bank prime, said Clissold. A 15 percent prime rate would be a dangerous psychological barrier for both dealers and consumers, he said.

General Motors of Canada Ltd. is offering 9.9 percent financing over 48 months on a wide range of products. Paul Sullivan, the company's director of business strategy, said GM's own cost of money has climbed 2 percent since the latest program began.

Sullivan couldn't supply precise incentive costs but estimated that for an average customer financing $11,500 to $12,000 over 48 months, the 9.9 program currently costs GM between $1,200 and $1,300.

Chrysler Canada Ltd. declined to talk. "It creates a further negative atmosphere," said spokesman Walter McCall.

Import nameplates continue to outperform domestics despite fewer customer incentives, but dealers believe like they are peering over a precipice, said Brian Caldwell, executive director of the 1,016-member Canadian Association of Japanese Automobile Dealers.

"You take another step and you haven't fallen off yet," said Caldwell. "Every point (rise in interest rates) takes people out of the marketplace. Everybody's definitely afraid of next month."

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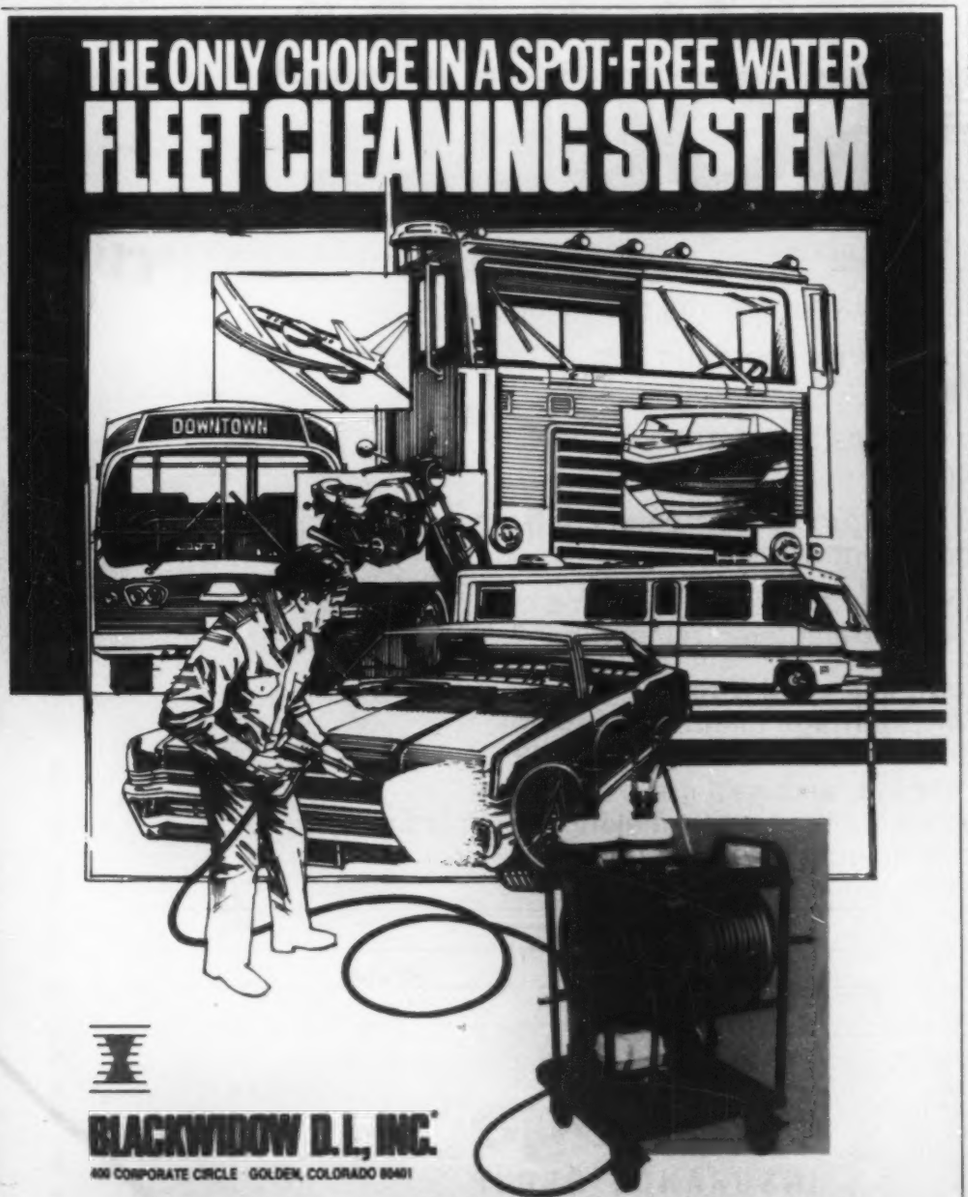

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Car inventories rise

But domestic supply remains at 60 days

By Karen Dellowski
AUTOMOTIVE NEWS STATISTICIAN

Domestic new-car inventories rose slightly during May, but the days' supply on June 1 was 60 days, the same as a month earlier.

Automakers and dealers continue to keep car inventories in line with this year's slow sales pace. The June 1 stockpile of domestic cars rose 3.40 percent to 1,470,537 units from 1,422,136 on May 1. A sales spurt in the last 10 days of May left inventories balanced at month-end.

On June 1, importers had 657,371 cars in stock, the equivalent of a 74-day supply. The stockpile was down 22,509 units from May 1, and the days's supply dipped from 82.

Combined June 1 inventories of domestic and imported new cars at dealerships, enroute to them or on factory lots totaled 2,127,908, a 63-day supply, compared to 2,102,016, a 65-day supply, on May 1. On June 1, 1989, the stokpile of 2,505,689 domestic and imported cars represented a 67-day supply.

Total industry car sales in May were off 9.48 percent from 1989.

Of the Big 3, Ford Motor Co. reported the biggest increase in days' supply — 70 days on June 1, up from 59 a month earlier.

Ford's total car sales fell 20 percent in May, causing an increase in the days' supply of 11 days for Ford and 12 days for Mercury. Lincoln was up six days. The June 1 figures were 72 days for Ford, 71 for Mercury and 60 for Lincoln.

The Ford Probe, which had been carrying a 100-plus days' supply since the beginning of this year, dipped to a 61-day supply.

General Motors' car inventory remained steady, inching up to 63 days from 62 on May 1.

Chevrolet and Cadillac were the only GM car divisions to reduce their days' supply. Chevrolet stocks were down to 55 days from 59 on May 1. Cadillac, which last month held the highest days' supply of any GM car division, reduced its inventories to 63 days from 74.

A key factor for Cadillac was the depletion of Sevilles from 54 days last month to 18 days on June 1.

Oldsmobile 88 and 98 models increased to a 113-day supply, up from 79 days and 82 days.

Other GM models with supplies of more than 100 days on June 1 were Buick Electra and Reatta, Cadillac Allante, Oldsmobile Cutlass Supreme and Pontiac Bonneville.

Chrysler Corp.'s total stockpile dipped to a 60-day supply from last month's 77. All Chrysler divisions shared in the reduction.

The company's highest days' supply was 280 for the Dodge Monaco, but that was down from 294 on May 1.

Other Chrysler models with more than a 100-day supply were Eagle Premier and Chrysler Imperial, but both were lower than on May 1.

Among the Japanese transplants, Honda, Mitsubishi and Subaru reduced their days' supplies during May, although the Subaru figure was 335 days. Mazda was up for the month, and Nissan was unchanged.

On the import side, stocks of Japanese cars dipped to 57 days from 72 on May 1; West German cars dropped to 92 days from 100; and cars from other lands fell to 74 from 85.

Supplies of imported trucks fell to 49 days from 53 on May 1.

IMPORT DAYS' SUPPLIES

	June 1, 1990	May 1, 1990	June 1, 1989
Chevrolet	92	94	119
Chrysler Motors	112	140	158
Acura	61	68	46
Daihatsu	78	67	83
Honda	37	51	25
Infiniti	106	47	-
Isuzu	310	143	119
Lexus	23	19	-
Mazda	54	73	53
Mitsubishi	88	82	24
Nissan	89	101	88
Subaru	148	99	95
Suzuki	227	265	160
Toyota	57	72	29
JAPAN	71	79	61
Audi	149	200	141
BMW	88	73	73
Mercedes-Benz	42	40	54
Mercury	242	73	117
Porsche	70	84	98
VW	108	145	68
GERMANY	92	100	72
Alfa Romeo	86	103	120
Ford	94	82	118
Hyundai	54	72	58
Jaguar	68	68	58
Peugeot	59	84	94
Pontiac	89	114	116
Eagle/Chrysler	207	157	158
Saab	83	74	78
Sterling	63	67	73
Volvo	79	95	73
Yugo	92	95	171
Other Countries	74	85	85
Total Import Cars	74	82	66
Daihatsu	59	53	-
Geo Tracker	96	121	139
Isuzu*	117	93	121
Mazda	27	55	68
Mitsubishi	68	82	74
Nissan*	65	43	82
Range Rover	67	72	42
Suzuki*	109	133	97
Toyota	18	23	50
Dodge	125	118	170
Total Imp. Trucks	49	53	81
Total Imp. Vehicles	68	75	69

*Includes domestic vehicles

DOMESTIC DAYS' SUPPLIES

	June 1, 1990	May 1, 1990	June 1, 1989
Talon	54	63	—
Premier	146	172	128
Total Eagle	80	101	128
Horizon	72	89	92
Laser	71	92	51
Sundance	49	76	93
Reliant	51	31	79
Acclaim	34	39	43
Total Plymouth	48	63	65
LeBaron A	42	62	—
LeBaron J	61	75	83
LeBaron GTS	84	39	248
Fifth Avenue (rwd)	64	32	104
Fifth Avenue (fwd)	68	106	—
Imperial	136	143	—
New Yorker C	58	100	61
Total Chrysler	61	83	76
Omni	66	90	86
Shadow	41	58	74
Monaco	280	294	—
Daytona	84	104	78
Aries	61	33	71
Lancer	88	39	252
Spirit	33	47	53
Dynasty	64	67	37
Total Dodge	55	68	60
CHRYSLER MTRS.	56	72	68
Escort	70	85	94
Mustang	81	82	53
Tempo	74	45	89
Taurus	71	51	54
Thunderbird	78	59	94
Probe	61	113	70
Crown Victoria	74	55	65
Total Ford Div.	72	61	75
Topaz	71	53	65
Sable	76	64	59
Cougar	63	51	79
Grand Marquis	71	67	80
Total Mercury	71	59	74
Continental	51	37	71
Town Car	43	47	72
Mark VII	49	62	50
Total Lincoln	46	48	67
Total L-M Div.	60	54	72
FORD MOTOR CO.	68	59	74
Skyhawk	95	48	103
Somerset	36	36	42
Century	71	65	56
Regal	84	69	83
LeSabre	74	52	80
Reatta	135	101	169
Electra	121	115	169
Riviera	98	95	83
Total Buick	72	60	74
Cimarron	—	—	136
Allante	152	154	105
Seville	18	54	59
DeVille	79	72	67
Brougham	91	104	78
Eldorado	58	62	81
Total Cadillac	63	74	69
Geo Prizm/Nova	73	73	136
Cavalier	51	34	57
Camaro	58	81	65
Celebrity	53	78	46
Corsica/Beretta	52	69	84
Lumina/Monte Carlo	57	68	0
Caprice	58	61	74
Corvette	51	91	109
Total Chevrolet	55	59	62
Calais	91	42	69
Cutlass Ciera	37	77	70
Cutlass Supreme	102	56	123
88	113	79	79
98	113	82	66
Toronado	91	26	186
Total Oldsmobile	69	63	84
Sunbird	58	59	61
Firebird	77	94	89
Grand Am	39	39	65
Pontiac 6000	56	66	61
Grand Prix	71	56	118
Bonneville N	100	69	76
Safari/Parisienne	—	—	94
Total Pontiac	59	56	70
GENERAL MTRS.	61	69	78
HONDA	29	36	17
MAZDA	74	55	57
MITSUBISHI	45	56	102
NISSAN	125	125	110
TOYOTA*	38	41	34
SUBARU	335	352	—
DOM. TOTAL	60	60	67
Subcompact	48	54	54
Compact	55	53	62
Intermediate	61	63	64
Standard	75	67	76
Specialty	71	99	69

*Estimate

MIGNANELLI

FROM PAGE 3

Motor Corp. in U.S.A.

The creation of Nissan North America earlier this year paved the way for Mignanelli's promotion. The move created an umbrella organization with Japanese management that can oversee the activities of individual subsidiaries. Nissan's next largest subsidiary, Nissan Motor Manufacturing Corp. U.S.A. in Smyrna, Tenn., is also headed by an American, Jerry Benefield.

"This is part of our global strategy to think globally and act locally — all over the world. In order to act locally effectively, you should have an American president," says the departing Hagwara. He has been in the United States five years, "the normal tenure" for a Japanese executive in the United States.

Whether other companies follow suit depends on a number of factors, including their management structure, the ages of its executives and the tenure of U.S.-based Japanese presidents.

"More companies may follow this pattern as they get more Americanized with assembly operations here and less dependence on imports, but we don't have any plans like that at this time," says Dick Recchia, executive vice president/general operations of Mitsubishi Motor Sales of America Inc.

A spokesman for American Honda Motor Co. Inc. says the company has no plans to name an American president. "Traditionally the president has been Japanese, but there's no policy or law that says that's the way it has to be. Fundamentally, though, we don't think nationality is that important."

Subaru of America Inc. has had Americans at its helm since it began selling cars in the United States in 1968. But unlike its peers, Subaru has operated as a publicly traded company and has been 49.6 percent owned by Fuji Heavy Industries Inc. Fuji has agreed to buy the rest of Subaru.

Europeans tend to bypass Yanks

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Among European importers, only the two Swedish companies have Americans in charge of their U.S. import operations. The major German, French and British importers are run by Europeans.

Joseph L. Nicolato, president of Volvo Cars of North America is the dean of European import executives.

A native of Newark, N.J., Nicolato has been in charge of all Volvo automobile operations here and in Canada since 1981.

"The Swedes feel that the person in charge of marketing cars in a market should be a national," said Volvo spokesman Robert C. Austin.

Nicolato has a direct line to the parent company in Sweden, but he also reports to Bjorn Ahlstrom, president and chief executive officer of Volvo North America Corp. A Swede, Ahlstrom has been in the United States since the early 1970s and has become a U.S. citizen, Austin said.

Saab-Scania of America Inc. is headed by President Robert J. Sinclair, a native of the Philadelphia area. Sinclair worked for Saab from 1958 to 1962, when he switched to Volvo. He rejoined Saab in 1979.

The top ranks of the European importers include many lieutenants who are either Americans or are Europeans who have lived in this country long enough to be considered "lifers."

Mercedes-Benz is an example. Erich Krampe, a native German with experience at Mercedes subsidiaries in England and in Eastern Europe, has been president of Mercedes-Benz of North America Inc.since 1987.

Presidents or European importers also tend to have experience with the export side of the parent company's business. An example is Hans-Jorg Hungerland, president of Volkswagen of America Inc. He was Volkswagen AG's export sales manager before coming to the United States in 1989. And he gained first-hand experience with the U.S. market from 1980 to 1983, when he was VWoA's corporate service manager.

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BRAZIL

FROM PAGE 2

discounts which virtually annulled profit margins, in order to clear the yards.

The industry effectively invoiced for 60,000 vehicles when it was delivering only the 30,000 it had. That led to shortages, particularly of standard models, and illegal mark-ups began to creep in.

The concession to the consortia, while it enabled the auto industry to liquidate its stock and adjust its cashflow, meant the cash generated by sales to dealers stayed in the economy rather than being used to pay taxes and suppliers.

The industry has now largely recovered from the heavy hit of the Collor Plan. Brazilian sales in May rebounded, and export volumes, while down on the previous year, remained relatively stable throughout the upheaval.

Inflation, which reached 85 percent in the month of March, has been cut — but not to the zero which Collor forecast. This month it is expected to be higher than May's 8.5 percent.

Without revealing details of Collor's forthcoming package, Economy Secretary Joao Maia said the amount the automotive sector will be allowed to import each year will be calculated as a proportion of its exports. Tax on built-up imports will be based on factory prices in the country of origin "to avoid under-invoicing," said Maia.

More seriously, Maia hinted that domestic car manufacturers might be barred from importing built-up units. That would mean only other companies and, possibly, private individuals would be able to bring in autos.

What the industry does not want is legislation allowing third parties to close import deals with foreign automakers, particularly the highly competitive Japanese.

Imports could represent a real threat to local industry, especially if, as promised, the government starts to reduce the import tax. "At that point, we close down the plants and go home, and I don't believe that's what the government wants," commented the president of the industry association, Jacy Mendonca.

The export volume indicates an ongoing malaise in Brazil. The country dispatched 90,692 units in the first five months of the year, only 4.2 percent down on the 94,656 of the same period last year.

But by value, the January-May total was down 14.7 percent, from $119.6 million last year to $102 million this. This diminishing competitive edge stems from an overvalued Brazilian currency, which obliges manufacturers to increase dollar prices to cover costs.

The government has been holding down the dollar rate since the Collor Plan, enabling the Central Bank to buy hard currency cheaply and accumulate reserves. The present rate discourages exports and stimulates imports.

The government in Brasilia may need to reverse that situation in the second half of the year in order to generate trade surpluses, particularly if it reaches any kind of agreement with its foreign creditors on debt service payments.

All the turmoil showed how crafty the industry was in managing its stocks, labor and financial assets. Its year-end financial prospects are by no means as bleak as were anticipated at the start of the Collor Plan.

For the second half of the year, expected exchange rate changes should favor the auto market, which is recovering some of its buoyancy in keeping with the rest of the economy.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1990 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	July 31*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	July 31*
Dodge trucks	$500-$2,500	2.9	7.9	7.9	10.9	July 31
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	July 31
Jeep	$500-$1,000	2.9	7.9	7.9	10.9	July 31*
Plymouth	$750-$1,500	2.9	7.9	7.9	10.9	July 31*

*Expiration date is Aug. 31 on Chrysler LeBaron, Dodge Shadow and Spirit and Plymouth Sundance and Acclaim. Expiration date is Sept. 30 on Jeep Cherokee Limited and Wagoneer Limited.

Ford Motor Co. (1988-89 models)						
Merkur	$2,000-$4,000					July 9
Ford Motor Co. (1989-90 models)						
Ford cars*	$700-$1,500	7.9	7.9	7.9	10.9	July 9
Ford trucks	$500-$1,500	7.9	7.9	7.9	10.9	July 9
Mercury*	$700-$1,500	7.9	7.9	7.9	10.9	July 9
Continental, Mark VII	$1,500-$2,000					July 9

*Escort, Probe and Mustang, buyers can choose $1,000 rebate with no finance incentive; $700-$750 rebate with cut-rate financing; or no rebate and 2.9/2.9/2.9/3.9 financing. On Tracer, buyer can choose $1,000 rebate with no finance incentive; or $1,000 rebate with cut-rate financing.

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Aug. 2
Riviera	$2,000	7.9	7.9	7.9	10.9	Aug. 2
Cadillac	$1,500-$2,000					June 30
Chevrolet cars	$700-$1,400	7.9	7.9	7.9	10.9	July 9
Chevrolet trucks	$500-$1,500	7.9	7.9	7.9	10.9	July 9
Olds Toronado	$2,500	7.9	7.9	7.9	10.9	Aug. 2
Cutlass Ciera	$1,000	7.9	7.9	7.9	10.9	Aug. 2
Pontiac	$750-$2,000**	6.9	6.9	6.9	10.9	Aug. 2

*Based on option package selected.
**Dealers contribute $1,000 on Grand Prix in some areas.

General Motors (1991 models)						
Buick	$500-$1,250*		7.9	7.9	7.9	Aug. 2
Chevy Caprice	$750	7.9	7.9	7.9	10.9	July 9
Chevrolet trucks	$750-$1,000	7.9	7.9	7.9	10.9	July 9

*Based on option package selected.

Audi (1990 models)*		4.9	4.9	6.9	9.9	June 30

*—Finance incentive rates effect only if dealer foregoes dealer cash incentive.

Hyundai (1989-90)	$500-$1,700, based on sticker	July 10
Isuzu (1989-90)	$1,000-$1,200*	June 30

*If dealer foregoes dealer incentive.

Mazda (1990 models)		
Cars	$500-$1,000	Aug. 2
Trucks	$500-$1,000	July 3
Mitsubishi (1989-1990 models)		
Cars, trucks*	$500-$2,000	June 30

*Payments vary by regions.

Nissan (1990 models)		
Sentra, base pickup	$500-$1,000	Aug. 2
Peugeot (1990-90)	$1,000-$3,000	None
Sterling (1990 models)	$5,000	June 30

Note: Some makers offer rebates to buyers of 1990 and 1991 models. Most of these programs are credited from the sales bonuses of the limited number of these vehicles still in dealers' hands.

Suzuki (1989-90 models)*		
Swift	$400-$2,000	Aug. 2
Samurai	$1,000	Aug. 2
Sidekick	$1,000-$2,500**	Aug. 2

*Customer rebate or dealer rebate; dealer's choice.
**$2,000 in California.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Grand Caravan, Grand Voyager, Town & Country	$500	July 17
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	July 9
Tempo	$250	July 9
Grand Marquis	$1,000	July 9
Mark VII	$1,000	July 9
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on sales	July 9
Chevrolet Geo, Celebrity	$500-$1,000	July 9
Geo Tracker	$1,000	July 9
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98, Silhouette	$750-$1,250, based on sales	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)*	$2,000-$3,000	June 30

*-Dealer has option of foregoing cash incentive and offering cut-rate financing to customer.

Honda (1990 models)		
Civic	$300-$600, quota	June 30
CRX; Prelude	$500	June 30
Hyundai Excel (1989-90)	$200, quota	July 10
Isuzu (1990 models)		
Pickups*	$500-$1,300 based on number sold	June 30
Trooper	$500-$1,400 based on number sold	June 30

*$300 extra on dual models.

Mitsubishi (1989-1990 models)		
Cars, trucks*	$500-$2,000 based on number sold	June 30

*Payments vary by regions.

Nissan (1990 models)		
Sentra, Stanza	$300-$1,000	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	July 31
Subaru (1990 models)		
Justy ECVT	$500	July 3
Loyale	$400	July 3
Legacy	$400-$1,200, based on sales	July 3
Suzuki (1989-90 models)*		
Swift	$400-$2,000	Aug. 2
Samurai	$1,000	Aug. 2
Sidekick	$1,000-$2,500**	Aug. 2

*Customer rebate or dealer rebate; dealer's choice.
**$2,000 in California.

Toyota (1989-1990 models)		
Tercel, Corolla, Camry	$300-$700, quota	July 3
Trucks	$500-$900, quota	July 3

Note: Some makers offer rebates to dealers on sales of 1989 and 1990 models. These programs are credited from the sales bonuses of the limited number of these vehicles still in dealers' hands.

Ethanol use hits the skids

This country's great energy-saving adventure with sugar cane-derived alcohol fuel looks all but over.

President Fernando Collor de Mello recently declared that if he were buying a car, he would opt for one with gasoline power.

His infrastructure minister, Ozires Silva, who controls energy policy, barely hides his dislike of alcohol fuel. It costs more than twice as much as gasoline to produce, but must be sold at lower prices to compensate for its poorer performance as a fuel.

In May, alcohol-powered cars represented just 13.6 percent of total sales, the lowest monthly average since the beginning of the 1980s. Just one year earlier, alcohol cars accounted for 58.9 percent of Brazilian new-car sales.

The situation is the result of the supply crisis in the sugar cane alcohol, or ethanol, that powers some 4.5 million vehicles in the country.

The problems date from the end of the last decade, when the government of then-President Jose Sarney allowed alcohol production to run down as cane growers switched to export in the wake of high world prices for sugar.

The Brazilian government introduced the alcohol transport program in the late 1970s.

— Rik Turner

Steady week for output of cars, trucks

By Karen Dotkowski
AUTOMOTIVE NEWS STATISTICIAN

Last week's estimated domestic auto production inched above the prior week's, but truck output dipped slightly.

Weekly production is holding steady in the second quarter as producers contend with slow sales.

Last week, automakers scheduled 146,054 cars, 0.37 percent above the prior week and 2.45 percent above the same week a year ago.

Year-to-date car production is 2,899,802 units, 18.72 percent below the year-ago total.

Truck output was estimated at 93,209 units last week, 1.70 percent below the previous week, but 3.86 percent above the same week last year.

Last week's targeted car output was split among manufacturers as follows: General Motors, 46.50 percent; Ford Motor Co., 23.59 percent; Chrysler Corp., 11.78 percent; Honda of America Manufacturing Inc., 6.13 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.01 percent; New United Motor Manufacturing Inc., 2.94 percent; Mazda Motor Manufacturing Corp. U.S.A., 2.72 percent; Diamond-Star Motors Corp., 1.92 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.07 percent; and Subaru-Isuzu Automotive Inc., 0.34 percent.

Chrysler announced that it will begin capital improvements totaling $17.7 million at its Newark, Del., and Sterling Heights, Mich., plants in July.

The company will add a "hot car concept," which supplies electrical power to vehicles as they move through the assembly process to verify performance of electrical systems. The plant upgrades will affect 1991 models built at the two facilities.

Ford scheduled daily overtime last week at the Wayne and Wixom, Mich., car plants, and at all truck plants except Michigan Truck. Saturday overtime was slated for the St. Louis truck plant.

GM scheduled Friday overtime at the Janesville, Wis., Cavalier plant.

Saturday overtime was scheduled for GM's Detroit-Hamtramck, Mich., plant and Lansing, Mich., A-line facility and at the Pontiac (Mich.) West and Moraine, Ohio truck plants.

Canada trucks highest of 1990

Last week, Canadian truckmakers scheduled their highest weekly output of this year — 21,139 units, 8.36 percent above the previous week and 0.05 percent above the year-ago week.

For the year to date, 436,494 trucks have been assembled, 9.02 percent below last year's total at this time.

Canadian automakers scheduled 26,458 cars last week, 4.98 percent above the prior week and 12.77 percent above the year-ago week.

So far this year, 493,501 cars have been produced, 2.51 percent above year-ago output.

U.S. CAR	Week Ended June 16, 1990	Week Ended June 17, 1989	Week Ended June 9, 1990	June to Date	Jan. 1 to June 16, 1990	Jan. 1 to June 17, 1989
Horizon	0	711	0	0	4,327	9,325
Sundance	2,000	2,574	2,412	4,713	36,701	57,148
Acclaim	3,100	3,928	3,265	6,964	46,451	61,538
Total Plymouth	5,100	7,213	5,677	11,677	87,479	128,011
LeBaron A	0	0	0	43	9,325	0
LeBaron J	1,400	0	1,432	3,057	21,414	55,273
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	1,400	1,838	1,650	3,376	19,578	52,934
Fifth Avenue	900	0	892	1,953	15,046	0
Imperial	200	0	272	540	7,842	0
Total Chrysler	3,900	1,838	4,246	8,970	73,205	111,153
Omni	0	708	0	0	4,078	10,694
Daytona	900	0	938	1,993	15,313	46,536
Shadow	2,500	2,189	3,003	5,944	42,704	54,986
Dynasty	2,600	3,107	2,689	5,816	54,266	75,769
Lancer	0	0	0	0	0	1,528
Spirit	2,200	2,432	2,360	5,030	44,355	54,485
Total Dodge	8,200	8,436	8,990	18,783	160,716	243,998
CHRYSLER MOTORS	17,200	17,487	18,913	39,429	321,400	483,162
Escort	5,136	7,628	4,715	10,457	98,011	159,749
Mustang	3,709	4,342	3,689	7,994	69,383	109,338
Tempo	3,318	2,890	3,176	7,019	65,501	75,300
Taurus	8,110	8,041	8,152	17,679	173,883	189,314
Thunderbird	2,816	3,712	2,748	6,031	56,266	82,863
Total Ford Div.	23,089	26,613	22,480	49,180	463,044	616,564
Topaz	1,082	1,510	1,224	2,485	24,487	34,310
Cougar	2,809	2,459	2,750	5,981	38,143	68,837
Sable	2,370	2,496	2,392	5,031	50,401	61,559
Total Mercury	6,261	6,465	6,366	13,497	113,031	164,706
Continental	1,529	1,471	1,533	3,307	27,979	34,676
Mark VII	509	453	495	1,037	11,848	12,307
Town Car	3,062	2,824	3,034	6,586	77,741	64,200
Total Lincoln	5,100	4,748	5,062	10,929	117,568	111,183
Total L-M Div.	11,361	11,213	11,428	24,426	230,599	275,889
FORD MOTOR CO.	34,450	37,826	33,908	73,606	693,643	892,453
Skyhawk	0	0	0	0	0	6,857
Skylark/Somerset	2,362	1,412	1,962	4,723	42,877	28,345
Century	1,673	2,741	1,678	3,619	32,401	59,486
Riviera	600	520	492	1,194	11,332	11,319
Electra	2,210	1,357	887	3,228	17,151	40,637
LeSabre (fwd)	4,253	4,279	4,285	9,211	80,569	68,580
LeSabre (rwd)	308	97	280	633	4,165	11,942
Reatta	211	0	211	456	4,286	3,140
Total Buick	11,617	10,406	9,795	23,064	192,761	230,306
Eldorado	576	1,060	474	1,142	10,436	18,945
Seville	1,374	727	1,129	2,726	18,606	13,925
Brougham (rwd)	0	621	0	0	13,085	18,749
DeVille (fwd)	3,775	4,055	3,729	8,274	81,764	105,264
Allante	89	75	91	194	1,803	1,588
Total Cadillac	5,814	6,538	5,423	12,336	125,674	158,471
Cavalier	8,559	6,933	8,967	18,955	155,520	187,431
Camaro	2,148	2,739	2,038	4,509	31,151	60,582
Celebrity	0	2,164	0	0	0	64,111
Corsica/Beretta	6,165	9,050	6,189	13,335	133,004	203,359
Caprice	5,568	4,111	5,665	12,134	99,814	97,598
Corvette	543	560	557	1,186	11,373	12,696
Total Chevrolet	22,983	25,557	23,416	50,119	430,862	625,777
Calais	2,993	2,213	2,477	5,963	47,769	47,411
Cutlass Ciera	1,870	1,941	1,991	4,166	37,546	41,909
Cutlass Supreme	1,840	0	2,004	4,157	40,138	51,125
Toronado	312	44	259	617	8,562	4,801
88 (fwd)	2,544	2,912	2,697	5,663	48,030	78,665
88 (rwd)	0	183	0	0	2,295	3,986
98	1,425	1,044	1,422	3,121	27,574	39,858
Total Oldsmobile	10,984	8,337	10,850	23,686	211,914	267,735
Sunbird	3,685	3,108	4,586	8,941	72,552	74,332
Grand Am	5,280	4,802	5,145	11,466	95,110	120,280
Firebird	1,363	1,341	1,375	2,949	19,363	33,365
Grand Prix	3,215	0	3,153	6,880	53,351	69,565
Pontiac 6000	1,315	862	1,443	2,995	27,966	40,551
Bonneville	1,853	2,187	1,714	3,889	38,597	47,485
Safari/Parisienne	0	90	0	0	0	2,700
Total Pontiac	16,511	12,390	17,398	36,900	306,939	388,278
GENERAL MOTORS	67,900	63,226	66,880	146,107	1,266,150	1,670,567
DIAMOND-STAR	2,804	1,641	2,782	6,051	86,695	23,345
HONDA	8,950	7,602	8,649	19,024	206,253	182,944
Civic	2,340	2,784	2,395	5,164	57,424	61,882
Accord	6,610	4,818	6,254	13,860	148,829	121,062
MAZDA†	3,978	4,401	3,726	8,329	82,627	111,786
NISSAN	1,570	2,859	1,557	3,374	46,747	56,312
NUMMI	4,300	4,227	4,250	9,409	98,894	94,944
Corolla	2,100	1,614	2,082	4,583	40,840	38,403
Geo Prizm/Nova	2,200	2,613	2,168	4,816	48,054	56,541
SUBARU-ISUZU	495	0	454	1,018	12,021	0
TOYOTA	4,386	3,286	4,417	9,525	103,372	51,986
Total Cars, U.S.	146,054	142,566	145,516	315,872	2,899,802	3,567,500
Total Cars, Canada	26,458	23,461	25,203	56,811	493,501	481,413
U.S., Canada Cars	172,512	166,027	170,719	372,682	3,393,303	4,048,922
U.S., Canada Cars and Trucks	286,889	276,999	285,051	621,070	5,741,544	6,662,587

Weekly estimates may contain some of one or two units due to rounding.
†—Total includes 626-6, 626, and Ford Probe
‡—Estimated

CANADIAN CAR	Week Ended June 16, 1990	Week Ended June 17, 1989	Week Ended June 9, 1990	June to Date	Jan. 1 to June 16, 1990	Jan. 1 to June 17, 1989
Monaco	0	0	0	0	5,132	0
Premier	0	1,299	0	0	2,808	21,216
CHRYSLER MOTORS	0	1,299	0	0	7,940	21,216
Tempo	3,552	3,260	3,161	7,380	61,763	89,432
Topaz	1,248	1,364	1,164	2,693	22,753	29,416
Crown Victoria	2,425	2,409	2,688	5,657	58,290	63,868
Grand Marquis	2,375	2,366	2,196	4,969	53,413	69,642
FORD MOTOR CO.	9,600	9,399	9,209	20,729	196,219	232,358
Celebrity	1,229	969	1,199	2,643	13,890	9,839
Cutlass Ciera	2,509	2,562	2,370	5,348	39,940	80,486
Lumina	5,482	5,371	5,227	11,770	104,765	51,655
Regal	3,318	1,527	2,997	6,936	38,925	37,338
GENERAL MOTORS	12,538	10,449	11,793	26,697	197,520	179,318
HONDA	2,365	1,677	2,277	5,080	50,011	39,023
HYUNDAI	600	0	457	1,184	9,018	0
TOYOTA	1,175	457	1,287	2,724	28,582	5,355
VOLVO	180	180	180	396	4,211	4,143
Total Cars, Canada	26,458	23,461	25,203	56,811	493,501	481,413

U.S. TRUCK	Week Ended June 16, 1990	Week Ended June 17, 1989	Week Ended June 9, 1990	June to Date	Jan. 1 to June 16, 1990	Jan. 1 to June 17, 1989
Caravan	2,100	2,084	2,529	5,069	53,989	53,911
Dakota	1,500	2,051	1,900	3,728	35,978	55,180
Caravan C/V	100	127	243	355	3,390	4,279
Ram pickups	2,300	2,085	2,828	5,620	53,163	55,247
Total Dodge	6,000	6,347	7,500	14,773	146,520	168,617
Cherokee	4,300	5,495	4,235	9,181	80,685	112,904
Comanche	200	660	233	467	3,829	15,633
Grand Wagoneer	300	325	257	611	2,930	6,668
Wagoneer	100	96	155	276	1,974	4,196
Total Jeep	4,900	6,576	4,880	10,534	89,418	139,491
Voyager	1,800	1,934	2,272	4,473	51,079	51,085
Town & Country	50	175	140	200	1,705	1,016
Total C-P Div.	1,850	2,109	2,412	4,673	52,784	52,101
CHRYSLER MOTORS	12,750	15,032	14,792	29,980	288,722	360,209
Aerostar	5,750	4,859	4,668	11,276	97,564	118,591
Bronco	1,180	1,418	1,243	2,618	25,824	40,225
Bronco II	5,577	2,949	6,519	13,134	75,719	64,003
Econoline	4,735	5,033	4,740	10,233	94,791	119,793
Mediums/Heavies	1,510	1,299	1,338	3,055	25,845	32,680
Light trucks	10,683	11,896	10,928	23,359	219,912	289,173
Ranger	5,823	7,604	6,392	13,346	141,332	168,195
Total Ford Div.	35,258	34,858	35,828	77,020	680,987	810,660
FORD MOTOR CO.	35,258	34,858	35,828	77,020	680,987	810,660
Astro	2,875	2,923	3,052	6,272	55,868	81,406
Blazer	359	865	382	783	8,277	13,704
Lumina APV	2,135	0	1,976	4,430	47,259	0
Mediums	325	0	316	696	4,744	1,312
P-Model	580	874	632	1,321	12,046	17,085
Pickups	7,449	7,754	7,377	15,966	185,831	192,582
S-10	4,525	5,638	4,466	9,816	109,602	128,530
S-10 Blazer	4,052	4,114	3,528	8,296	84,110	92,303
Sportsvan/Van	1,725	1,857	1,683	3,677	33,097	46,836
Suburban	1,430	1,882	1,424	3,108	32,071	37,936
Total Chevrolet	25,455	25,707	24,816	54,361	532,905	611,674
Jimmy	110	187	112	242	2,637	4,256
Mediums	892	0	888	1,461	8,271	1,496
P-Model	52	89	64	120	1,430	2,288
Pickups	2,595	2,410	2,582	5,636	58,420	57,400
S-15	950	586	912	2,009	26,289	31,934
S-15 Jimmy	1,525	1,106	1,433	3,236	29,857	28,342
Safari	876	806	894	2,072	19,346	20,933
Suburban	1,162	676	1,278	2,800	15,878	15,131
Vandura/Rally Vans	735	536	625	1,503	11,821	12,751
Total GMC	8,897	6,376	8,588	18,884	184,749	172,531
Olds Silhouette	1,218	0	1,091	2,445	16,593	0
Pontiac Trans Sport	1,098	0	985	2,250	25,824	0
GENERAL MOTORS	36,468	32,083	35,460	77,941	740,071	784,205
NAVISTAR	1,553	1,849	1,637	3,456	34,424	42,027
NISSAN	3,230	2,473	3,228	6,961	72,270	80,896
SUBARU-ISUZU	500	0	430	967	11,783	0
AM GENERAL*	450	450	450	980	10,000	10,530
MISCELLANEOUS*	3,000	3,000	3,000	6,600	72,000	65,600
Total Trucks, U.S.	93,209	88,745	94,823	203,936	1,911,747	2,133,917

CANADIAN TRUCK	Week Ended June 16, 1990	Week Ended June 17, 1989	Week Ended June 9, 1990	June to Date	Jan. 1 to June 16, 1990	Jan. 1 to June 17, 1989
Caravan	3,468	2,994	2,967	7,003	76,591	72,146
Caravan C/V	0	385	0	24	5,619	6,139
Rem Wagon	738	669	767	1,571	13,279	14,788
Ram Van	1,588	1,720	1,818	3,444	28,910	34,560
Total Dodge	5,760	5,758	5,290	12,042	124,399	127,633
Voyager	2,688	2,895	2,245	5,367	61,949	64,063
Total Plymouth	2,688	2,895	2,245	5,367	61,949	64,063
Wrangler	1,500	1,854	1,686	3,446	27,451	40,095
Total Jeep	1,500	1,854	1,686	3,446	27,451	40,095
CHRYSLER MOTORS	9,948	10,507	9,221	20,855	213,799	231,791
FORD MTR. (ft. trks.)	3,648	3,503	3,534	7,904	70,535	82,524
Light trucks	3,827	3,652	3,532	8,039	81,943	75,354
Vans	1,479	1,304	1,323	3,057	23,436	31,949
Total Chevrolet	5,297	4,956	4,855	11,096	105,379	107,303
Light trucks	1,541	1,249	1,344	3,175	31,328	35,763
Vans	480	643	555	1,154	10,630	15,728
Total GMC	2,021	1,892	1,899	4,329	41,958	51,491
GENERAL MOTORS	7,318	6,848	6,754	15,425	147,337	158,794
NAVISTAR	225	270	0	269	4,823	6,039
Total Trks., Canada	21,139	21,128	19,509	44,453	436,494	470,748
U.S., Canada Trks.	114,348	110,873	114,332	248,389	2,348,241	2,613,695

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Dealers face tax grief on service contracts

Entire price may be income, IRS maintains

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

The Internal Revenue Service is socking auto dealers with hefty tax bills, saying they owe back taxes and interest on the sale of some kinds of extended service contracts.

For some dealers the tab is in the hundreds of thousands of dollars. The IRS apparently is focusing on dealers selling extended warranties from either Ford Motor Co. or independently administered programs. As a matter of policy, the IRS does not discuss individual taxpayers or groups of taxpayers.

Ford is assisting dealers being audited by providing them with accounting information on the extended service contracts their dealers sold.

CONTRACT Casualties

Robert Zwiers, Motor Vehicle Industry Specialist for the Internal Revenue Service in Grand Rapids, Mich., confirmed that the IRS is taking a hard look at extended warranties nationally — and not only vehicle extended warranties — but all types.

The IRS position is that when a dealer is the principal on an extended warranty, rather than simply an agent for another company, the entire price paid by the retail customer must be treated as income, and costs must be deducted over the life of the contract.

The IRS apparently views a principal as a dealer who enters into an agreement with the retail customer for themselves. In other words, if it is between the customer and the dealer as opposed to the dealer acting on behalf of someone else.

Dealers audited by the IRS are skittish about discussing the issue publicly because they are appealing their tax bills.

But they blame the Bush administration's stand against tax increases, saying the IRS is raising revenues by finding new ways to

see DEALER TAX, page 55

Calibra is based on GM Europe's front-wheel-drive Opel Vectra and Vauxhall Cavalier.

BOOST FOR SAAB: *U.S. dealers may sell rebadged Opel Calibra*

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

MONTE CARLO, Monaco — Saab Automobile's beleaguered North American dealers will likely get a Saab-badged version of General Motors Europe's new Calibra coupe, *Automotive News* has learned.

Hot sales forecast for Calibra, Page 17

The Calibra, which is being introduced in Europe this month after a much-praised debut at last fall's Frankfurt auto show, could give a needed boost to Saab's American network.

Sources at Adam Opel AG, GM's West German subsidiary, and Saab Automobile confirm that the plan is under serious consideration. A decision is expected within six months. Insiders say they expect it to be approved.

The export models would come from the Saab-Valmet plant in Uusikaupunki, Finland, that next spring will be used to

see CALIBRA, page 54

Jeep-Eagle dealers demand a minivan

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

A product slugfest at Chrysler Corp. has Jeep-Eagle dealers demanding a version of Chrysler's minivan by Jan. 1, 1991 — and Dodge and Chrysler-Plymouth trying to fend them off.

"We need product, and we need it as soon as possible to sustain ourselves in a difficult market," said Paul Fournier, chairman of the Jeep-Eagle National Dealer Council, who confirmed the product request.

Countered Rick Tomkinson, chairman of the Chrysler-Plymouth National Dealer Council: "You can't have one division going into another division's pantry. Jeep-Eagle just can't go cherry-picking everybody's inventories."

Added Ken Meade, chairman of the Dodge National Dealer Council: "The Dodge dealer council thinks giving the minivan to Jeep-Eagle is a franchise breaker. We think it is a dilution of the Dodge product line."

For the first time, Jeep-Eagle dealers are also asking for a version of the A-body Dodge Spirit/Plymouth Acclaim/Chrysler LeBaron sedans.

The dealers also want Chrysler to kill the Jeep Comanche and replace it with a version of the Dodge Dakota pickup by the spring of 1991.

"A spring 1991 introduction of a short-wheelbase, long-wheelbase, regular and extended cab Dakota is needed immediately for Jeep and Eagle survival," said one Jeep-Eagle dealer source.

Jeep-Eagle dealers are also adamant that their base four-door Cherokees continue to be priced below competitive four-door Ford Explorer and Chevrolet S-10 Blazer models. Base prices of the two-wheel-drive and four-wheel-drive four-door 1990 model Cherokees are currently slightly below those of the four-door Explorer and Blazer S-10, which were introduced as 1991 models.

> "You can't have one division going into another division's pantry."
>
> **Rick Tomkinson**
> Chrysler-Plymouth dealer council

A spokesman for Chrysler Corp.'s Jeep-Eagle division declined comment on the dealers' product requests.

The company has not formally responded to the dealers' written petition, dealers said.

Since 1987, when Chrysler acquired American Motors Corp. and created the Jeep-Eagle franchise,

see DEALERS, page 56

Ford joins GM in rental buyback program on '91 models

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. told dealers last week that it will offer to purchase all 1991 program vehicles from daily rental-car companies except Ford Escort and Mustang GT and Mercury Tracer and Capri.

Ford's announcement follows a similar announcement by General Motors three weeks ago. GM offered to repurchase all 1991 GM program vehicles from the rental companies. It also signals Ford's growing concern about GM's aggressiveness in the fleet market.

In the past, Ford has repurchased 50 to 75 percent of the rental vehicles.

While the change was hailed by Ford and Lincoln-Mercury dealers, it puts Ford in a curious position with Hertz Corp. Ford owns 49 percent of Hertz, the largest daily rental company. Hertz operates 97 resale car lots — the most in the rental car industry — and purchases 100,000 to 200,000 Ford vehicles annually.

Craig Koch, president of Hertz's North American Rent-A-Car Oper-

see BUYBACK, page 58

The Presidents
Candid conversations with top guns at the Big 3, Saturn Corp. and the Motor Vehicle Manufacturers Association are featured in Insight, which follows Page 30.

t first you don't succeed:
n he took the reins of Oldsmobile last year, J. Michael Losh
dicted a rebound. Then market share plunged to a new low.
Losh is confident 1991 is the dawn of a new era. Page 3.

NEWSPAPER

Crash parts clash

Makers, insurers face off over patent bill

By Helen Kahn
SENIOR CORRESPONDENT

WASHINGTON — Automakers last week called for design patent protection for crash parts — the hoods, doors, fenders and grilles most often damaged in more than 35 million highway crashes each year.

The insurance industry took the other side in a House Judiciary subcommittee hearing. Both camps testified on a package of bills intended to protect industrial design and patents.

Automakers said copied crash parts aren't as good. Insurers said the parts are tested for quality and save consumers a bundle.

Kenneth E. Myers, marketing manager for Ford Motor Co.'s Parts and Service Division, said the imitation crash parts aren't exact copies. Speaking on behalf of the Motor Vehicle Manufacturers Association, he said the makers of imitation sheet metal — mostly in Taiwan — "have no investment in the design, engineering and testing of parts but simply copy someone else's efforts."

But State Farm, the nation's biggest property and casualty insurer and a major buyer of crash parts, accused the automakers of trying to retrieve a monopoly lost in the early 1980s.

State Farm vice president C.A. Ingham said prices of original equipment manufacturer's parts plunge when non-OEM makers enter the market.

He cited a Dodge Aries fender as an example. The part cost $221 from Chrysler in 1983, dropped to $180 in 1984 when competition first appeared and sold for $87 in 1986. The non-OEM Aries fender sold for $79 in 1986, Ingham said.

The total annual crash parts market is about $9 billion, about three-quarters of which represents insurers. Even though there is

see PARTS, page 56

Sentra sibling

Nissan's new Presea replaces the aging Liberty Villa and Langley, two versions of the Sentra that are sold in Japan. Nissan says there are no plans to sell the specialty sedan beyond Japan. Presea's dimensions position it between Sentra and Stanza. It will compete with Toyota's fashionable Carina.

Firings, retirements of GM workers linked to stock scam

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Dennis Peterson, a 22-year employee of General Motors before he was fired in April, wants to clear his name.

GM dismissed the 43-year-old Peterson April 4, charging he was part of a stock scheme involving the company's savings program. Peterson claims he is innocent and intends to prove it.

Peterson is one of at least three former salaried employees of GM's stamping plant in Chicago who were dismissed for their alleged participation in the scheme in October 1988. Other salaried employees at the plant allegedly involved in the scheme retired or just left the company.

Similar allegations led to the departure of nine salaried workers at the Chevrolet-Pontiac-Canada Group plant in Bay City, Mich., including the plant manager, Patricia Carrigan, in April.

The alleged scheme involves employees signing GM stock-purchase forms and dating them weeks earlier to take advantage of changes in stock prices.

The *Flint Journal* in Flint, Mich., reported that two former Chicago workers other than Peterson confirmed they had been dismissed over the scheme. One said he was told to back-date transactions because it was permitted. The second said he had no knowledge of the back-dating. Both denied there was any conspiracy to make the transactions.

The newspaper also reported that former Bay City, Mich., employees acknowledged they backdated records to benefit themselves. Some of those employees were fired; others retired.

The departures of the Bay City and former Chicago employees came at about the same time as the departure of Nelson Gonzalez, former plant manager of the Buick City complex in Flint, Mich. Gonzalez managed the Chicago plant before it closed.

Gonzalez told the *Flint Journal* he was unaware of dismissals linked to the stock savings program. He said his retirement was unconnected to the departures of other employees.

GM refuses to discuss the employee departures or the alleged stock scheme.

But in the past two weeks, GM issued a memo reiterating its policy on transactions involving the employee savings program. The notice said investment transfers take effect only on the 15th day or the last day of a month. Changes made between those dates don't take effect until the next deadline.

Peterson, who went to work for GM as an hourly press operato and worked his way up the sala ried ranks to a $73,000-a-year su perintendent position, said he wa unaware of any stock scheme.

A letter to Peterson, signed b Richard F. O'Brien, GM vice pres dent of the Personnel Administra tion and Development Staf charges that Peterson collude with others to back-date the trans actions. Specifically, GM claim Peterson realized an extra $4,50 profit from the sale of nearly $40 000 worth of stock in October 198 by back-dating forms.

Peterson said he did not back date the forms. He said he told th

see GM STOCK, page

Chrysler exec predicts more maker alliances

TORONTO — A Chrysler Corp. executive last week made the case for an "innovative combination" of automakers that are adapting to compete globally.

Robert A. Perkins, Chrysler vice president for Washington affairs, suggested that automakers that rely too heavily on their home markets violate an auto industry principle that a company's home market should account for about half its sales.

He presented charts showing that of the world's 15 largest automakers, Chrysler and Italy's Fiat Auto S.p.A. are the most dependent on their home continents.

"Clearly, many more joint ventures or strategic alliances are likely," Perkins told the annual meeting of the Society of Automotive Analysts.

His comments were particularly timely because of reported talks between Chrysler and Fiat. Executives of the two companies are known to be discussing expanding their current relations.

Perkins told the analysts he had no inside knowledge of the talks.

But in general terms, he made the case for expanded relations between companies that are strong in only one of the world's three major markets: North America, Western Europe or Asia.

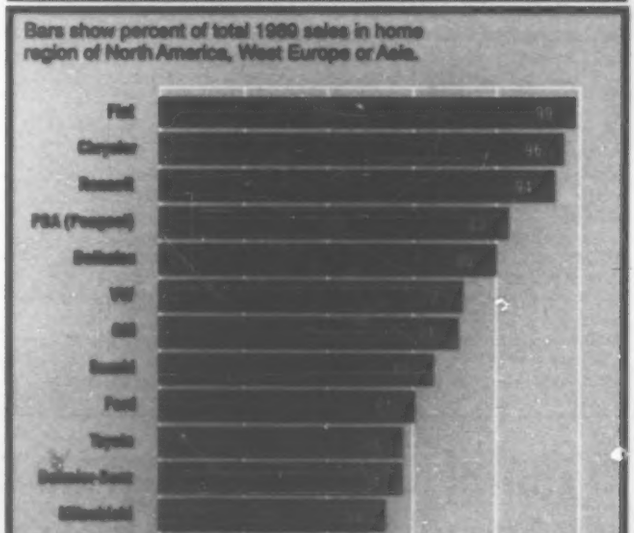
> Automakers that rely too heavily on their home markets violate a principle that a company's home market should account for about half its sales.
>
> **Robert A. Perkins**
> Chrysler Corp.

The combination of two companies that are strong in separate markets could quickly create an operation that would have the desired half of sales in its home market, Perkins said.

He suggested that many combines could become one of the world's four largest automakers.

In 1989, the fourth through the 12th largest automakers each had a worldwide market share ranging from nearly 3 percent to just over 6 percent, Perkins said. Many combinations of two of those nine could result in the world's third or fourth largest automaker, he said.

Reliance on home region sales



Perkins' listing of the top automakers had General Motors leading with 16.3 percent of the worldwide market, followed by Ford Motor Co., 13.5 percent; Toyota Motor Corp., 9.0 percent; and Volkswagen A.G., 6.3 percent.

Chrysler was seventh with 4.7 percent, followed by Fiat, 4.6 percent.

Fiat rumors ignite trading of Chrysler stock

Chrysler Corp. stock prices fluc tuated last week following report that the company was involved i unspecified negotiations wit Italy's Fiat Auto S.p.A.

Chrysler's common stock pric rose from $15.13 per share Jun 15 to $16.63 per share at closin June 19 following the reports earl last week.

The stock dropped to $16.25 a closing June 20, but closed a $16.38 Thursday on moderatel heavy volume.

Volume was heavy early in th week, with 1,699,800 shares trade Tuesday. Average daily volume fo Chrysler is about 600,000 share said Ronald Glantz, auto analys with Dean Witter in San Fran cisco.

Speculation within the industr has ranged from the possibility o Fiat taking an equity stake i Chrysler to the two automaker making distribution and product development agreements in Nort America and Europe.

The reports became widespres after Chrysler and French auto maker Regie Nationale des Usine Renault announced June 12 tha they have terminated their $50 million, 50-50 joint venture to pro duce and distribute a mini sport utility.

New Mustang likely to gallop on upgraded platform

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

The much-discussed future of Ford Motor Co.'s Mustang is coming into clearer focus at the company's Dearborn, Mich., headquarters.

Sources at both supplier and factory levels say Ford is leaning toward a proposed project called the SN95 that would replace the current Mustang in the 1995 model year.

But instead of building a new $2 billion rear-wheel-drive platform, Ford is tentatively planning to use an improved version of its present platform.

The current Mustang platform was introduced in 1978. Sources say the car, as currently planned, would have an all-new exterior, quite different from its current one.

Ford planners' first choice for the future Mustang is to improve the present platform, sources say.

Their second choice is to use an all-wheel-drive version of the CDW27 (Tempo/Topaz/Sierra replacement). The CDW27 is engineered by Ford of Europe. It will be introduced in Europe in 1993 and in the United States in 1994.

For Mustang, the awd CDW27 is less desirable because it weighs and costs more than the current car.

Weight is becoming a big issue in determining a car's fate at Ford, because higher Corporate Average Fuel Economy mandates are quite possible. Current Mustang EPA ratings range from 17 mpg (5.0-liter engine, city driving) to 29 mpg (2.3-liter engine with five-speed transmission, highway driving).

Ford is also carefully monitoring engineering budgets after recent product programs involving the 1989 Thunderbird and 1991 Escort came in over budget.

An awd version of Thunderbird, which had been scheduled for the 1991 model year, was canceled earlier this year because it exceeded weight and cost limits.

The Mustang program has been up in the air since 1988, when Ford decided to introduce the Mazda-based Probe as a separate car from the Mustang.

The Probe was to have replaced the Mustang, but an outcry from Mustang supporters convinced Ford that there was still a market for a small, rear-wheel-drive American sporty car.

Despite the support Ford is showing for Mustang, its sales have fallen steadily. Through May of 1990, Ford sold 52,925 Mustangs and 50,836 Probes. For the same period in 1989, Ford sold 81,910 Mustangs and 56,933 Probes.

BOTTOMING OUT

'90 has been rough, but Mike Losh, Oldsmobile chief, sees better year ahead

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Next year could mark a turnaround for Oldsmobile.

In the 1991 model year, Oldsmobile, in an attempt to end its sales slide, will:

- Introduce three new products — the Bravada sport-utility, a redesigned 98 luxury car and a redesigned Custom Cruiser wagon.
- Possibly reduce prices on some models.
- Stick with its current "New Generation of Oldsmobile" ad theme but emphasize competitive comparisons;
- Use a mix of consumer, dealer and regional incentives.

J. Michael Losh, who became Oldsmobile general manager June 1, 1989, expected the 1990 model year to mark a turnaround for the division, but Olds sales have continued to spiral downward.

They dropped from a record 1,066,122 in calendar 1985 to 600,037 in calendar 1989. The division's share of the car market plummeted from 10.97 percent in 1983 to a 19-year low of 6.08 percent in 1989.

For calendar 1990 through June 10, Oldsmobile car sales, excluding the Silhouette, totaled 235,415, down 17.21 percent from a year earlier.

Losh now calls last year's prediction "rash." He blames Olds' continuing slide on the industry's sales slump.

> We need to have major introductions — additions and replacements to our product line every year.
>
> **J. Michael Losh**
> Oldsmobile general manager

Oldsmobile's 1990 sales decline is about three times as great as that of the industry as a whole. Oldsmobile car sales as of May 31 were down 16.35 percent from last year. Total industry car sales were down 5.28 percent.

"I'm not quite sure that I fully understood the impact of all the competitive pressures — that they were going to be as intense as they have turned out to be," Losh said in an interview.

Nevertheless, he believes Oldsmobile sales will improve in the 1991 model year if industry sales plateau at the 1990-model-year level. He won't make specific predictions on Oldsmobile's performance.

"We have strong new products," Losh said. "And we need to do that every year. We need to have major

see OLDSMOBILE, page 53

AUTOMOTIVE NEWS/JOE WILSKENS

Oldsmobile General Manager J. Michael Losh stands beside the division's new Cutlass Supreme convertible.

Olds job tough, but not his toughest, Losh says

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — J. Michael Losh says his job as general manager of floundering Oldsmobile Division isn't the easiest he's ever had.

But it isn't the toughest either, says the 44-year-old executive.

After holding a number of posts on GM's financial staff, Losh took over as director of GM do Brasil in the summer of 1979. The following December, the government made its first major monetary devaluation, sending the economy into a tailspin "that maybe isn't over yet," says Losh.

He became deputy managing director of General Motors de Mexico in the summer of 1982 and on Sept. 1, the Mexican government nationalized the banking system, turning the economy upside down.

"So I wouldn't say at all that this (Oldsmobile job) has been the most difficult," Losh says with a chuckle.

He took over at Oldsmobile June 1, 1989, after five years as general manager of Pontiac.

During his tenure at Pontiac, the division's sales climbed. It captured the No. 3 spot in industry car sales from Oldsmobile.

Last year, Losh thought Oldsmobile's sales had bottomed out and that they would begin to climb in the 1990 model year. But they have continued to fall.

Oldsmobile's woes reached a fever pitch during the division's make meeting at the February convention of the National Automobile Dealers Association. About a third of the 150 to 200 people at the meeting walked out, angry at Losh for his responses to their questions and complaints.

Despite the division's problems, Losh is confident of a turnaround in the 1991 model year, and he finds the job fulfilling.

see LOSH, page 53

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Mercedes says minivan project is low on the list, but not dead

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

HOCKENHEIM, West Germany — While Mercedes-Benz AG officials weigh the pros and cons of building a minivan, the idea appears to be low on the company's priority list.

Last week, Bruno Sacco, director of Mercedes-Benz design, said he doubted Mercedes would produce a minivan.

And Wolfgang Peter, the Mercedes-Benz management board member in charge of research and development, said the company's priorities are to replace the present full-sized S-class line, entry-level 190 series and mid-sized 300 series.

"If you look at the upcoming S class and the successor to the

you can see where the priorities are," Peter said.

But the idea has not been killed, he said.

Peter noted that the U.S. minivan market is approaching 1 million units a year.

"A market like that cannot be neglected by a company like this," Peter said.

"If there is capital enough, if there is time enough, and if there is manpower enough, we will be able to consider it."

He said Mercedes still has to determine design, price and volume for the proposal.

The company has said a decision will be announced soon.

Mercedes has been wrestling with such issues as how to create upscale — but profitable —

Hyundai growing up

Dealer body, lineup will double by '93

By William R. Diem
ASSISTANT MANAGING EDITOR

SANTA MONICA, Calif. — Hyundai Motor America plans to more than double its dealer body and model lineup by the end of 1992.

The company now has 331 dealers and two products: Excel and Sonata. By late 1992, it plans to have 750 to 775 dealers and at least two more cars: the Scoupe, to be introduced this summer, and the code-named J-car sedan, scheduled for arrival in spring 1991 as a 1992 model.

Hyundai loses exec to Infiniti, Page 53

"We are right on course in our plans to become a full-line automotive manufacturer," said H.W.

Scoupe, once code-named SLC for Sporty Looking Car, is a two-door based on the Excel platform. Ital Design shaped it, and Lotus Engineering put it on springs.

Like Scoupe, the J-car will be positioned between the subcompact Excel and the mid-sized Sonata. "Toyota has Tercel, Corolla and Camry," said Rod Hayden, the chief operating officer who came out of retirement from Mazda Motor of America Inc. to join Hyundai in January. "The J-car will be our Corolla."

Hyundai advertising is now emphasizing value instead of low prices alone.

"We all know you can't diversify if your name is synonymous only with low price," said Hayden. "What you can live with and grow

Clear coat paint shop planned for Tempo/Topaz plant in Canada

OAKVILLE, Ontario — Ford Motor Co. of Canada plans to build a clear coat paint shop for its assembly plant here, beginning in late July. The new shop will enable Ford to apply clear coat paint on Tempo and Topaz cars built at Oakville.

Ford of Canada President Kenneth Harrigan said Ford of Canada's board of directors is expected to vote on the proposal in July.

The new paint facility, if approved, will be the largest single investment Ford has made at a Canadian facility. It is expected to cost more than the $300 million Ford spent on a similar installation at St. Thomas, Ontario.

The St. Thomas plant builds the Ford LTD Crown Victoria and Mercury Grand Marquis.

A Ford spokesman said the Kansas City, Mo., assembly plant, is the only plant that now can apply clearcoat to the Tempo and Topaz.

Completion of the new paint facility is set for fall of 1992.

Ford officials have confirmed that the company would like to build the replacement for the Ford Aerostar, code-named WIN88, at Oakville. The WIN88 is based on the next-generation Taurus wagon and is scheduled to be introduced in the 1994 model year.

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Datsun/Nissan	1,198	105	Pontiac	3,012	165
Dodge	2,704	150	Renault	529	105
Ford	4,729	210	Subaru	845	105
Honda	999	105	Toyota	1,174	105
Isuzu	598	105	Volkswagen	845	105

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Country	Trade	Feb. 1989	Feb. 1990	Annualized trade March 1988-Feb. 1989	Annualized trade March 1989-Feb. 1990
Japan	from U.S.	$ 26,346	$ 50,852	$ 300,989	$ 380,904
	to U.S.	1,883,007	1,650,054	23,129,122	22,349,804
Canada	from U.S.	769,370	740,019	7,920,101	7,611,117
	to U.S.	1,756,483	1,526,097	17,126,704	18,066,336
Mexico	to U.S.	118,260	105,036	1,227,869	1,325,999
West Germany	to U.S.	478,998	415,298	6,228,351	4,997,256
South Korea	to U.S.	185,972	96,650	2,397,451	1,333,075
Sweden	to U.S.	171,959	181,940	1,856,081	1,535,488
Yugoslavia	to U.S.	6,928	59	75,646	163
United Kingdom	to U.S.	97,627	79,067	955,915	923,562
Italy	to U.S.	17,416	23,027	147,997	274,673
France	to U.S.	6,347	1,079	171,511	41,767
Brazil	to U.S.	19,602	5,826	320,443	259,687
Others	from U.S.	213,629	171,678	1,278,428	2,574,835
	to U.S.	36,597	38,883	424,181	633,788
Car and truck total	from U.S.	1,009,346	962,549	9,499,519	10,566,855
	to U.S.	4,779,199	4,150,017	54,041,274	51,748,597
VEHICLE TRADE BALANCE		(3,769,853)	(3,187,468)	(44,541,755)	(41,181,742)
Car total	from U.S.	810,360	835,030	7,515,138	8,861,234
	to U.S.	4,028,324	3,574,401	46,887,910	43,472,969
CAR TRADE BALANCE		3,217,964	(2,739,371)	(39,372,772)	(34,611,735)
Truck total	from U.S.	198,986	127,519	1,984,381	1,705,621
	to U.S.	750,875	575,616	7,153,364	8,275,628
TRUCK TRADE BALANCE		(551,889)	(448,097)	(5,168,983)	(6,570,007)
TOTAL U.S. Merchandise trade	from U.S.	28,581,900	31,629,500	330,678,000	370,605,600
	to U.S.	37,502,500	38,115,800	445,072,500	477,964,400
TRADE BALANCE		(8,920,600)	(6,486,300)	(114,394,500)	(107,358,800)

Auto trade deficit drops 15.4%

Monthly gap falls to $3.1 billion; U.S. car exports to Japan up

WASHINGTON — The U.S. automotive trade deficit in passenger cars and light trucks improved 15.4 percent in February.

The latest automotive trade figures released by the U.S. Commerce Department show nearly every major vehicle-producing nation — with the exception of Italy — suffering a drop in the number of vehicles shipped to the United States.

The number of cars shipped to the United States was down 16.7 percent and light trucks fell 29.6 percent. The overall value of those vehicles was down 13.2 percent from February 1989.

That helped reduce the overall vehicle trade deficit for the month to $3.18 billion, compared with $3.77 billion in February 1989.

On an annualized basis, the automotive trade deficit stood at $41.18 billion for the 12-month period ended in February. This compares with a $44.54 billion deficit for the same period ended February 1989, a decline of 7.5 percent.

Vehicle shipments from Japan fell by more than 24,000 units to 184,512 for the month. The value of those vehicles declined 12.4 percent.

The number of vehicle shipments from Canada fell 12.1 percent to 133,598 units. Their value decline 13.1 percent.

The value of monthly vehicle imports fell 13.3 percent from West Germany; 48.0 percent from South Korea; 5.8 percent from Sweden; 11.2 percent from Mexico; 99.1 percent from Yugoslavia; 19.0 percent from the United Kingdom; 83.0 percent from France; 70.3 percent from Brazil; and 6.2 percent from nations identified as "others" by the Commerce Department.

The value of passenger cars shipped to Japan increased 93 percent. The U.S. sent nearly 3,000 cars to Japan in February 1990, compared with fewer than 1,900 during February 1989.

Exports of U.S.-manufactured light trucks hurt overall export performance, however. The total value of light truck shipments fell 35.9 percent.

Exports of passenger cars declined 5.2 percent to Canada and 18.8 percent to nations identified as "others" by the Commerce Department. Exports of light trucks fell 39.9 percent to Canada and 69.2 percent to all other nations.

On an annualized basis, U.S. exports stood at 913,030 vehicles as of February 1990. Annualized imports were 4,757,695 vehicles for the same period.

Land Rover opens Canadian sales network

By Alex Law
STAFF CORRESPONDENT

MISSISSAUGA, Ontario — Land Rover Canada Inc. officially begins operations this week.

The company has seven dealers in six cities. It expects sales of the British-built Range Rover luxury sport-utility to total about 250 a year initially.

Dealers in Montreal; Toronto; Oakville, Ontario; Calgary, Alberta; Halifax, Nova Scotia; and Vancouver, British Columbia will sell the standard Range Rover for about $60,000 ($51,085 U.S.) and the County for about $65,000 ($55,342 U.S.), said Roger Ball, Land Rover Canada general manager.

Ball was launch manager for Range Rover in the United States when it began operations five years ago. The vehicles, built by the Rover Group PLC unit of British Aerospace PLC, are priced at $38,025 and $43,100 in the United States.

"We're coming in at the top of a growing sport-utility market in Canada," said Ball. He said Canadian sport-utility sales increased 60 percent from 1986 to 1989, to more than 82,000 units. "If the same rate of growth continues, some 100,000 sport-utilities will be sold in 1991," Ball said.

There are no immediate plans to add the two-door Discovery model to the line, either in Canada or the United States, Ball said.

Even though the 25 percent U.S. tariff on imported two-door sport-utilities would not apply in Canada, Ball said he can't bring the vehicle in because he's "piggybacking" so much of his operation (parts and warranty) on the United States and couldn't afford to go it alone.

Range Rover Canada is a subsidiary of Range Rover of North America Inc.

Range Rover of Canada's five-person office is slated to open this week, when dealers are scheduled to get their first shipments. Dealers will be linked by computer to headquarters "and can perform all business reporting directly, including parts ordering," Ball said.

The company has an agreement with Caterpillar Inc. for parts storage and shipment, Ball said. The system will enable any dealer to receive parts within 24 hours.

Ottawa and Winnipeg, Manitoba, are likely expansion targets.

Ball joined Land Rover Ltd. in 1970. After managing Range Rover's U.S. introduction, he became U.S. marketing director and then zone manager for the North

Import sales dip 11%; Japan, Korea, Europe share loss

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

Sales malaise struck importers last month as import car sales fell 11.39 percent to 230,273 units.

Europe, Japan and Korea all fielded more losers than gainers during May's 26 selling days. But most Japanese makers more than made up for declining imports with increases in sales of their North American-built products.

Sales of European imports dropped 15.08 percent, Japanese cars fell off 9.28 percent and Korean makes were off 17.93 percent in May compared with the year-ago period.

The relatively tiny winners' circle included Audi, BMW, Volvo, Mercedes-Benz, Suzuki, Mitsubishi and Acura. Of those, Audi had the biggest percentage increase, 19.63 percent.

As an example of the effect transplant production is having on the industry, imported Honda-badged cars were off 9.80 percent, and the import version of the popular Accord fell 7.51 percent. Still, the division had its best month ever, selling 70,411 Accords, Civics and Preludes. Accords and Civics are built in North America. Sales of the aging Prelude, which is imported, fell 17.52 percent.

In another example, Toyota's import sales declined 18.00 percent, with big drops in the Corolla, Camry and Cressida lines. Yet Toyota's overall import and North-American built sales, not counting Lexus, jumped 27.13 percent.

Nissan continued to struggle, despite an impressive turnaround in Stanza sales. Stanza sales jumped 57.63 percent to 8,744, while sales of imported Sentras, Pulsars, 240SXs and 300ZXs each fell more than 30 percent.

Nissan's combined sales for import and domestically built cars, excluding Infiniti, fell 13.20 percent to 40,817.

Mitsubishi's 12.64 percent jump in import sales was due in large part to the strong performance of the Galant.

The Miata continued to sell well for Mazda — 4,103 sales in May — but its import total was down 1.48 percent to 15,929 in May. The biggest factor was a decline in sales of imported 626 models. The 626 now is assembled in the United States. U.S.-built cars pushed overall Mazda sales up 5.78 percent for the month.

Hyundai saw an 11.89 percent jump in Sonata sales to 3,068, but that could not offset a 24.11 percent plunge by Excel. Hyundai's total was down 18.04 percent from May 1989.

On the European front, strong models included the Audi 80, up 62.28 percent; BMW's 5 series, up 9.46 percent; the Mercedes-Benz 560SEC, up 45.54 percent; Porsche's 911 Carrera 4, up 41.84 percent; and the Volvo 740 series, up 26.86 percent. The 740 was Volvo's only gainer in a month that saw overall Volvo sales increase 6.77 percent.

For the first five months of 1990, import-car sales totaled 1,045,699, down 9.15 percent from last year. Sales of South Korean makes plunged 27.19 percent for the period. Sales were down 4.55 percent for Japanese makes and 1.93 percent for European entries.

MARKET SHARES
Domestic, Import cars

	May 1990 Sales	Pct. of Total
Subcompact	216,651	24.84
Compact	230,553	26.45
Intermediate	295,040	33.83
Standard	113,302	12.99
Specialty	16,476	1.89
TOTAL	872,022	100.00

IMPORT SALES BY MODEL

	May 1990	May 1989	5 Mos., 1990	5 Mos., 1989
ACURA	13,792	13,483	58,109	56,982
Integra	8,076	8,404	34,980	30,855
Legend	5,716	5,079	23,129	26,127
ALFA ROMEO	148	223	904	1,465
Milano	4	47	22	610
Spider	144	176	882	855
ASTON MARTIN*	5	5	25	25
AUDI	2,060	1,722	8,526	7,413
4000	0	3	0	35
5000	1	22	11	194
80	469	289	1,874	2,098
90	343	391	1,442	2,121
V8 Quattro	154	0	703	0
Coupe Quattro	100	0	385	0
100/200	820	828	3,378	2,249
100/200 Quattro	173	189	733	716
BMW	5,746	5,632	26,042	29,008
3-Series	2,885	2,884	12,314	14,040
5-Series	1,979	1,808	9,585	9,049
635 CSi	20	146	184	663
7-Series	726	658	3,499	4,289
M3	79	79	354	498
M5	57	23	100	202
M6	0	34	6	267
CHEVROLET/GEO	13,650	11,271	67,620	47,280
Geo Storm/Spectrum	3,970	5,975	35,996	24,859
Geo Metro/Sprint	9,680	5,296	34,260	22,421
CHRYSLER MOTORS	5,738	9,879	26,725	49,278
Colt	3,568	5,515	14,638	27,389
Conquest	65	670	728	2,856
Medallion	32	429	349	3,263
Summit	1,338	1,827	6,536	9,289
Vista	440	1,275	2,601	5,945
TC	295	163	1,873	536
DAIHATSU	721	1,227	5,180	5,622
FERRARI*	80	80	320	400
FORD Festiva	4,323	5,660	25,751	31,440
HONDA	23,574	26,134	98,210	100,690
Civic/CRX	6,984	7,581	26,485	28,253
Accord	11,897	12,863	56,158	51,402
Prelude	4,693	5,690	15,567	21,035
HYUNDAI	13,322	16,254	58,144	82,753
Excel	10,254	13,512	44,897	73,639
Sonata	3,068	2,742	13,247	9,114
ISUZU	335	1,975	1,485	8,044
I-Mark	129	1,356	827	6,215
Impulse	206	619	638	1,829
INFINITI	2,115	0	7,471	0
M30	546	0	2,566	0
Q45	1,569	0	4,905	0
JAGUAR	1,575	1,650	7,918	7,477
XJ6	1,125	1,267	5,773	5,609
XJS	450	383	2,145	1,868
LAMBORGHINI*	13	13	65	65
LEXUS	5,102	0	23,386	0
ES 250	1,860	0	7,609	0
LS 400	3,242	0	15,777	0
LOTUS*	27	27	135	135
MASERATI*	20	28	100	116
MAZDA	15,929	16,169	68,661	74,231
323	2,126	6,006	8,978	33,576
Protege	4,736	0	18,309	0
626	1,163	6,638	13,365	21,938
MX-6	20	118	70	1,579
Miata	4,103	45	16,449	45
929	2,321	1,924	6,879	8,851
RX-7	1,460	1,438	4,611	8,242
MERCEDES BENZ	6,585	6,104	30,615	29,186
190	1,093	1,397	5,279	5,238
300E 2.6/260E	157	398	920	1,724
300	2,189	1,632	10,253	9,078
300 SE	618	523	2,844	2,706
350SDL Turbo	66	0	66	0
300SEL	322	371	1,603	1,635
420SEL	605	474	2,793	2,616
560SEL	377	384	1,986	2,038
SL Coupe	780	729	3,609	3,274
560SEC	183	112	745	612
Tourist	215	83	517	266
MERCURY/MERKUR	891	7,696	7,878	29,206
Tracer	555	7,006	5,256	25,235
XR4Ti	0	499	198	2,375
Scorpio	336	191	2,424	1,596
MITSUBISHI	9,817	8,715	52,079	31,261
Starion	1	69	12	511
Cordia	0	8	0	327
Tredia	0	0	0	10
Mirage	4,230	3,667	29,396	7,383
Galant	4,865	3,267	19,077	14,672
Sigma	268	0	978	0
Precis	361	1,538	2,524	7,547
Van/Wagon	92	166	92	811
NISSAN	30,175	37,829	139,715	170,310
Sentra	4,967	9,243	31,718	53,807
Pulsar	382	2,571	3,122	11,009
Stanza	8,744	5,547	29,532	18,291
Maxima	8,556	9,381	43,057	44,542
240SX/200SX	5,088	7,307	20,842	31,140
300ZX	2,120	3,562	9,963	9,580
Hawaii	318	218	1,481	1,302
PEUGEOT	443	582	2,021	2,586
PONTIAC LeMans	4,622	5,218	14,365	20,759
PORSCHE	913	1,003	4,287	3,598
924S/944	15	17	148	77
944S	197	40	905	85
944 Turbo	43	88	396	295
911 4 Coupe/Targa/Cabriolet	400	282	1,574	976
911 Turbo	0	174	6	575
911 2 Coupe/Targa/Cabriolet	201	158	889	682
928S	57	97	313	370
ROLLS/BENTLEY*	100	100	500	500
SAAB	1,932	3,196	10,450	13,807
900	431	449	1,801	2,061
900S	578	707	2,108	2,975
900 Turbo	514	901	3,232	4,101
9000S	122	264	812	1,252
9000 CD	191	542	1,468	1,438
9000 Turbo	73	301	969	1,636
Tourist	23	32	56	344
STERLING	320	653	2,025	2,788
SUBARU	6,549	10,181	40,533	60,488
Hatchback	13	112	130	1,331
3-Door	33	351	159	2,788
4-Door Sedan	39	2,816	275	19,967
Legacy	1,614	2,607	21,848	3,210
Loyale	4,164	1,464	10,118	2,402
XT/XT6	78	617	677	4,425
Station Wagon	52	1,011	143	15,819
Justy	556	1,203	7,117	10,545
SUZUKI	515	460	2,568	2,460
TOYOTA	34,300	41,828	156,575	178,709
Corolla	7,167	11,988	38,742	44,023
Tercel	9,040	8,336	42,826	40,080
Celica	8,066	4,899	35,889	23,227
Supra	634	1,415	3,352	6,992
Camry	6,485	12,821	26,338	53,325
Cressida	1,016	1,757	4,204	8,697
MR2	1,892	612	5,224	2,425
VOLKSWAGEN	14,343	14,692	53,730	55,289
Cabriolet	1,113	1,467	3,849	4,683
Corrado	562	0	2,089	0
Jetta	6,900	6,174	25,632	23,356
Golf/GTI	1,584	2,673	5,928	9,279
Passat	1,660	0	5,842	0
Quantum	3	129	26	884
Scirocco	1	96	9	737
Fox	2,540	4,153	10,764	18,559
VOLVO	9,885	9,258	40,321	43,348
240 Series	3,251	3,714	14,757	17,511
740 Series	5,063	4,464	21,404	19,258
760 Series	751	805	3,438	5,611
780	88	157	357	768
Tourist	134	108	365	860
YUGO	808	936	3,192	4,287
TOTAL IMPORTS	230,273	259,863	1,045,714	1,151,088

*Estimate

Compiled by Ward's Automotive

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Auto rebate war continues to heat up

By Arlena Sawyers and Laura Clark
AUTOMOTIVE NEWS STAFF REPORTERS

The incentive war raged on last week, as Oldsmobile, Sterling Motor Cars and Ford Motor Co. announced new and/or adjusted consumer rebates and dealer incentives.

Oldsmobile stepped up its efforts in the already intense minivan battle with a $1,000 consumer rebate on its 1990 Silhouette until Aug. 2.

Other customer rebates on minivans include Ford Aerostar, $700; Pontiac Trans Sport, $1,000; and Chevrolet Lumina APV, $900. Chrysler Corp. is giving its dealers a $500 rebate on Chrysler Town & Country, Dodge Grand Caravan and Plymouth Grand Voyager.

In lieu of the rebate, Silhouette buyers may choose finance rates of 7.9 percent for contracts up to 48 months and 10.9 percent for contracts of 49 to 60 months.

Oldsmobile also is paying dealers up to $1,250 on Silhouette sales, based on the number sold. That program also is scheduled to end Aug. 2.

Sterling Motor Cars is offering buyers free financing on 24- and 36-month loans, 2.9 percent to 11 percent financing on 48-month loans and 4.9 percent to 11 percent on 60-month loans, depending on the amount of the downpayment.

Sterling also offers three-year/36,000-mile free-maintenance leasing. The programs expire Sept. 15 and include all models except the limited-production Oxford edition. The $5,000 buyer rebate on 1989 Sterlings has been extended until Sept. 30.

Ford Motor announced that it will give dealers an extra $200 rebate on Ford Crown Victoria and Mercury Grand Marquis models if they sell their quotas of 1990 and 1991 Escorts and 1989, 1989½ and 1991 Tracers.

Dealers must reach their Escort and Tracer quotas between June 12 and July 9 to receive the extra rebate on the big cars.

Ford already has a dealer rebate on 1989, 1990 and 1991 Crown Victoria and Grand Marquis models sold or leased from June 14 to July 9. The payments are: one to two units, $100; three units, $200; four units, $300; five or more units $500.

Residents of Alaska, Washington, Oregon, California and Hawaii are not eligible for the additional cash incentive on Crown Victoria and Grand Marquis.

Also through July 9, Lincoln-Mercury dealers earn an additional $1,000 on sales of 1990 Grand Marquis and $600 on sales of 1990 Lincoln Continentals.

Ford extended regional customer incentives on Red Carpet leases on Ford F-series pickups and the Ford Probe until Aug. 8. The incentive on the pickups is offered in Texas, Oklahoma and Louisiana. The Probe incentive applies in Alaska, Hawaii, Washington, Oregon, California, Montana, Idaho, Nevada, Utah, Arizona, Wyoming, Colorado and New Mexico.

Ford is offering special Red Carpet leases on 1991 Escorts and 1991 Crown Victorias from June 14 to Aug. 8.

Persons who lease a Ford Taurus for 25 to 36 months will receive $500. The program began June 14 and ends Aug. 8.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Grand Caravan, Grand Voyager, Town & Country	$500	July 17
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	July 9
Tempo	$250	July 9
Grand Marquis	$1,000	July 9
Continental, Mark VII	$600-$1,000	July 9
Ford Motor Co. (1989-1991 models)		
Crown Victoria, Grand Marquis	$100-$500 based on number sold*	July 9
*$200 extra on each sale if dealer meets Escort/Tracer sales quota.		
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on sales	July 9
Chevrolet Geo, Celebrity	$500-$1,000	July 9
Geo Tracker	$1,000	July 9
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98, Silhouette	$750-$1,250, based on sales	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)*	$2,000-$3,000	June 30
*Dealer has option of foregoing cash incentive and offering cut-rate financing to customer.		
Honda (1990 models)		
Civic	$300-$600, quota	June 30
CRX; Prelude	$500	June 30
Hyundai Excel (1989-90)	$200, quota	July 10
Isuzu (1990 models)		
Pickups*	$800-$1,300 based on number sold	June 30
Trooper	$900-$1,400 based on number sold	June 30
*$200 extra on 4wd models		
Mitsubishi (1989-1990 models)		
Cars, trucks*	$500-$2,000 based on number sold	June 30
*Payments vary by regions.		
Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	July 31
Subaru (1990 models)		
Justy ECVT	$500	July 3
Loyale	$400	July 3
Legacy	$400-$1,200, based on sales	July 3
Suzuki (1989-90 models)*		
Swift	$400-$2,000	Aug. 2
Samurai	$1,000	Aug. 2
Sidekick	$1,000-$2,500**	Aug. 2
*Customer rebate or dealer rebate; dealer's choice. **$3,000 in California		
Toyota (1989-1990 models)		
Tercel, Corolla, Camry	$300-$700, quota	July 3
Trucks	$500-$900, quota	July 3
Note: Some makers offer rebates to dealers on sales of 1989 and 1990 models. These programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.		

BUYBACK

FROM PAGE 1

ations, said if the program is offered every year, Hertz may have to close a few of its resale lots.

"If we convince ourselves that the 100 percent repurchase program will be around for some years to come, it may not be economically advantageous for us to retail as large a volume in the future," Koch said.

Koch said Hertz customers like newer cars. If Hertz can use a car or truck for Ford's minimum four-month period, then sell it back for a predetermined price, it may make economic sense to do so.

Ford Credit officials estimate that the program will put about 100,000 more cars and trucks through factory-sponsored auctions annually than in the past. Ford sold 160,000 to 170,000 former rental cars and trucks through factory-sponsored auctions in the 1990 model year.

In the past, Ford has repurchased 50 to 75 percent of the cars and trucks sold to daily rental-car companies, depending on the model. Bill Willis, general fleet manager for Ford Division, said Ford would typically repurchase its higher-volume fleet cars to help used-car values.

Dave Osterhoff and Jerry Homeszyn, Ford Credit remarketing managers, said Ford may have to expand its number of auctions and vehicles per auction in the future because of the additional vehicles going through the auction houses. Ford currently uses 43 auctions, according to Willis.

The program will also affect prices. Willis said Ford intends to pay rental companies a higher percentage of the original price of the vehicle.

In a June 18 dealer memorandum, Ford said Escort and Tracer may be added to the program when production is higher.

A Ford spokesman said the Festiva will not be part of the repurchase program because of the limited profit on the car, and Capri will not be included because of limited production in Australia. Mustang GT is not included because of limited appeal to rental companies.

Vehicles in the program must be equipped in a manner that will help Ford resell them. Specific items have not been announced.

Participating companies must order at least 10 Ford or Lincoln-Mercury vehicles per account or licensee. Ford will absorb up to $350 for sheet metal and paint repairs and damaged parts. Ford will not give a bonus to rental companies that dispose of the cars themselves, as in the past.

Ford is also instituting graduated mileage charges on vehicles returned with more than 20,000 miles, up to 25 cents for every mile over 30,000 miles retroactive to 20,001.

Ford Rent-A-Car System vehicles — or vehicles that are part of the dealership's own rental car agency — are not eligible for repurchase.

Ford dealers were enthusiastic about the new program. Some said it will allow them to compete with the resale lots operated by the daily rental companies. Dealers had argued that those lots were selling low-mileage, nearly new cars at thousands of dollars below new cars on dealers' lots.

"I have three rental car resale operations near my dealership. I'm sure if they go away, my used-car business is bound to increase," said Joe David Pacifico, general manager of Pacifico Ford in Philadelphia, which sold 10,402 Ford fleet vehicles in 1989.

Daily rental companies receive large fleet discounts or incentives because they buy in large quantities. Manufacturers like the daily rental business because it helps them smooth out the peaks and valleys of retail sales and helps to keep their factories running.

Elvin Pool, general manager of McInerney Ford in Orlando, Fla., a large Ford fleet dealer, said the profit potential on the cars he sells to the rental companies could rise from $25 to $200.

"I think the new battleground for market share is going to be in these nearly new cars," said Peter Lukasiak, executive director of National Auto Auction Association in Monrovia, Md.

OBITUARIES

George F. Addes

DETROIT — George F. Addes, the first elected secretary-treasurer of the UAW, died June 19 at age 79. Addes was elected in 1936 and served in that position until 1947. UAW President Owen Bieber hailed Addes as "a union pioneer and a lifelong champion of working men and women."

William Toombs Richardson

OKLAHOMA CITY — William Toombs Richardson, retired former owner of Dub Richardson Ford, Inc. and a former president of the Oklahoma Automobile Dealers Association, died May 17. He was 76.

Ansel Lyon Nowell

CASA GRANDE, Ariz. — Ansel Lyon Nowell, former owner of Nowell Motors in Casa Grande, died April 26. He was 88.

Edward Roy Jarman

PORTLAND, Ore. — Edward Roy Jarman, former owner of Chevrolet dealerships in Coos Bay and Oregon City, died in Palm Springs, Calif. He was 91.

PARTS

FROM PAGE 2

competition in only a small part of the market so far, Ingham said it has already saved consumers hundreds of millions of dollars.

While State Farm's Ingham said quality of the non-OEM parts is the same as OEM parts, Myers said Ford's tests show the former are "frequently are made of inferior metal, have variations in fit and finish and inadequate corrosion or rust protection."

Myers accused the Certified Automotive Parts Association, set up three years ago by the insurance industry to test crash parts, of having "vague" standards that apply "only to appearance — not to strength, safety or rust-protection."

Inferior quality, said Myers, affects the automaker's reputation, and consumers often do not know their manufacturer's warranty does not include an "imitation body panel part or other damage resulting from the use of such parts."

Ingham said that Certified Automotive Parts Association testing is done by the independent Detroit Testing Laboratory, which not only tests parts but inspects manufacturing plants as well. Moreover, State Farm warrants the CAPA-certified parts for fit and corrosion problems for the life of the car.

> Non-OEM parts can be cheaper because their producers do no research or design and they make only high-volume parts.
>
> **Kenneth Myers**
> Ford Motor Co.

Myers said non-OEM parts can be cheaper because their producers do no research or design and they make only high-volume parts. In contrast, vehicle makers stock a complete line for vehicles no longer in production. Ford alone has more than 2,000 panel parts, including 191 different fenders and 387 different fronts and grilles.

Myers said there is "no credible evidence" that insurers pass cost savings on to consumers. "From 1982 to 1989, the total value of sheet metal imported from Taiwan increased fivefold; insurance rates still increased 68 percent, twice the rate of inflation."

PRODUCTION

Makers face 2nd trucker blockade

By Anne Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. and Canadian automakers may face another cut in vehicle production as independent Canadian truckers threaten a blockade at both the bridge and tunnel that link Detroit and Windsor, Ontario.

The blockade may occur by Thursday if the Canadian government fails to meet with the blockade leader on issues that led to a protest in May.

At that time, the Canadian truckers demonstrated against their government's policies which, they say, undercut their ability to compete with U.S. truckers. Plants in the United States and Canada ran low on parts and were forced to close or reduce working hours.

Last week, U.S. auto production was scheduled at 145,014, 0.36 percent above the prior week and 2.78 percent above the same week a year ago.

Domestic truck production was estimated at 93,819 units last week, 1.10 percent below the previous week but 12.52 percent above last year.

Companies split last week's targeted car output as follows: General Motors, 45.85 percent; Ford Motor Co., 24.05 percent; Chrysler Corp., 11.93 percent; Honda of America Manufacturing Inc., 6.19 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.03 percent; New United Motor Manufacturing Inc., 2.83 percent; Mazda Motor Manufacturing Corp. U.S.A., 2.74 percent; Diamond-Star Motors Corp., 1.96 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.08 percent; and Subaru-Isuzu Automotive Inc., 0.34 percent.

GM scheduled Friday overtime at Janesville, Wis., and Saturday overtime at Lansing (A), Mich.

Ford scheduled daily overtime at its Wayne and Wixom, Mich., car plants and all truck facilities.

Saturday overtime was slated at Ford's Wayne, Mich., car plant and its Louisville, Ky., truck plant.

Car production rises in Canada

Canadian automakers, like their Detroit neighbors, are monitoring another possible border blockade by independent Canadian truckers.

Big 3 assembly plants will begin model changeover Friday and may not be affected as severely as parts suppliers to the United States.

Canadian automakers scheduled 26,168 units last week, 3.09 percent, above the previous week and 14.59 percent above the year-ago week.

So far this year, 518,595 cars have been produced, 2.78 percent above last year's total at this time.

Estimated truck production last week was 20,092 units, 4.92 percent below the prior week and 6.29 percent below the year-ago week.

Year-to-date, 456,578 trucks have been assembled, 8.81 percent behind last year's total.

Chrysler's Windsor, Ontario, plant will close for model changeover Friday. The plant assembles Caravan and Voyager minivans.

U.S. CAR	Week Ended June 23, 1990	Week Ended June 24, 1989	Week Ended June 16, 1990	June to Date	Jan. 1 to June 23, 1990	Jan. 1 to June 24, 1989
Horizon	0	1,091	0	0	4,327	10,336
Sundance	2,000	2,639	2,519	7,232	39,220	59,822
Acclaim	3,100	3,267	3,192	10,156	49,643	64,566
Total Plymouth	5,100	6,997	5,711	17,388	93,190	134,724
LeBaron A	0	0	43	0	9,325	0
LeBaron J	1,400	0	1,404	4,461	22,818	55,273
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	1,500	2,473	1,558	5,034	21,236	54,772
Fifth Avenue	900	0	889	2,842	15,935	0
Imperial	200	0	211	751	8,053	0
Total Chrysler	4,000	2,473	4,062	13,132	77,367	112,991
Omni	0	935	0	0	4,078	11,802
Daytona	900	0	951	2,944	16,264	46,536
Shadow	2,500	2,208	3,163	9,107	45,867	57,175
Dynasty	2,600	3,999	2,606	8,422	56,872	79,076
Lancer	0	0	0	0	0	1,526
Spirit	2,200	1,963	2,368	7,398	46,723	56,317
Total Dodge	8,200	9,105	9,088	27,871	169,804	252,434
CHRYSLER MOTORS	17,300	18,575	18,861	58,390	340,361	500,149
Escort	5,682	8,216	3,452	14,455	102,009	168,188
Mustang	3,705	4,544	3,668	11,658	73,047	113,691
Tempo	3,340	2,864	3,255	10,296	68,778	78,294
Taurus	7,393	8,032	8,046	25,008	181,212	197,330
Thunderbird	3,247	2,843	2,785	9,247	59,482	85,818
Total Ford Div.	23,367	26,499	21,206	70,664	484,528	643,321
Topaz	1,060	1,536	1,150	3,613	25,615	35,716
Cougar	2,343	2,636	2,791	8,306	40,468	71,542
Sable	3,067	2,484	2,434	8,182	53,552	64,043
Total Mercury	6,490	6,656	6,375	20,101	119,635	171,301
Continental	1,508	1,426	1,527	4,813	29,485	36,116
Mark VII	502	446	510	1,540	12,351	12,750
Town Car	3,003	2,819	3,063	9,590	80,745	67,058
Total Lincoln	5,013	4,691	5,100	15,942	122,581	115,924
Total L-M Div.	11,503	11,347	11,475	36,043	242,216	287,225
FORD MOTOR CO.	34,870	37,846	32,681	106,707	726,744	930,546
Skyhawk	0	0	0	0	0	6,857
Skylark/Somerset	2,212	1,316	2,353	6,926	45,080	29,757
Century	1,698	2,767	1,651	5,295	34,077	62,262
Riviera	483	0	560	1,637	11,775	11,348
Electra	743	1,344	597	2,358	16,281	41,994
LeSabre (fwd)	3,453	4,038	4,315	12,726	84,084	76,819
LeSabre (rwd)	0	94	163	488	4,020	7,957
Reatta	211	0	211	667	4,477	3,140
Total Buick	8,800	9,559	9,850	30,097	199,794	240,134
Eldorado	473	0	569	1,608	10,902	19,104
Seville	1,139	0	1,324	3,815	19,695	13,996
Brougham (rwd)	0	626	0	0	13,065	19,375
DeVille (fwd)	3,775	4,022	3,689	11,963	85,453	109,319
Allante	89	0	89	283	1,892	1,588
Total Cadillac	5,476	4,648	5,671	17,669	131,007	163,382
Cavalier	8,661	6,951	8,594	27,651	164,216	194,364
Camaro	2,145	2,763	2,114	6,620	33,262	63,361
Celebrity	0	2,297	0	0	0	66,463
Corsica/Beretta	6,180	8,951	6,218	19,568	139,237	212,354
Caprice	6,020	4,107	5,708	18,294	105,974	101,724
Corvette	553	560	540	1,736	11,923	13,256
Total Chevrolet	23,559	25,629	23,174	73,869	454,612	651,522
Calais	2,836	2,074	2,970	8,776	50,582	49,624
Cutlass Ciera	1,910	1,954	1,950	6,156	39,536	43,850
Cutlass Supreme	1,733	0	1,950	6,000	41,981	51,125
Toronado	257	0	300	862	6,807	4,845
88 (fwd)	3,284	2,938	2,652	9,055	51,422	61,565
88 (rwd)	0	266	0	0	2,295	4,244
98	1,425	1,032	1,197	4,318	28,771	40,902
Total Oldsmobile	11,445	8,264	11,019	35,168	223,394	276,155
Sunbird	3,864	3,169	3,653	12,773	76,384	77,440
Grand Am	5,280	4,580	5,375	16,841	100,485	125,082
Firebird	1,365	1,354	1,328	4,279	20,693	34,681
Grand Prix	3,200	0	3,192	10,037	56,528	69,565
Pontiac 6000	1,383	884	1,431	4,494	29,465	41,408
Bonneville	2,112	2,584	1,697	5,845	40,753	49,672
Safari/Parisienne	0	0	0	0	0	2,690
Total Pontiac	17,204	12,571	16,676	54,269	324,308	400,538
GENERAL MOTORS	66,484	60,671	66,390	211,072	1,333,115	1,731,731
DIAMOND-STAR	2,843	1,532	2,495	8,585	69,229	24,984
HONDA	8,975	7,733	9,366	28,415	215,644	190,546
Civic	2,340	2,729	2,597	7,761	60,021	64,666
Accord	6,635	5,004	6,769	20,654	155,623	125,880
MAZDA†	3,979	4,359	3,819	12,149	86,447	116,169
NISSAN	1,570	2,813	1,733	5,107	48,480	59,171
NUMMI	4,100	4,115	4,227	13,436	102,921	99,171
Corolla	2,000	1,621	2,034	6,527	51,774	40,017
Geo Prizm/Nova	2,100	2,494	2,193	6,909	51,147	59,154
SUBARU-ISUZU	495	0	514	1,532	12,535	0
TOYOTA	4,398	3,442	4,406	13,931	107,778	55,326
Total Cars, U.S.	145,014	141,086	144,492	459,324	3,043,254	3,707,793
Total Cars, Canada	26,168	22,836	25,384	81,905	518,595	504,587
U.S., Canada Cars	171,182	163,922	169,876	541,228	3,561,849	4,212,380
U.S., Canada Cars and Trucks	285,093	268,742	285,868	905,171	6,025,645	6,931,075

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended June 23, 1990	Week Ended June 24, 1989	Week Ended June 16, 1990	June to Date	Jan. 1 to June 23, 1990	Jan. 1 to June 24, 1989
Monaco	0	0	0	0	5,132	0
Premier	0	1,140	0	0	2,808	22,615
CHRYSLER MOTORS	0	1,140	0	0	7,940	22,615
Tempo	3,360	3,343	3,273	10,461	64,844	72,692
Topaz	1,440	1,440	1,162	4,047	24,107	30,780
Crown Victoria	2,825	2,504	2,503	8,570	61,193	66,277
Grand Marquis	1,975	2,383	2,119	6,708	55,132	72,008
FORD MOTOR CO.	9,600	9,670	9,057	29,786	205,276	241,757
Celebrity	1,229	822	1,248	3,891	15,138	10,654
Cutlass Ciera	2,509	2,101	2,500	7,848	42,440	82,599
Lumina	5,305	5,241	5,441	17,034	110,029	57,334
Regal	3,495	1,423	3,139	10,252	42,241	38,793
GENERAL MOTORS	12,538	9,587	12,328	39,025	209,848	189,380
HONDA	2,150	1,803	2,206	7,071	52,002	40,700
HYUNDAI	400	0	249	1,233	9,067	0
TOYOTA	1,300	456	1,366	4,215	30,073	5,812
VOLVO	180	180	178	574	4,389	4,323
Total Cars, Canada	26,168	22,836	25,384	81,905	518,595	504,587

U.S. TRUCK	Week Ended June 23, 1990	Week Ended June 24, 1989	Week Ended June 16, 1990	June to Date	Jan. 1 to June 23, 1990	Jan. 1 to June 24, 1989
Caravan	2,100	2,298	2,155	7,224	56,144	55,995
Dakota	1,500	0	1,599	5,327	37,577	55,031
Caravan C/V	100	147	187	542	3,577	4,406
Ram pickups	2,300	0	2,399	8,019	55,562	55,132
Total Dodge	6,000	2,445	6,340	21,113	152,860	170,564
Cherokee	4,000	4,355	4,033	12,914	84,418	117,589
Comanche	200	521	185	652	4,014	16,093
Grand Wagoneer	300	160	315	926	3,245	6,993
Wagoneer	100	102	144	420	2,118	4,292
Total Jeep	4,600	5,138	4,677	14,911	93,795	144,967
Voyager	1,800	2,126	1,842	6,315	52,921	53,019
Town & Country	50	211	100	300	1,805	1,191
Total C-P Div.	1,850	2,337	1,942	6,615	54,726	54,210
CHRYSLER MOTORS	12,450	9,920	12,959	42,639	301,381	369,741
Aerostar	4,967	4,362	5,658	16,151	102,439	123,376
Bronco	1,235	1,357	1,182	3,855	27,061	41,620
Bronco II	6,670	2,958	5,415	19,642	82,227	66,887
Econoline	4,414	4,989	4,744	14,656	99,214	124,857
Mediums/Heavies	1,301	1,302	1,549	4,395	27,185	33,984
Light trucks	10,726	11,635	10,671	34,073	230,626	280,853
Ranger	6,353	7,641	5,822	19,698	147,684	175,857
Total Ford Div.	35,666	34,244	35,041	112,469	716,436	845,434
FORD MOTOR CO.	35,666	34,244	35,041	112,469	716,436	845,434
Astro	2,772	3,000	2,742	8,911	58,507	84,320
Blazer	377	570	358	1,159	8,653	14,250
Lumina APV	2,123	0	2,108	6,526	49,355	0
Mediums/Heavies	267	0	358	996	5,044	1,312
P-Model	627	860	571	1,930	12,664	17,915
Pickups	7,204	7,586	7,364	23,085	172,950	200,385
S-10	4,888	5,630	5,253	15,432	115,218	134,337
S-10 Blazer	4,160	4,018	5,122	13,526	69,340	96,414
Sportsvan/Van	1,939	1,951	1,793	5,684	35,104	48,712
Suburban	1,458	1,595	1,418	4,552	33,517	39,819
Total Chevrolet	25,815	25,210	27,087	81,806	560,352	637,464
Jimmy	120	165	110	362	2,757	4,292
Mediums/Heavies	613	0	492	1,874	8,684	1,496
P-Model	73	90	61	202	1,512	2,401
Pickups	2,673	2,518	2,415	8,131	60,913	59,951
S-15	1,088	565	1,107	3,254	27,534	32,331
S-15 Jimmy	1,457	1,120	1,316	4,486	21,905	27,451
Safari	1,248	749	1,292	3,736	21,010	21,748
Suburban	975	610	924	3,337	16,615	15,805
Vandura/Rally Vans	521	546	717	2,006	12,324	13,264
Total GMC	8,768	6,363	8,434	27,389	173,254	178,739
Olds Silhouette	1,218	0	1,200	3,645	17,793	0
Pontiac Trans Sport	1,090	0	1,080	3,322	26,896	0
GENERAL MOTORS	36,891	31,573	37,801	116,165	778,295	816,203
NAVISTAR	1,582	1,739	1,554	5,039	36,007	43,897
NISSAN	3,230	2,453	3,557	10,518	75,827	63,159
SUBARU-ISUZU	550	0	499	1,536	12,332	0
AM GENERAL*	450	450	450	1,440	11,340	10,980
MISCELLANEOUS*	3,000	3,000	3,000	9,600	75,600	68,600
Total Trucks, U.S.	93,819	83,379	94,861	299,406	2,007,218	2,218,014

CANADIAN TRUCK	Week Ended June 23, 1990	Week Ended June 24, 1989	Week Ended June 16, 1990	June to Date	Jan. 1 to June 23, 1990	Jan. 1 to June 24, 1989
Caravan	2,880	2,942	3,700	10,127	79,715	75,140
Caravan C/V	0	390	0	24	5,619	6,524
Ram Wagon	738	695	716	2,287	13,995	14,417
Ram Van	1,566	1,745	1,610	5,054	30,520	37,310
Total Dodge	5,184	5,772	6,026	17,492	129,849	133,391
Voyager	2,240	2,907	2,602	7,521	64,103	68,958
Total Plymouth	2,240	2,907	2,602	7,521	64,103	68,958
Wrangler	1,500	1,922	1,677	5,123	29,128	41,949
Total Jeep	1,500	1,922	1,677	5,123	29,128	41,949
CHRYSLER MOTORS	8,924	10,601	10,305	30,136	223,080	242,298
FORD MTR (lt. trks.)	3,648	3,550	3,592	11,496	74,127	86,027
Light trucks	3,818	3,782	3,721	11,751	85,655	79,606
Vans	1,475	1,495	1,243	4,305	24,684	33,126
Total Chevrolet	5,293	5,277	4,964	16,056	110,339	112,732
Light trucks	1,527	1,065	1,610	4,771	32,924	37,012
Vans	475	677	433	1,582	11,058	16,303
Total GMC	2,002	1,742	2,043	6,353	43,982	53,315
GENERAL MOTORS	7,295	7,019	7,007	22,409	154,321	166,047
NAVISTAR	225	271	227	496	5,050	6,309
Total Trks., Canada	20,092	21,441	21,131	64,537	456,578	500,681
U.S., Canada Trks.	113,911	104,820	115,992	363,943	2,463,796	2,718,695

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mitsubishi-Fuso, etc.

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Automotive News®

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Dealers hold bag as American Warranty quits

CONTRACT Casualties

By Charles M. Thomas and Jim Henry
AUTOMOTIVE NEWS STAFF REPORTERS

The beleaguered vehicle service contract industry got another jolt Friday when American Warranty Corp. told car dealers it was tottering on the verge of collapse.

Dealers could be stuck with millions of dollars in unfunded car repairs.

"In the last three years, more than 15 extended service contract administrators have gone out of business," American Warranty President Robert Lustbader told dealers at a meeting in New York. "I regret to say that American Warranty got caught up in this turmoil."

American Warranty is one of the oldest companies, started in 1971.

In meetings at five hotels on Friday, Lustbader made dealers an offer hard to refuse. He said American Warranty would return to them 40 percent of the existing reserve fund to cover repair costs. The remaining 60 percent would go to cover American Warranty's existing liabilities.

The hitch: Dealers would have to accept the risk for future liabilities. They could administer the service contracts themselves or find another extended warranty administrator to do it for them.

Dealers will probably incur hefty losses on future claims in either case, even though American Warranty says the money it returns to dealers will cover repairs.

Sources said reserves amount to about $20 million, so the immediate payout to dealers would be $8 million.

American Warranty, based in Lincolnwood, Ill., has been selling service contracts through car dealers in 36 states and is licensed to sell in all 50.

Lustbader played a nervy game of chicken with dealers. He said the alternative is liquidation of American Warranty by the Illinois Department of Insurance.

He conceded that could possibly

see WARRANTY, page 62

AUTOMOTIVE NEWS/JOE WILSKERS

Sign of the times

Chevrolet Motor Division headquarters in Warren, Mich., have a new identity that reflects the contribution made by a new member of the team. Workers last week replaced the Chevrolet sign with a version that includes Geo.

Distributor battles Toyota attempt to control territory

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Toyota Motor Sales U.S.A. Inc. says it can to a better job in five Eastern states and has set out to take over its longtime distributor, Mid-Atlantic Toyota.

Toyota told Mid-Atlantic on June 20 that its Toyota Motor Distributors subsidiary will assume all distribution responsibilities for the region and acquire Mid-Atlantic's assets Oct. 1

Despite an earlier agreement setting terms for a buyout, Mid-Atlantic Toyota Distributors Inc. said it was shocked by the move and promised to fight it in court.

The legal battle intensified last week when Toyota secured a court order preventing Mid-Atlantic from filing suit outside California. Fred Weisman Co., the owner of Mid-Atlantic, dodged the order with a technicality and sued last Wednesday in Baltimore.

The conflict pits flamboyant businessman Fred Weisman, 78, against the nation's leading Japanese auto retailer. In an added twist, Robert McCurry, Toyota Motor Sales executive vice president, is a former Mid-Atlantic general manager. He left after a dispute with Weisman in 1981.

For Toyota dealers, the takeover could be seen as a chance to be on equal footing with those dealers in other areas who deal with Toyota directly. Others dealers prefer to work with a middleman who understands the region and speaks for its dealers in a unified voice.

Mid-Atlantic, based in Glen Burnie, Md., serves 123 Toyota dealers in Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

Weisman Co. claims Toyota is bullying the distributor and that Toyota misled Mid-Atlantic into believing the relationship was on solid ground. Weisman also charged that the company's prod-

see TOYOTA, page 61

Ford steps up ads to fight Chevrolet sales challenge

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

With Chevrolet breathing down its neck, Ford Division will kick in an additional $11 million to strengthen its dealers' advertising hand from mid-June until the end of August.

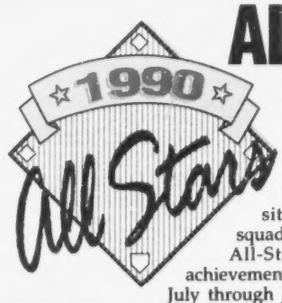
Ford officials announced their decision to dealer ad associations and ad agency representatives at a Ford Dealer Advertising Conference in LaCosta, Calif., last week.

Lincoln-Mercury sources say that division will give an additional $6 million to its Lincoln-Mercury Dealer Association groups during July and August. L-M dealer associations will use the money to advertise their "Showtime Celebration" sales promotion, according to the L-M sources.

Persons who attended the Ford Dealer Advertising Conference said Ford Division wants the entire $11 million in factory money spent on cars. Sources say the "special bonus" (presumably the $11 million) will apply to ads run from June 18 to Aug. 31. Dealer associations must match factory contributions. The amount dealer associations receive depends on how much they spend. The money must be spent by the end of August.

see FORD ADS, page 59

ALL-STARS: *Eiji Toyoda leads our annual industry ballot*



General Motors and Toyota Motor Corp. rule 1990's *Automotive News* All-Star Team.

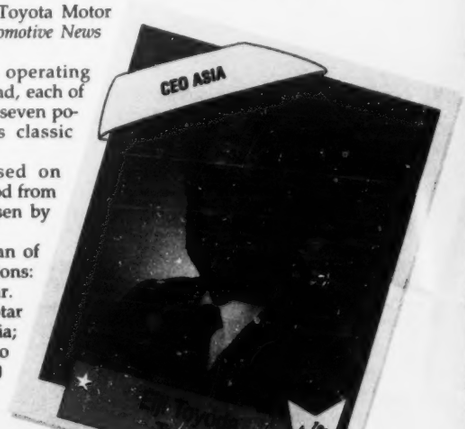
Including their operating units here and abroad, each of the auto giants gained seven positions on this season's classic squad.

All-Star selections are based on achievements in the 12-month period from July through June. Winners are chosen by votes of the *Automotive News* editorial staff.

Leading the 1990 dream team is Eiji Toyoda, chairman of Japanese auto company Toyota, who captured two positions: chief executive officer Asia and industry leader of the year.

Other players from Team Toyota who made the All-Star team are: Shoichiro Toyoda, chief operating officer, Asia; Robert B. McCurry, Asia firm's import executive; Makoto

see ALL-STARS, page 20



Safety hardliner

For 14 years, soft-spoken Clarence Ditlow, executive director of the Center for Auto Safety, has faced critics who say he's an engineering illiterate who lives only to feed — and be paid by — hungry lawyers. Story on Page 3.

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The Cressida, shown at left, will be replaced in the United States by an all-new Crown, a higher-priced entry in Toyota's home market. It will replace the current Crown, right, which received a facelift last year.

NEW TOP TOYOTA

New wide Crown from Japan lineup will replace Cressida

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Toyota Motor Corp. will replace its flagship Cressida in the United States with the Crown, a car that ranks above Cressida in Japan, within the next 12 months, *Automotive News* has learned.

The Crown, which is due for a full body change, perhaps as early as November, was upgraded with a V-8 engine and facelift a year ago. The wider, more powerful Crown is scheduled to be sold by U.S. Toyota dealers.

A Toyota source confirmed the change, though it was denied by official sources in Japan and the United States.

For years the Crown has been an awkward-looking, Japanese-style luxury car. Its narrow dimensions were forced on it by tax regulations. But when tax reform took effect in April 1989, it not only lightened the tax burden on large cars, but also gave a sociological go-ahead to larger vehicles.

A wide-body Crown is now available, but it is built on the old, narrow chassis. At 69 inches, it is nearly 2.5 inches wider than the regular Crown.

Cressida was widened from 66.5 inches to 67.3 inches in its latest overhaul, but that remains short of what Toyota considers its primary competitor, the Acura Legend, which is 68.7 (coupe) and 68.9 (sedan) inches wide.

Cressida, although well received in other aspects, was considered too cramped in the interior, according to the Toyota executive.

It has been selling in the United States at the rate of just over 20,000 a year. The company hopes Crown will do better.

An earlier Crown was sent to the United States in small volume when Toyota began its export operation. It was deemed unsuitable for America and was soon withdrawn. The car was exported to Europe in the 1960s and 1970s, but it was not a sales success there either.

Transplant wages will rise to match any gains at Big 3

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Honda of America Manufacturing Inc. had a goal last year: outperform and out-pay Ford Motor Co. in employee profit sharing checks.

Honda met its objective. Its workers received an average $1,601 in 1989 profit sharing, compared with $1,025 for Ford workers.

"The year before, Ford won," said Honda spokesman Roger Lambert. "So we decided to get into a contest with Ford on that issue."

Honda, a non-union shop that hopes to remain that way, plans to keep the contest close.

"We don't live in a vacuum; we're aware of what the industry is doing," Lambert said. "We intend to be competitive, and we know we are."

"Competitive" means more than making competitive cars. It means offering wages and benefits in the same ballpark as the unionized Big 3 automakers.

When the UAW and the Big 3 negotiate a new national contract this summer, the transplants will not be far behind, whether unionized or not.

Big 3 officials say they can't add to labor costs because they have to compete with the Japanese transplants. And no matter how high the wages and benefits, the transplants will still enjoy cost advantages of having newer work forces.

Says Ford spokesman Dick Routh: "The transplants have no pensions, little vacation and little health care to pay."

Of the seven U.S. transplants, four have no retirees, Honda has fewer than 100; Nissan Motor Manufacturing Corp. U.S.A. has one, and New United Motor Manufacturing Inc. (NUMMI) has four.

Based on figures supplied to *Automotive News* from the manufacturers, the unionized shops still pay the best hourly wage rates.

Counting purely straight wages including cost of living allowances, NUMMI, the General Motors-Toyota Motor Corp. joint venture, pays the highest hourly rate for production workers, followed by the Big 3 and then the other transplants. NUMMI also pays the highest wage for skilled trades workers, followed by Ford and GM.

But add all cash components such as bonuses and profit sharing, and some rankings change.

See WAGES, page 60

PRODUCTION WORKER PAY

Table assumes straight-time work of experienced worker, plus all bonuses and profit sharing

Plant	Annual Income
Ford	$37,434
NUMMI	36,013
GM	35,462
Chrysler*	35,371
Honda	33,685
Mazda	32,970
Nissan	32,579
Toyota	29,598
SIA	28,995
Diamond-Star	28,038

Source: Company information

* Chrysler figure based on an average that includes higher-paid skilled-trade workers

GM, Chrysler join Ford price hike

DETROIT — Despite sluggish sales, General Motors and Chrysler Corp. have followed Ford Motor Co. in raising prices. The GM and Chrysler hikes are effective today.

GM prices went up an average of $83, or 0.5 percent, on cars and light trucks. The car boosts range from $66 on intermediate models like Chevrolet Lumina and Oldsmobile Cutlass Supreme to $165 on Cadillac DeVille.

Chrysler's increases range from $60 on Dodge Daytona and most Chrysler LeBarons to $160 on Chrysler Fifth Avenue and Imperial. Plymouth Voyager and Dodge Caravan minivans went up $118.

Chrysler did not raise prices on Plymouth Sundance/Dodge Shadow and Dodge Monaco/Eagle Premier. Also unaffected were Plymouth Laser and Eagle Talon.

Chrysler and GM followed Ford Motor Co. along the price path. On June 15, Ford raised prices of most cars $58 to $123.

GM and Chrysler hiked destination charges. GM's went up $10 across the board. Chrysler's rose $30 on Fifth Avenue and Imperial and $15 on others. Monaco and Premier are unchanged.

The Big 3 raised prices despite lackluster sales. Through May 31, deliveries of domestic cars were down 17.46 percent for Chrysler, 12.23 percent for Ford and 6.07 percent for GM, compared with the first five months of 1989.

Industry price analysts consider price hikes at this time of the model year an effort to lessen the amount of the price increase for the upcoming model year.

HIDDEN IMAGE/HANS G. LEHMANN

Awareness of the forthcoming facelift for the XJ-S, which has not been restyled since its debut 15 years ago, has been a factor in the 22 percent drop in British Jaguar registrations in the first five months of this year. Only minor exterior changes are planned for the new model, as can be seen the photograph above.

JAGUAR: *U.S., Europe sales buck downslide trend, but chief Hayden says there's much to do*

By Daniel Ward
STAFF CORRESPONDENT

COVENTRY, England — William J. Hayden, the former Ford of Europe manufacturing vice president, is firmly at the helm of Jaguar after a three-month handing-over period.

The new chairman and chief executive admits that "there is a fair amount to do."

The original forecast for Jaguar sales in the United States this year was 20,000 units. The total now is expected to be "closer to 19,000."

Hayden

Jaguar bucked the trend in the first five months of this year in the United States, with sales climbing to 7,918 from 7,477 for the same period last year.

Hayden has already visited America twice to talk to Jaguar's U.S. dealer council and to spend time at a number of dealerships. In September, he will fly to Japan to see Jaguar dealers.

The U.S. dealers were "staggered by my honesty," Hayden says. He was pleased by the decision of several dealers to go ahead with major investment in new facilities, a decision they had held in abeyance while waiting to assess Jaguar's prospects under Ford ownership.

Reaction from the U.S. dealer council to a long and detailed presentation was "extremely positive," Hayden says. They took the

see JAGUAR, page 62

Pres. Bush moves his lips; imports call for carbon tax

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — President Bush's softened stand against higher taxes has boosted the auto import contingent's hopes of garnering support for a so-called carbon tax.

The president last week strayed from his campaign pledge of no new taxes and said higher tax revenues may be needed to reduce the federal budget deficit. This could lead to higher consumption taxes on such items as gasoline.

The Motor Vehicle Manufacturers Association said if the current federal gas tax of 9 cents a gallon were to rise to 25 cents, it would have little impact on car sales.

"There are far more serious issues for us to worry about," said Tim MacCarthy, a lobbyist for the Motor Vehicle Manufacturers Association.

But import interests have been pushing the idea of taxing fuels on the amount of carbon they contain.

The American International Automobile Dealers Association and the Association of International Automobile Manufacturers believe a carbon fee is a better way to discourage the driving of gas-hungry cars than a higher corporate average fuel economy standard.

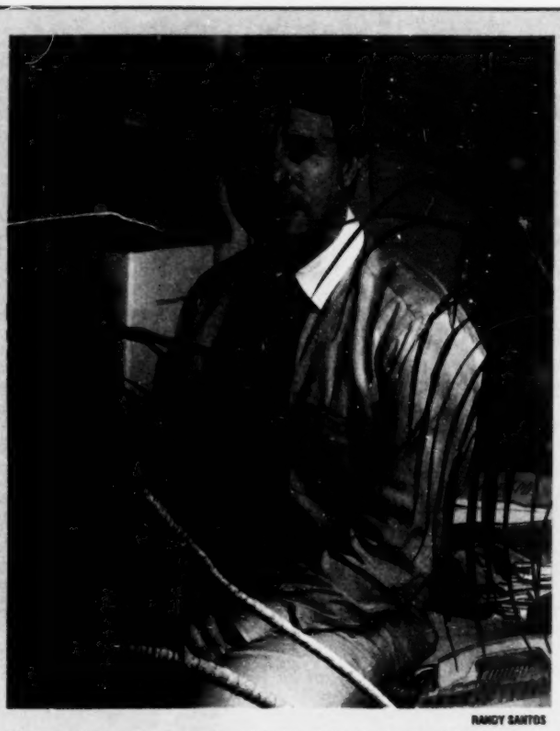
"Several months ago we didn't know if (a carbon tax) was viable," said Walter Huizenga, president of AIADA. "Now that the administration had indicated a willingness to look at tax increases, we want to put this forward as a method of regulating fuel economy."

Huizenga said import dealers and manufacturers would otherwise not support a gasoline tax.

A bill proposing a carbon tax, which would translate into about 8 cents per gallon of gasoline, was introduced in May by Rep. Pete Stark, D-Calif. The legislation is receiving serious consideration in the House Ways and Means Committee, said a spokesman for Stark. But he warned that Stark proposed the tax to address global warming, not as a deficit-reduction tool. Carbon dioxide, a byproduct of burning gasoline, is thought to contribute to global warming.

Correction

In a table in the June 25 issue, the May 1990 imported-car sales figures for Geo Metro and Geo Storm were reversed. The correct totals are 3,970 for Geo Metro and 9,680 for Geo Storm.



RANDY SANTOS

Clarence Ditlow, the executive director of the Center for Auto Safety, may be soft-hearted when it comes to his office palm tree, but when you're talking automakers, he's 100-percent tough guy.

DITLOW: *Safety czar is thorn in industry's paw*

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Clarence Ditlow III winces as he tries to explain the twisted palm tree that commands a prime spot in his cluttered office.

He could have easily tied the trunk to a pole to set it straight, but "somewhere along the line, I didn't exercise enough discipline," he says with a smile. "I'd do that if I was a tough guy, but I'm not a tough guy."

Tell that to the auto companies.

For 14 years the soft-spoken executive director of the Center for Auto Safety has been a thorn in the industry's paw.

Last week was no different. On Monday, Ditlow joined other safety advocates in calling for a Jeep CJ recall. Later in the week, he was knocking at the Federal Trade Commission's door and accusing Nissan of offering secret warranties.

The center celebrated its 20th anniversary last month. Ditlow, 46, has endured in the face of critics in the industry and the automotive buff press who say he's an engineering illiterate who lives only to feed — and be paid by — hungry trial lawyers.

In another camp are people like Vernon R. Brinkley, a Virginia printer. He blames a defective rear tailgate on his 1979 Jeep Wagoneer for strangling his 13-year-old son, Howell Keith, a decade ago.

Brinkley settled his suit out of court and had just about

see DITLOW, page 42

Mitsubishi tags Eclipse for Europe

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Mitsubishi Motors Corp. is finalizing plans to sell its U.S.-made Eclipse coupe in Europe.

If regulatory approval is granted in the next few months, Mitsubishi could become the first Japanese carmaker to export a U.S.-made vehicle to Europe.

With 60 percent U.S. content, the Eclipse would count as an American product for trade purposes in many European markets, sidestepping restrictions against Japanese imports. Ironically, the 60 percent U.S. content makes the car an import in the United States.

A spokesman for Mitsubishi's U.S. operations said the as-yet incomplete export plan will probably involve shipping about 200 Eclipses a month that will be divided among United Kingdom, Germany, Switzerland and Austria. The company believes Germany will be a particularly strong market, based on projections from dealers there, he said.

Earlier this year, Honda of America Manufacturing Inc. said it will export its new Accord station wagon to undetermined European markets in the 1991 model year. But it now appears that Mitsubishi could be the first U.S. transplant manufacturer to send Japanese-badged cars to Europe. The Ford Probe, built by Mazda Motor Manufacturing (USA) Corp., is scheduled to be sold in Germany late this year.

Mitsubishi is producing about 6,800 Eclipses a month at Diamond-Star Motors Corp. in Normal, Ill., a 50-50 joint venture with Chrysler Corp. The Japanese carmaker already exports a small number of the cars to Japan and Taiwan and expects to sell about 80,000 Eclipses through U.S. dealers this year.

As many as 200 Mitsubishi Eclipse cars may be sent monthly to Western Europe from Diamond-Star Motors in Illinois.

Chrysler also gets about 6,800 Eclipse-based Plymouth Lasers and Eagle Talons a month from the plant and has alluded to its own interest in exporting those models to Europe. A Chrysler spokeswoman said, "Europe possess some interesting opportunities for our Diamond-Star Motors cars, but at this point we have neither a final decision nor a timetable."

Trial production of Honda's Accord wagon has begun — slightly ahead of schedule — at Honda's Marysville, Ohio, plant, the exclusive manufacturing site for the wagon. Plans call for mass production to begin in November.

In previous cases where Honda has exported a North American-made vehicle to Asia, the car was distributed to U.S. dealers first. If the company holds to that procedure, exports of the wagon would not begin before early 1991.

The Mitsubishi spokesman said the export program depends on regulatory clearance by each country on such matters as vehicle emissions, bumper standards and signals. He said no problems are likely, especially regarding emissions, because U.S. requirements are stricter than Europe's.

Each Japanese plant in the United States either has plans to export vehicles to Asia or has begun shipments.

In addition, Nissan Motor Manufacturing Corp. U.S.A. said it has considered exporting its upcoming redesigned Sentra to Europe from Tennessee, but has no current plan.

KOREA'S EXPORT SLUMP

What goes up must come down. But with the export machine out of steam, many are starting to ask, 'How far is down?'

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — As recently as 1988, the sky seemed the limit for the Korean Big 3 — Hyundai Motor, Kia Motors and Daewoo Motor.

They were riding high. Their sales in the United States shot through the roof as $3.7 billion worth of Korean-made cars — 576,134 units — were exported worldwide that year.

The Japanese and the U.S. Big 3 were rattled by the fast inroads made by the Koreans, and many automotive analysts pondered the Korean threat to take over the subcompact market.

Those foreign fears and Korean enthusiasm began to fade in 1989 as the Korean export machine ran out of steam. Exports dipped to 356,050 units valued at $2.7 billion.

The situation has deteriorated further this year. In the first four months of this year, 85,594 units were exported, according to the Korean Automobile Manufacturers Association. That was an average of 21,399 a month compared with 29,671 a month in 1989 and 48,011 a month in 1988.

Many are wondering what has happened to Korea's showcase industry and whether it will recover.

It might be rash to rule out the Koreans as a spent force, given the disciplined, well-educated nature of the work force and the im-

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Chrysler has high hopes for 3rd rental firm

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. anticipates a substantial increase in sales of vehicles to Dollar Rent A Car Systems Inc. following the automaker's purchase of the rental company this summer.

Pentastar Transportation Group Inc., a wholly owned subsidiary of Chrysler Corp., is expected to complete the purchase of the Dollar rental system by Aug. 15.

The two companies said last week that purchase agreements have been signed. The purchase price was not disclosed.

Dollar is nearly twice as large as Thrifty Rent-A-Car System Inc., which Chrysler bought for $263 million in 1989. Dollar, which has about 1,000 locations, had revenue of $600 million in 1989. Chrysler in 1989 also bought Snappy Rental Inc. for $40 million.

Chrysler vehicles now represent 20 to 25 percent of Dollar's average rental fleet of 80,000 vehicles, according to a Chrysler spokesman.

A spokesman for Pentastar Transportation Group said the company anticipates that 70 to 80 percent of Dollar's fleet will be Chrysler vehicles within a year. More than 95 percent of Dollar's franchisees are independent operators, and Pentastar is aware that "they can't be forced to buy Chrysler products."

"But we have the ability to structure the marketing arrangements that will make the franchisees want to tie into Chrysler products," the spokesman said. "It is more than car and price. It has everything to do with delivery, vehicle mix, national advertising, order handling, how we service the franchisee. We plan to structure a very competitive package."

Said the Chrysler spokesman, "If you have the keys to the house, you don't have to stand on the porch knocking." But he spokesman cautioned that the number of additional sales made to Dollar will depend on the competitiveness of the daily rent-a-car market.

Earlier this year, Chrysler attributed part of its current sales decline to the company's unwillingness to cut profits by discounting daily rental fleet units. For example, Chrysler allowed Thrifty to purchase a large number of vehicles from Mitsubishi Motors Corp. rather than purchase higher-priced Chrysler vehicles.

"When we couldn't compete on price, we didn't compete," the Chrysler spokesman said.

Chrysler's three rental car systems are expected to continue to operate independently and to complement each other.

Dollar has operations at airports, while Thrifty is an off-airport network. Snappy supplies temporary replacement vehicles for persons whose cars have been stolen or are being repaired after a collision.

Value deal final

CYPRESS, Calif. — Mitsubishi Motor Sales of America Inc. has completed its purchase of a controlling interest in Value Rent-A-Car Inc. last week, becoming the first automotive importer to take control of a daily rental company in the United States.

Mitsubishi hopes the acquisition of the Deerfield, Fla.-based company will increase awareness about its products and provide low-mileage vehicles for Value's used-car operations. Value has 25 locations in Florida, Georgia, [illegible], Alabama, Colorado and Arizona.

— Roger Lenz, Detroit

Alabama may be home to Nissan engine plant

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

THACH, Ala. — Nissan Motor Manufacturing Corp. U.S.A. is considering building an engine plant near this north Alabama farming crossroads.

The No. 2 Japanese carmaker is using a local industrial-development agency to quietly stake out as much as 1,000 acres for a plant between Thach and Athens, Ala. The site is about 90 miles south of Nissan's existing U.S. plant, in Smyrna, Tenn.

A spokeswoman for the manufacturer acknowledged only that Nissan is conducting a "feasibility study" for an Alabama plant and is conducting similar studies at numerous sites.

If approved, Nissan's second plant will produce major engine components, complete with machining and assembly, said Gail Neuman, general counsel for Nissan Motor Manufacturing. The plant will not have component-casting capabilities, she said.

Residents in the area, known for its rich cotton fields, confirmed that they have been approached by the Athens-Limestone County Industrial Development Association — a local economic development agency — on behalf of Nissan, seeking to option approximately 1,000 acres.

One landowner said he was told that Nissan wanted to build a vehicle-assembly plant, employing up to 4,000 workers.But Neuman said that no vehicle plant is under consideration and that the components facility in question would employ "nowhere near that many people."

Nissan currently assembles four-cylinder engines in Smyrna from Japanese components to supply the 120,000 Sentras it builds annually. In 1992, the Smyrna plant will also begin producing about 240,000 Stanzas annually.

At the same time, Nissan has committed to supply about 135,000 six-cylinder engines a year to Ford Motor Co. for a new minivan to be assembled by Ford in Avon Lake, Ohio, for both companies.

Nissan currently produces pickups in Smyrna with engines imported from Japan and Mexico.

News of the carmaker's activities has already ignited a land speculation boom of sorts in and around Thach. In the past two weeks, asking prices for some commercial property in nearby Athens rose from $5,000 an acre to $25,000 to $30,000 an acre.

Mid-June car and truck sales rise

Extra selling day helps makers, but Chrysler slips anyway

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Every domestic automaker except Chrysler Corp. posted a sales gain for mid-June, boosting total vehicle sales 8.49 percent over last year.

Both car and truck sales were up for the 10-day period, but an extra selling day accounted for the gain in each category. There were nine selling days in mid-June this year and eight in 1989. The daily vehicle selling rate was down 3.57 percent.

Japanese transplant sales generally soared in the 10-day period.

Overall, mid-June sales totaled 339,797 — 211,023 cars and 128,774 trucks. Car sales were up 7.71 percent; truck sales rose 9.79 percent.

But the daily selling rate showed a dip of 4.26 percent for cars and 2.41 percent for trucks.

General Motors and Ford Motor Co. needed the extra day to top last year's performance in both cars and trucks.

GM's car-truck sales were up 6.01 percent, paced by Pontiac and Cadillac. Pontiac's car sales jumped 45.33 percent. Sunbird and Grand Prix were especially hot, up 71.89 percent and 127.78 percent. Cadillac posted a gain of 36.76 percent.

Sales of the Geo Prizm and Lumina continued to soar, but Chevrolet's total car sales were down 5.87 percent.

On a daily-rate basis, GM's car-truck sales were off 5.77 percent from last year.

Led by a 16.97 percent increase in truck sales, Ford Motor Co.'s total vehicle sales rose 9.95 percent. But Ford's daily selling rate for cars and trucks was down 2.27 percent.

Sales of the Ford Escort, Taurus, Thunderbird and Probe, which had been lagging most of the year, rose slightly. The Lincoln Town Car continued to sell well.

Chrysler Corp's's sales slumped 4.97 percent with cars off 8.03 percent and trucks down 1.96 percent. The daily selling rate for cars and trucks dipped 15.53 percent.

The Chrysler brand was Chrysler Corp.'s only gainer on the car side. Dodge trucks were up, and so were Chrysler and Plymouth minivans.

Each of the transplants reported car sales increases on both an absolute and a daily-rate basis.

Toyota chalked up an advance of 83.75 percent in sales of U.S.-built cars. Honda, up 81.94 percent, was next. But Honda was the volume leader, 11,280 to 7,936.

Mitsubishi's sales rose 70.71 percent, and Mazda notched a gain of 53.89 percent in sales of U.S.-built cars. The 626 series did the job for Mazda; sales of the MX-6, Mazda's only other domestic car, fell 41.38 percent.

Nissan had a healthy rise in both car and truck sales. Car deliveries rose 34.44 percent, and truck sales moved up 22.03 percent.

10-DAY SALES

DOMESTIC BUILT

	June 11-20, 1990	June 11-20, 1989
CARS		
Eagle	1,370	1,399
Chrysler	7,083	6,046
Dodge	9,568	12,330
Plymouth	6,847	7,265
CHRYSLER MTRS.	**24,868**	**27,040**
Ford	42,095	39,475
Lincoln	5,986	5,463
Mercury	10,006	10,430
FORD MOTOR	**58,087**	**55,368**
Buick	15,194	17,180
Cadillac	7,801	5,704
Chevrolet	43,896	46,634
Oldsmobile	14,965	15,111
Pontiac	20,525	14,123
GENERAL MTRS.	**102,381**	**98,752**
HONDA	**11,280**	**6,208**
MAZDA	**1,562**	**1,015**
MITSUBISHI	**1,492**	**874**
NISSAN	**3,182**	**2,352**
SUBARU	**255**	**—**
TOYOTA	**7,936**	**4,319**
U.S. CAR TOTAL	**211,823**	**195,928**
TRUCKS		
Chrysler	58	32
Dodge	15,325	13,928
Jeep	5,869	8,023
Plymouth	5,729	5,537
CHRYSLER MTRS.	**26,981**	**27,520**
FORD MOTOR	**48,415**	**39,880**
Chevrolet	40,154	38,873
GMC	9,438	8,376
Oldsmobile	813	—
Pontiac	895	—
GENERAL MTRS.	**51,300**	**47,249**
ISUZU	**610**	**—**
NISSAN	**3,468**	**2,842**
U.S. TRK. TOTAL	**128,774**	**117,291**
U.S. CAR-TRUCK TOTAL	**339,797**	**313,211**

There were 9 selling days in the period this year and 8 last year.

Panther has halted production of its Kallista two-seater in order to concentrate on the introduction of the Solo, pictured here.

CAGED PANTHER

Solo delayed again; composite body supply woes continue

By Daniel Ward
STAFF CORRESPONDENT

LONDON — The Panther Solo sports car, already nine months late, has hit more roadblocks.

Panther Car Co., owned for the past three years by Ssangyong Group of South Korea, has undergone a change of top management and the work force has been cut from 133 to 105.

The first Solo should have been delivered to a customer last October, but it was delayed four months because of the need to re-source the chassis from a British supplier to Ssangyong in Korea. Panther confirms that only one further car has been delivered.

Panther announced within the past month that it will halt production of the nostalgia-style Kallista two-seater in order to concentrate on the introduction of the Solo sports model.

Ssangyong has decided to build a pilot run of 24 Kallistas at the Pyongtaek plant of Ssangyong Motor, with a view to possibly putting the vehicle into full production. The Korean company previously built Kallista bodies and chassis, which were then shipped to Panther's Harlow, England, factory for assembly.

Panther is facing major problems with the supply of the high-technology composite body for Solo. It is proving very difficult to make to the required quality, according to sources at Panther.

Mike Newman, Panther managing director for the past three years, left the company a few weeks ago, according to his successor, B.U. Kim, who was previously Panther finance director.

It is understood that Newman's failure to bring the project to production resulted in his contract not being renewed.

The enduring production problems raise the question of how long Ssangyong will fund Panther. According to one informed source, losses have now climbed to £30 million ($51.5 million).

Kim would only comment, "During the development period of Solo and with Kallista production not contributing sufficient profits, Panther Car Co. was in need of operating capital.

"However, the company expects to turn around with the successful Solo and its future evolution models."

Automotive News Staff Correspondent Oles Gadacz in Seoul, South Korea, contributed to this report.

1st East German auto show ushers in currency switch

By Knut Moberg
STAFF CORRESPONDENT

LEIPZIG, East Germany — More than 500,000 people attended East Germany's first auto show, held here on the eve of currency union between the two Germanys.

Known as Auto-Vision, the show was mainly a presentation by the West European and Japanese auto industries. Only six East German companies had stands, and there were no stands for Wartburg or Trabant. Oddly, in view of the quickening integration between East and West Germany, BMW was the only West German company present.

A spokesman for the organizers, KPS Messe, of Bremen, West Germany, said many automakers were unable to make a decision on whether to exhibit in the time available. Many were handicapped by having already allocated 1990 budgets. The show was organized in only a few months.

Nevertheless, there are plans to have a show here every year. It will be the third major show in Germany after Frankfurt and Berlin.

Nowhere in Europe is there such interest in cars as in East Germany, where until this year people waited 16 years for delivery of an old-fashioned Wartburg or Trabant.

The Leipzig show was, therefore, a big adventure for the East Germans. People traveled from all over the country and from Poland and Hungary.

Parking lots around the exhibition hall were packed with old and dull East European cars. Inside were the world's most modern vehicles.

For a few hours, the visitors could inspect the cars and dream.

One visitor commented, "This is just like making a presentation of the best-known French food in the poorest country in the world."

Japan's automakers made a big splash, with large stands taken by the West German importers of Mazda, Suzuki, Subaru, Nissan, Honda and Toyota. The Japanese do not sell cars in East Germany.

The French industry was strongly represented, with stands displaying Renaults, Peugeots and Citroens. Both Swedish producers, Volvo and Saab, which have sold in East European countries for several years, were well represented in Leipzig.

Fiat and Alfa Romeo were also present.

The U.S. companies and their European subsidiaries skipped the show, but the big surprise for visitors was the paucity of German companies.

But Volkswagen AG, which is building a big dealership between the airport and downtown Leipzig, had a lot of models on display alongside the building materials. It attracted many visitors.

Of the East European cars, only the new Skoda Favorit from Czechoslovakia and Lada from the Soviet Union were in Leipzig.

The Ladas were presented by the West German importer — a major change for East Germany, which had such close ties to the Soviet Union.

Detroit Diesel to produce natural gas, alcohol engines

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Detroit Diesel Corp., a major supplier of transit bus engines, plans to offer a variety of alternative powerplants to that market in 1991.

They include alcohol-fueled and compressed-natural-gas engines as well as diesel engine.

Detroit Diesel's product offerings are predicated on the assumption that the stringent 1991 EPA standards for heavy-duty urban bus engines will remain in effect as they are published today.

According to the EPA standards, heavy-duty urban bus engines produced after Jan. 1, 1991, must meet a nitrous oxides standard of five grams per brake horsepower/hour and a particulate matter standard of 0.1 g/bhp/hr.

Detroit Diesel is also prepared to meet provisions of both the proposed Senate and House Clean Air Act amendments, which are currently before the U.S. congressional conference committee, according to David Merrion, Detroit Diesel senior vice president for engineering.

Detroit Diesel plans to offer five lines of 1991 transit bus engines.

They are diesel-fueled 6-71TA DDEC and 6V-92TA DDEC engines; diesel-fueled 6V-92TA DDEC engines with aftertreatment devices; alcohol-fueled 6V-92TA DDEC engines; alcohol-fueled 6V-92TA DDEC engines with catalytic converters and compressed-natural gas-fueled 6V-92TA DDEC engines with diesel fuel as the ignition source.

Detroit Diesel has a fleet of 54 units with compressed-natural-gas engines in the field and can produce as many as the transit bus industry may require next year, according to a company spokesperson.

It has a signed commitment to supply 400 particulate-trap-equipped buses to the New York Transit Authority as well.

Beginning Jan. 1, 1991, it will offer its 6V-92 turbocharged and aftercooled engine, currently a standard of the transit industry, along with the 6-71TA engine.

Its plan to offer diesel engines in 1991 and 1992 is contingent on the adoption of the proposed EPA rule allowing banking of emissions credits from prior years.

If the rule is passed, Detroit Diesel's diesel engines could be available due to their significant reduction of emissions in 1990.

By meeting a lower emissions level and setting a family emissions limit, Detroit Diesel began banking emissions credits in January 1990.

As a result, it could have enough credits to allow continued sale of diesel-fueled engines well into 1992, Merrion said.

Detroit Diesel will offer the 6V-92TA diesel engine with an aftertreatment device, a particulate trap, that will meet the 0.1 particulate level, beginning in mid-1991.

Next year, it will offer the 6V-92TA engine, capable of operating on alcohol fuels such as methanol and ethanol and compressed natural gas.

The 6V-92TA engine will comply with the 1991 emissions limits and will be available with or without a catalytic converter.

The converter allows the option of having even lower unburned methanol/ethanol emissions and lower aldehyde emissions.

The alcohol-fueled engine without a catalytic converter will be available Jan. 1, 1991. The same engine with a converter will become available in early 1991.

The 6V-92TA capable of operating on natural compressed gas will be a dual-fuel engine, using diesel fuel as the ignition source for the compressed gas. It will become available in June 1991.

The engines all carry a five-year/100,000-mile warranty, whichever comes first.

Each engine will be fully emissions-certified and backed by the company's distributors for parts and service.

TRUCK BRIEFS

Allied restructures

Allied-Signal Automotive has realigned two of its primary business groups which supply the global heavy truck industry.

The Bendix Heavy Vehicle Systems Group and the Garrett Automotive Group, which also supplies the global car industry, remain as separate entities, but some key top management functions will be consolidated.

George A. Jovan, Bendix Heavy Vehicle Systems vice president and group executive, also became group executive of Garrett.

Consolidated within the two operating groups were North American operations and product support, worldwide information systems and services, and finance and employee relations activities.

The research, engineering and marketing activities of both groups will remain separate in order to continue their responsiveness to the needs of their respective customer bases, according to John W. Day, president of Allied-Signal.

Richard M. Bourgerie, former president of Garrett Automotive, resigned to pursue other interests.

Day said the organizational changes will be beneficial to the two business groups since their customer bases, manufacturing operations and product lines are essentially complementary; and they both serve global markets from bases in North America, Europe, Latin America and the Far East.

Bendix supplies air brake system components, anti-lock braking systems, electronics and engine accessories to heavy truck and engine manufacturers.

Garrett Automotive supplies charge air systems (turbochargers and chair air coolers) for commercial diesels and cars.

UPS expands outlets

GREENWICH, Conn. — UPS Truck Leasing has opened a second facility in Jacksonville, Fla., its 11th operating location in the state.

A wholly-owned subsidiary of United Parcel Service, UPS Truck Leasing maintains a fleet of over 3,000 lease and rental vehicles from 28 locations in six states. It plans additional openings in 1990.

MAY TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1990	TOTAL 1989
CHRYSLER-PLYMOUTH	MO	15,810						15,810	18,379
	YR	80,043						80,043	80,125
DODGE	MO	47,540						47,540	54,750
	YR	221,902						221,902	243,537
JEEP	MO	19,250						19,250	23,629
	YR	85,572						85,572	100,997
TOYOTA	MO	27,004						27,004	22,664
	YR	109,080						109,080	102,649
NISSAN	MO	13,019						13,019	9,765
	YR	73,352						73,352	67,755
MAZDA	MO	14,712						14,712	10,432
	YR	50,840						50,840	58,006
ISUZU	MO	8,004						8,004	8,018
	YR	42,606						42,806	37,647
MITSUBISHI	MO	3,597						3,597	3,819
	YR	17,937						17,937	18,248
SUZUKI	MO	1,423						1,423	2,351
	YR	7,007						7,007	11,519
RANGE ROVER	MO	367						367	391
	YR	1,724						1,724	1,990
FORD	MO	126,127	2,423		512	2,364	1,388	132,814	140,431
	YR	582,819	11,795		2,020	11,361	5,748	613,743	633,165
DAIHATSU	MO	455						455	0
	YR	1,837						1,837	0
FREIGHTLINER	MO						1,916	1,916	2,121
	YR						9,786	9,786	10,238
CHEVROLET	MO	118,303		25	591	556		119,475	124,835
	YR	545,432		137	2,989	2,965		551,523	551,116
GMC	MO	31,634		223	498	1,385		33,740	38,957
	YR	141,182		1,417	1,990	5,712		150,301	160,525
OLDSMOBILE	MO	1,872						1,872	0
	YR	9,069						9,069	0
PONTIAC	MO	3,041						3,041	0
	YR	12,722						12,722	0
KENWORTH	MO					28	1,302	1,330	1,636
	YR					193	6,259	6,452	7,647
MACK	MO				114	152	1,626	1,892	2,193
	YR				575	767	6,407	7,749	10,448
MERCEDES-BENZ	MO				54	107		161	233
	YR				220	449		669	906
NAVISTAR	MO		2	9	1,323	2,053	2,437	5,824	6,650
	YR		14	51	6,260	12,010	11,502	29,837	33,219
PETERBILT	MO					15	1,064	1,079	1,434
	YR					223	5,230	5,453	7,034
VOLVO/GM HEAVY	MO					67	1,417	1,484	1,438
	YR					308	6,103	6,411	7,199
HINO	MO	31		36	37	60		164	234
	YR	145		188	241	441		1,015	945
NISSAN DIESEL	MO	60		71	38	33		202	180
	YR	311		399	194	224		1,128	988
ISUZU TRUCK	MO	651	97	44	102	62		956	908
	YR	2,826	324	171	1,150	272		4,743	3,776
MITSUBISHI FUSO	MO	157		65	20	30		272	310
	YR	766		306	107	254		1433	1441
SCANIA	MO						8	8	14
	YR						49	49	34
IVECO TRUCKS	MO	167	48	26	15			256	200
	YR	585	188	88	59			920	875
WESTERN STAR	MO						88	88	165
	YR						427	427	666
VOLKSWAGEN	MO	811						811	587
	YR	2,929						2,929	2,066
OTHER DOMESTICS	MO						79	79	126
	YR				34	1	331	366	479
GRAND TOTAL, 1990	MO	434,035	2,570	499	3,304	6,912	11,325	458,645	476,850
	YR	1,990,886	12,321	2,757	15,839	35,180	51,842	2,108,825	2,155,240
1989 YR to DATE		2,021,618	12,025	2,764	17,092	39,772	61,969		

NOTE: Class 1-3 reported by individual manufacturers. Class 4-8 reported by Motor Vehicle Manufacturers Association.

SERVICE MANAGEMENT

Air bags pose health hazard for service personnel

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

While air bags are designed to protect occupants of a vehicle involved in an accident, they could pose health problems if not handled and disposed of properly.

Service employees and owners of repaired cars face dangers from toxic chemicals if a deployed inflator and module are not properly removed and the vehicle is not properly cleaned, according to the Greater Rochester (N.Y.) Auto Craftsman Guild, which includes 110 independent body shop owners.

The inflator is the gas-generating device of the air bag. The module is the component that contains the inflator, cushion and other parts fitting into the steering wheel or instrument panel.

Because of the air bags' potential danger and independent shop owners' lack of free access to auto factory service manuals and bulletins, the guild issued a warning to shops and repairmen about working on vehicles equipped with either deployed or live air bags, said Anthony Sofia, guild president.

The devices are standard on all cars Chrysler Corp. makes in the United States, about half of Ford Motor Co.'s cars and about 15 percent of General Motors' cars.

"Air bags are not just filled with air," Sofia said. "Because of the need to activate instantaneously upon impact, they are triggered by, and contain, toxic chemicals that should be avoided."

The automakers have issued manuals to owners and dealers, describing how air bags work and what precautions to take while working near them. They also point out that failure to follow directions could result in injury.

The public and shop owners can purchase dealer service manuals. They can also obtain the bulletins on a subscription basis.

The factories also publish brochures with procedures that should be followed if air bags are deployed, precautions similar to those issued by the guild's.

Although factory manuals and bulletins are not sent directly to independent shops and regional shop associations, Sofia said the information is "usually made available to officials of national associations" who, in turn, forward it to local groups.

Nevertheless, Sofia criticized automakers for not alerting independent shops to the potential health risks posed by air bags.

The guild's alert is based on guidelines for handling deployed air bags issued by Morton International Inc. of Ogden, Utah, an air-bag manufacturer.

The guild said when a bag is fired, small amounts of sodium sulfide, molybdenum nitride and sodium/sodium hydroxide remain.

"Because of the potency of these chemicals and the hazards commonly associated with fired inflators and modules," Sofia said, "the guild recommends that no heat be applied in removing these units, and that impervious gloves, masks and goggles be used to prevent possible inhalation of noxious materials and eye injuries.

"Fired modules should be stored in proper containers and removed from the premises by a hazardous waste disposal company," Sofia said. Cars contaminated by fired air bags should be vacuum cleaned and all interior surfaces thoroughly wiped down with a water-moistened cloth. This waste should be similarly disposed of," he said.

According to Morton International, if a loaded inflator has been removed from the vehicle, it can be sent to a recycling facility that can fire and recycle the unit, it can be fired remotely or it can be shipped to a permitted hazardous waste disposal facility.

Rescue crew told, 'Disconnect battery'

MILFORD, Mich. — Rescue crews working on a car equipped with air bags should disconnect the vehicle's battery to assure that the safety devices don't deploy accidentally, according to service bulletins issued by automakers.

U.S. and Canadian firefighters and ambulance personnel gathered at the General Motors Proving Ground June 12 to use crash-test cars to practice roadside rescue techniques. They also learned about new technology in cars including air bags.

Some of those attending said they were concerned about armed air bags deploying during rescue operations.

"You don't put yourself between an (undeployed) air bag and the victim," said Ken Jones of Owen Sound, Ontario, who is a member of the Ontario Fire Marshal's Office. "The information about the (new) technology of the cars nasn't been disseminated to us."

The Big 3 have issued dealer service bulletins on air bags and included data in owner's manuals. The material describes how the devices work and what precautions to take while working near them, and it warns that failure to follow directions could result in injury.

"If somebody is there with their nose against the bag and the thing goes off, I guess somebody might get injured," said GM spokesman Don Postma.

The cardinal rule, automakers say, is to disable the car's electrical system, which powers the air bag.

In a garage, operators can disable an electrical system and air bag by unbolting battery cables.

A crash complicates that procedure.

If it is difficult to locate the battery or determine if its cables are intact, automakers recommend going under the steering column to disconnect the air bag.

— The Associated Press

Shop volume tops 1989 in May

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts volume in new-car dealerships dropped slightly in May from the April pace, but still showed a moderate gain over May 1989.

According to the Automotive News Service Index, May service and parts business amounted to 104.2 percent of the business dealers recorded in May 1989. In April, the volume was up 10.1 percent over that for April 1989.

May was the fifth consecutive month to show an increase over the year-earlier service and parts volume. It also marked the first time in four months that all five indicators in the Service Index failed to show increases.

The only indicator that did not register an increase for the month was repair orders written. The average number of orders written in new-car dealerships was off 2.2 percent from the year-ago total, the survey found.

SERVICE INDEX
104.2★

	May '90 vs. May '89	Jan.-May '90 vs. Jan.-May '89
Gross Profit on All Labor and P&A Sales	+ 4.5%	+ 7.0%
Repair Orders Written	– 2.2%	+ 0.5%
Total Labor Sales (Customer & Warranty)	+ 4.7%	+ 8.1%
Shop Parts Sales (Customer & Warranty)	+ 8.7%	+ 8.4%
Sales of All P&A	+ 3.4%	+ 8.9%

★ Survey by Automotive News shows that dealers' service and parts business in May 1990 was 104.2 percent of business in May 1989. Service business in the first 5 months of 1990 was 108.7 percent of business in the corresponding period in 1989.

Shop parts sales for customer-paid and warranty repairs scored the biggest gain in May with an increase of 8.7 percent over the year-ago figure, followed by total labor sales (customer paid and warranty), which were up 4.7 percent.

Gross profit on all labor, parts and accessory sales — the most important indicator from the dealers' viewpoint — was 4.5 percent above last year's profit; while sales of all parts and accessories topped the year-earlier figure by 3.4 percent.

Some dealers attributed the increase to owners having their vehicles repaired rather than buying new ones. Others cited increases in body shop and warranty work.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

Dealer service and parts business for the first five months of 1990 was up 8.7 percent over the same 1989 period.

The year-to-date indicators lined up this way: Sales of all parts and accessories, up 8.9 percent; shop parts sales, up 8.4 percent; total labor sales, up 8.1 percent; gross profit, up 7.0 percent; and repair orders written, up 0.5 percent.

Mercedes eliminates emergency-help fee

MONTVALE, N.J. — Mercedes-Benz of North America Inc. has sweetened its 24-hour Roadside Assistance Program coverage by eliminating the service charge for on-site aid.

Additionally, owners with cars still covered by the company's standard 48-month/50,000-mile new-car warranty can receive reimbursement for travel, meals and lodging if a mechanical problem covered by the warranty requires overnight service. Also, free trip routing will be available for the first time under the program.

"We have been pleased by the success of our program in the past, and these enhancements will make it even stronger," said Karl-Heinz-Faber, senior vice president for product compliance, service and parts for Mercedes-Benz of North America.

"Roadside Assistance is one example of how we, as manufacturers, work together with our dealers to provide the service our customers deserve," Faber said.

More than 400 of the company's 422 dealers participate in the program, he said.

Under the revised program, Mercedes-Benz and its dealers will provide a free tire change in case of a flat, a jump-start for batteries and delivery of two to three gallons of fuel to any owner/driver of a Mercedes-Benz car, regardless of the vehicle's model year or mileage, or whether it was purchased new or used.

Trip routing, available to owners whether or not their cars are under warranty, offers computerized routing, road maps, a listing of authorized Mercedes-Benz dealers along the travel route and phone numbers of hotels, airlines and rental agencies.

Reimbursement for travel interruption for vehicles under warranty is limited to $300 per night for a maximum of three nights, if the mechanical failure occurs more than 100 miles from the driver's residence.

Mercedes-Benz of North America started the Roadside Assistance Program in 1984, after three years of testing. It covers all Mercedes-Benz cars in the United States, currently more than 1.2 million.

SERVICE BRIEFS

Battery recycling pushed

TROY, Mich. — K mart Corp. and Exide Corp. are trying to make auto owners more environmentally conscious.

They are co-sponsoring a nationwide recycling program to reduce the potential environmental safety problems of batteries that are disposed of improperly.

Consumers are being offered $2 for any junk automotive or marine battery returned to any of K mart's 2,200 stores nationwide.

Exide will recycle the lead and plastic from discarded batteries to manufacture new battery products. There are an estimated 40 million junk batteries in the United States.

Glass repair urged

CHICAGO — Insurance companies could save over $144 million annually in claims if windshields were repaired instead of replaced.

More than eight million windshields will require repair or replacement in 1990, according to Vincent J. Romans, vice president of marketing and planning for Globe/U.S. Auto Glass Centers and USA-GLAS Network. The company markets Clear Fix, a process for repairing small breaks outside drivers' critical view area.

According to Romans, the average cost of replacement is $205, compared with $40 for repairing a windshield with the process.

Mazda realigns divisions

IRVINE, Calif. — Mazda Motor of America Inc. has reorganized its service and parts functions along operations and support lines.

The realignment consolidates all service and parts support activities, such as administration, planning, parts supply and distribution, technical service and customer relations, within a single, new Service and Parts Division.

It will be headed by a vice president who will report to Clark Vitulli, chief operating officer.

Operations functions such as service and parts marketing, parts and accessories development and service and parts field activities, will be handled by a new service and parts marketing department that reports to George McCabe, group vice president for operations. He also reports to Vitulli.

"The changes will enable us to address increased customer demand for more convenient and responsive service," Vitulli said.

Porsche's top technician

RENO, Nev. — Matthew Hartsfeld of Lynch Imports Ltd. in Chicago won top honors in the Porsche Premier Technicians Competition sponsored by Porsche Cars North America Inc.

Hartsfeld, who achieved the highest score among 21 U.S. finalists in written and hands-on tests, will represent Porsche Cars North America in the finals in West Germany. There, technicians from 20 markets around the world will compete for top honors.

Brian acquires Comspec

DETROIT — Comspec has been acquired by William Brian, president of Budco, which provides marketing and distribution services to clients in the automotive, retailing and advertising industries.

Comspec writes and provides training programs for dealership technicians and testing and motivation programs for dealership sales personnel. Comspec's engineers and technicians also write service manuals for automakers.

Comspec International, a computer services subsidiary, offers consulting, systems analysis and design and programming services to automotive and non-automotive clients.

KOREA

FROM PAGE 3

pressive achievement of building an automotive industry almost overnight.

In many minds, it is really a question of when rather than if the industry will rebound to its previous heights.

Recover it must in the eyes of Korea's economic planners, who have put total faith in an export-led economic growth policy.

In this natural-resource-poor country, where long working hours and a willingness to sacrifice have made all the difference, a continued expansion of exports is held out as the only assurance of creating more jobs and continuing economic development.

With their high value-added content, cars are at the top of the government's list of export industries. Although auto exports have faltered, South Korea's Ministry of Trade and Industry is mapping new strategies to ensure the continued competitiveness of Korean auto exports in the 1990s and beyond.

"This industry has deep-rooted structural problems," says Chung Soon-Young, an economic specialist and transportation industry analyst with the U.S. Embassy in Seoul. Many would agree with Chung, who does not see chances for a major export recovery in the short term.

The blame is placed on labor problems, exchange rates, the soft U.S. auto market, Japan's U.S. transplants and Korea's lack of design and engineering prowess.

Start with Korea's autoworkers and their annual spring strikes, which have grabbed world headlines.

Backed by democratic reforms instituted in 1987 and expanded power for unions, workers have succeeded in winning nearly 75 percent in accumulated wage increases during the past three years — at the expense of declining productivity, some would add.

But there are signs that industrial unrest is stabilizing. While the U.S. media hasten to point their cameras at student-police clashes and striking workers, they have ignored the sizable decline in labor disputes this year.

Only 28 industry-related strikes were reported to the Ministry of Labor in May. That was down sharply from more than 100 strikes during the same period last year.

The rise in output at Japanese transplants in the United States during the late 1980s has added to the Korean industry's woes. Voluntary restraint measures speeded Japan's move upmarket and created an opening — albeit a temporary one — for Korean-made subcompacts.

About 15,000 Hyundai Motors workers in Ulsan, South Korea, protested the storming of the Hyundai Heavy Industries shipyard by police April 28. Labor problems are but one of the causes of the country's export problems.

But today, the Japanese are back and fighting in the U.S. subcompact market, aided by the production of their U.S. transplants. By contrast, Hyundai Motor has a single transplant, at Bromont, Canada, which recently began exporting Sonatas to the United States.

The won-yen-dollar exchange rate also has played havoc with Korean car exports.

"Part of the problem is that the yen's depreciation has outpaced that of the (Korean) won, and that is bad news for Korean automobile makers," said Prudential-Bache Securities in an April report on the Korean economy.

The won has gained against the dollar, moving from 890 won per dollar in 1985 to 680 won in 1989. For Korean automakers, a stronger won translates into reduced export earnings. To compensate, they have been forced to raise export prices.

There are doubts whether higher prices have translated into higher-quality cars. "Compared with Japanese cars, the (Korean) quality is just not there," says Todd Kilborn, an industry analyst with James Capel's Seoul office.

"The impression of U.S. car buyers is that a Korean car is cheap," he observes. "The Japanese have a reputation for building a quality machine."

Says a Big 3 auto executive stationed in Seoul, "Given the price parity that currently exists between Japanese and Korean cars, consumers automatically choose the Japanese model."

While the past price advantage appears to have all but slipped away, the pursuit of higher quality is being held back by the lack of independent engineering capability. Engine and drivetrain components, for example, are produced under foreign license, entailing royalty fees that erode profits.

"They are fettered by technology licenses," says the Big 3 executive.

Korean automakers always seek the latest technology from Japan, Europe and the United States. But that technology is not always available on attractive terms.

see KOREA, page 30

Exports climb for Kia; Hyundai, Daewoo dive

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — The export slump has affected the Korean Big 3 in varying degrees.

● **Kia Motors** has best adapted to the changing climate. It was the only member of the Big 3 to increase auto exports in 1989, climbing from 78,340 units in 1988 to 95,018 in 1989.

Last year, it started making up for slipping sales in the United States by starting a complete-knockdown export program to Taiwan's Ford Lio Ho. It shipped 13,110 Festivas and 1,032 Concords (Mazda 626s) to Ford Lio Ho last year and hopes to raise Taiwan exports to 30,000 units this year.

Ford Motor Co. owns 10 percent of Kia, and Mazda Motor Corp. owns 8 percent.

Kia also has a truck program in the Philippines with Colombian Motor Corp., which this year will build 5,000 Ceres trucks from knockdown kits.

Kia still hopes to be selected for the Philippine government's people's car project. If successful, it would mean expanded exports of Festiva.

For 1990, Kia's export shipments are running at half last year's pace, mainly because of slipping sales of Festiva in the United States. Kia sent 10,223 Festivas to the United States in the first four months of this year compared to 22,751 in the same period last year.

Anticipating the need to diversify its markets, Kia started selling in Japan this year through Autorama outlets, a sales network jointly owned by Mazda and Ford. Kia shipped 1,462 units to Japan through April — a modest number but significant in that Kia beat Hyundai and Daewoo in exporting to Japan.

● **Daewoo Motor**, 50 percent owned by General Motors, has been hit hardest by the export slump. While chronic quality problems in the LeMans were being ironed out last year, GM suspended exports to the United States for several weeks.

Daewoo's exports dropped from 86,438 units in 1988 to 43,497 in 1989. As of the end of April this year, only 3,718 units had been shipped. Daewoo has tried to find new markets for its products, but because its products are made under GM license, it is restricted to markets GM approves.

Daewoo last year landed an order for 3,000 LeMans from a Czechoslovakian buyer in a cars-for-oil barter deal. It is finding new markets in New Zealand, Saudi Arabia and the Middle East, but volume so far is too low to be of any comfort or significance.

● **Hyundai Motor's** internal debate over whether to invest in a European plant has been drawn out by the export slump.

With 1992 and the integration of the European Community around the corner, Hyundai finds itself without a European manufacturing base — a distinct disadvantage in doing business in Europe.

In addition to falling U.S. sales, down 29.74 percent through May this year, Hyundai is grappling with declining European sales.

Europe held much promise for Hyundai, but its hopes were frustrated by a sizable sales drop this year in Britain: a mere 43 units in the first four months compared with 8,226 in the same period last year. Minor improvements were made in other markets, such as the Netherlands, where Hyundai shipped 1,356 units in January-February this year, nearly 50 percent more than last year. Hyundai also started selling in Switzerland for the first time, exporting 1,205 units during the two-month period.

Hyundai's sales in the United States are expected to perk up at midyear with the launch of the Scoupe, which will expand the company's product lineup to three series. Help also is expected from Hyundai's new captive finance firm.

Korean auto exports

By value . . .

Year	Value ($ millions)	Units
1984	$ 315.38	52,350
1985	741.92	123,110
1986	1,591.56	306,369
1987	3,135.18	546,310
1988	3,707.96	576,134
1989	2,717.08	356,040

. . . by Korean Big 3

Year	Hyundai	Kia	Daewoo
1984	50,376	1,072	650
1985	120,041	1,322	879
1986	302,134	1,476	859
1987	407,924	63,410	71,533
1988	407,719	78,340	86,438
1989	215,101	95,018	43,497

SOURCE: Korean Automobile Manufacturers Assn.

The good-luck models

Three models were the basis of the record-setting, but short-lived, rosy export streak: the Hyundai Excel (left), the Kia/Ford Festiva and the Daewoo/Pontiac LeMans.

WORLD BRIEFS

Taiwan firm to sell Nissan transplants

HONG KONG — Taiwan's Yue Loong Motor Co. and Nissan Trading Co. are establishing a company to sell vehicles in Taiwan made by Nissan plants outside Japan. First shipments will come from Nissan's Smyrna, Tenn., plant.

Capitalized at $1.8 million, the new company is called Capital Way Enterprise Ltd. Yue Loong owns 66.5 percent. Nissan Trading, a subsidiary of Nissan Motor Co. Ltd., owns 33.5 percent. Nissan Motor owns 25 percent of Yue Loong, and the two have a long-standing relationship. The Taiwanese company assembles Nissan vehicles for the local market.

With imports of vehicles from Japan banned in Taiwan, Yue Loong is following the example of other Japanese assemblers, who circumvent the ban by importing vehicles from Japanese-owned plants in third countries. The most successful example to date has been Honda's U.S. imports.

Capital Way has already taken delivery of four-door Sentras and pickup trucks from the United States. It intends to import vehicles from Nissan companies in Spain, Portugal and Britain. The first-year sales target is 700 vehicles.

Once the market leader in Taiwan, Yue Loong has slipped into second place behind Ford Lio Ho. It has suffered a setback with the launch of its Feeling range of cars, and it lacks the latest Nissan models to reinforce its lineup.

— Stephen Vines

Samsung, Nissan pair for special vehicles

SEOUL, South Korea — Samsung Heavy Industries will produce large trucks and special vehicles in a technical tie-up with Japan's Nissan Diesel starting next March.

Samsung plans to build an assembly plant with an annual capacity of 5,000 units at the Changwon industrial estate, South Kyongsang Province, at a cost of 72 billion won ($100 million). It will probably be adjacent to the Samsung facility at Changwon that makes fork lifts, cranes, excavators, bulldozers and other heavy construction equipment.

Korea's backlog for heavy duty commercial vehicles extends up to one year.

— Oles Gadacz

Alfa Romeo models delayed until 1994

TURIN, Italy — The new front-wheel-drive Alfa Romeo spider and coupe has been delayed until 1994. The delay means that the current spider, which is being exported to the United States, will have to be fitted with passenger-side air bags beginning in 1993.

The new spider and coupe are based on the 1992 successor to the Alfa Romeo 75 (Milano).

The cars — known as the 179 — are being designed and engineered by Pininfarina S.p.A.

Bodies probably will be built at Lancia's Chivasso plant and assembly will be carried out by Pininfarina

— Luca Ciferri

Honda's image ranks No. 1 in Japan in poll

TOKYO — Honda Motor Co. topped a list of 50 companies with the best corporate image in Japan.

The survey, conducted by *Nihon Keizai Shimbun*, included only three automakers in the top 50. Nissan Motor Co. placed sixth and Toyota Motor Corp. 19th.

The survey included not only the financial picture of the companies, but the "perception of goodness" among the public. Respondents were asked whether they would recommend the company to their sons or daughters. Companies were also rated on their originality, how they treated their employees, and how they met the needs of society.

Honda rated high in originality, "goodness" in dealing with employees, and the ability to project a clear corporate philosophy.

Nissan scored well in those areas, but rated slightly above Honda on originality — reflecting a recent upswing.

Toyota scored well on size and profitability, but less well on originality and adaptability. It was rated relatively weak on projecting a clear corporate philosophy.

The standings of the three tend to correspond with their ability to attract new applicants during the labor shortage of the past year.

Honda said it is not suffering from any shortage of applicants, and it is not taking any action to appeal to young applicants, other than a recent switch to a flexible time schedule.

Nissan noted that the move to make a new employee dormitory coed was one factor appealing to young workers.

Toyota suffers from a conservative image, plus the limitations of its primary location in central Japan.

Toyota plans to spend 100 billion yen ($666 million) over a four-year period to upgrade employee housing, recreation and restaurant service. It is planning an apartment complex in Tokyo where single workers can have private rooms for 12,000 yen ($80) a month.

— Mary Ann Maskery

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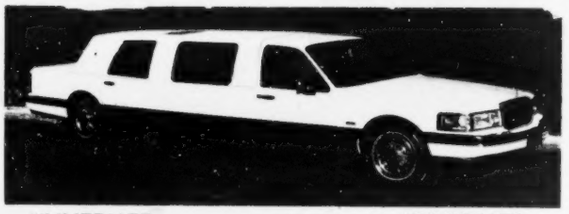

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KOREA'S EXPORT SLUMP

KOREA

FROM PAGE 26

For Daewoo Motor and Kia Motors, which build products under license from General Motors and Mazda Motor Corp., licenses dictate where their products may be exported.

This is less true in Hyundai's case. It has a more-advanced engineering capability than Kia and Daewoo and is able to re-engineer a significant percentage of its Mitsubishi Motors Corp.-based products. It has reduced its reliance on Mitsubishi to licensing of engine and drivetrain components.

While Hyundai and Kia have made modest starts in developing such exotic technologies as electronically adjustable suspension, anti-lock braking, traction control and variable valve timing, they are still many years and millions of dollars from applying the results to their production cars.

Korea's road to recovery will require a greater variety of car models and better quality and performance. Korea's streak of good luck with exports was built around three models: Hyundai Excel, Kia/Ford Festiva and Daewoo/Pontiac LeMans. "This industry has reached the limits of straight commodity-led export growth," says Sean Goldrick, representative director with Hoare Govett's Seoul office. "It needs technology."

R&d investment lags

Korea wants makers to boost spending

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — One aspect of South Korea's engineering problem is reflected in the low rate of expenditure for research and development.

Korean automakers put an average of 3.5 percent of sales into r&d last year. The Ministry of Trade and Industry wants to see that raised to over 5 percent by the mid-1990s.

But r&d expenditures are significantly lower among Korea's parts and components makers. They averaged about 1.7 percent of sales last year, and that is keeping the brakes on the industry's development. "They're mostly mom-and-pop shops," comments a U.S. engineer who has been involved in engine programs in Korea for years.

In most cases, parts and components makers rely on the auto assembler for assistance with engineering, statistical quality control and product design and manufacturing process improvements.

Auto assemblers assign some of their own staff to the production, engineering and quality control departments at the parts and components makers. That system of cooperation breeds dependence and demands exclusivity. A parts maker that has been nursed along by one assembler is expected to remain loyal and to not do business with competitors.

Recognizing that problem, the Korean Automobile Manufacturers Association has taken up, as one of its first causes, a campaign to establish a national automotive parts research institute. Funding would be shared by government, automakers and the parts industry.

The institute would tackle parts and components research as well as basic research projects — an undertaking that automakers have shied away from because of the heavy risks and the long development time. It could also reduce wasteful duplicate research efforts.

Growing Korean market home to mega traffic jam

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — While auto exports slid the slippery slope, the Korean market showed surprising growth.

Sales rose from 523,476 units in 1988 to 762,959 in 1989 and reached 301,962 in the first four months of this year.

But how long can the domestic market continue to carry the auto industry? At one car per 15 people, Korea's per-capita car ownership is still quite low. It is the statistic that Korean auto executives repeat to buttress their belief in a bright future for the industry.

But sitting in a Seoul traffic jam and choking on the exhaust fumes of one of the world's most densely populated cities, the idea of cramming more cars onto the already packed roads defies all logic.

"The lack of infrastructure is a bottleneck for domestic (car) sales growth," says Lee Dong-Wha of the Korean Automobile Manufacturers Association.

Lack of space is a big factor: Forty-three million people are crammed onto this peninsula about the size of Kentucky. Despite all government efforts to spread out the population, Seoul, with its better schools and jobs, is a magnet that continues to draw people from the outlying provinces. Seoul and the surrounding Kyonggi province are now home to nearly one-fourth the total population and half of the 2.8 million registered vehicles.

The government promises to alleviate traffic problems by improving public transportation. It has committed about $4.5 billion during the next 10 years to expanding subway service and building new city and intercity roads.

DITLOW

FROM PAGE 42

Contends William Noack, head of GM's Washington public affairs office: "The general public should understand this group for what it is: an activist organization with virtually no technical resources or automotive engineering expertise. We often wonder who they're really trying to serve, true safety interest or the interest of trial lawyers."

The charge is frequently leveled at the center. Ditlow claims the center gets only 8 percent of its income by selling information to attorneys. He regards the attorneys as necessary because they have subpoena power for records when they sue on behalf of victims.

As for criticism of the lack of engineers on the staff, Ditlow says he doesn't need technical help to spot a defect trend. By ferreting through complaints and files at the Department of Transportation, where a center staffer searches almost daily, Ditlow's troopers claim they can spot a problem.

Ditlow further argues that safety laws do not require the center, or any outside party, to tell the government why it suspects a part is defective or what is causing an automotive problem.

The center isn't always right, some NHTSA staffers point out. They accuse the center of overloading agency resources. According to NHTSA, of the 61 petitions for investigations the center has filed since 1975, only 16 uncovered new problems the agency had not already been probing. And only three of those led to recalls. During that same 15-year period, NHTSA opened 2,157 investigations.

But Ditlow says there's no shame in erring on the side of safety. "The agency is the ultimate decider. That's their job and we will keep sending those complaints," he says.

Nader dismisses recalls as a barometer of an advocacy group's clout. "I believe that every time a safety agency is established, there has to be a watchdog," he says.

GM's Noack isn't convinced. "If the center was truly pro-consumer, they would urge consumers to drive the safest cars, to use all the available safety equipment," he says. "I didn't see the center actively support the passage of seatbelt laws. They tend to stray far afield from safety issues."

But consumers look to the center for results, big or small. Charles J. Gorski, a retired chemical engineer in Cincinnati, says the center saved him from having to pay $400 to repair the transmission on his 1984 Chevrolet Citation because the 12-month warranty had just expired.

When the dealership insisted the problem wasn't theirs, Gorski called the center and followed its advice to contact a zone manager. GM ended up agreeing the transmission went bad prematurely and picked up $300 of the service tab.

"I thought that was a pretty good compromise," Gorski says.

INCENTIVE WATCH

CUSTOMER INCENTIVES

See incentive story on Page 62

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1990 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	July 31*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	July 31*
Dodge trucks	$500-$2,500	2.9	7.9	7.9	10.9	July 31
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	July 31
Jeep	$500-$1,000	2.9	7.9	7.9	10.9	July 31*
Plymouth	$750-$1,500	2.9	7.9	7.9	10.9	July 31*

*Expiration date is Aug. 31 on Chrysler LeBaron, Dodge Shadow and Spirit and Plymouth Sundance and Acclaim. Expiration date is Sept. 30 on Jeep Cherokee Limited and Wagoneer Limited.

Ford Motor Co. (1988-89 models)						
Merkur	$3,000-$4,000					July 9
Ford Motor Co. (1989-90 models)						
Ford cars*	$700-$1,500	7.9	7.9	7.9	10.9	July 9
Ford trucks	$500-$1,500	7.9	7.9	7.9	10.9	July 9
Mercury*	$700-$1,500	7.9	7.9	7.9	10.9	July 9
Continental, Mark VII	$1,500-$2,000					July 9

*Escort, Probe and Mustang, buyers can choose $1,000 rebate with no finance incentive; $700-$750 rebate with cut-rate financing; or no rebate and 2.9/2.9/2.9/8.9 financing. On Tracer, buyer can choose $1,500 rebate with no finance incentive; or $1,000 rebate with cut-rate financing.

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Aug. 2
Riviera	$2,000	7.9	7.9	7.9	10.9	Aug. 2
Chevrolet cars	$700-$1,400	7.9	7.9	7.9	10.9	July 9
Chevrolet trucks	$500-$1,500	7.9	7.9	7.9	10.9	July 9
Olds Silhouette	$1,000	7.9	7.9	7.9	10.5	Aug. 2
Olds Toronado	$2,500	7.9	7.9	7.9	10.9	Aug. 2
Cutlass Ciera	$1,000	7.9	7.9	7.9	10.9	Aug. 2
Pontiac	$750-$2,000**	6.9	6.9	6.9	10.9	Aug. 2

*Based on option package selected.
**Dealers contribute $1,000 on Grand Prix in some areas.

General Motors (1991 models)						
Buick	$500-$1,250*		7.9	7.9	7.9	Aug. 2
Chevy Caprice	$750	7.9	7.9	7.9	10.9	July 9
Chevrolet trucks	$750-$1,000	7.9	7.9	7.9	10.9	July 9

*Based on option package selected.

Hyundai (1989-90)	$500-$1,700, based on sticker					July 10
Mazda (1990 models)						
Cars	$500-$1,000					Aug. 2
Trucks	$800-$1,000					July 3
Nissan (1990 models)						
Sentra, base pickup	$500-$1,000					Aug. 2
Peugeot (1989-90)	$1,000-$3,000					None
Sterling						
1989 models	$5,000					Sept. 30
1990 models		0.0	0.0			Sept. 15
Suzuki (1989-90 models)*						
Swift	$400-$2,000					Aug. 2
Samurai	$1,000					Aug. 2
Sidekick	$1,000-$2,500**					Aug. 2

*Customer rebate or dealer rebate; dealer's choice.
**$3,000 in California.

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Camry, Corsica, Mustang face analysis by NHTSA

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The federal government has upgraded its investigation into whether the motorized safety belts on 1987-90 Toyota Camrys are defective. The investigation is now an engineering analysis.

The National Highway Traffic Safety Administration said it has 121 complaints that allege the belts do not hold properly and would not provide proper restraint in an accident.

NHTSA said 778,118 cars could be affected.

The agency also upgraded to engineering analysis its investigation into hoods that fly open on 1987-88 Chevrolet Corsicas and Berettas. NHTSA suspects both hood latches malfunction.

The agency said it has received 62 owner complaints, alleging 35 accidents, one injury and one fatality. A total of 289,000 cars could be affected.

In addition, NHTSA reopened its investigation into fractured floor pans on 1979-84 Ford Mustangs. It is in the engineering analysis stage.

An earlier two-year probe was closed in April 1987 when NHTSA could not find a defect. Since then, the agency has received 170 new complaints; three allege accidents in which seven people were injured.

About 1.23 million cars could be affected.

NHTSA has also opened three preliminary investigations to determine whether to pursue a formal defect probe that could lead to a recall:

- Renault/Eagle Medallions, 1988-89, for throttle linkage failures ranging from sticking cables and broken cables to broken mounting brackets. NHTSA has received 12 complaints alleging three accidents; 30,700 cars could be affected.
- Ford Festiva, 1988-89, for seats that come loose and break away from the floor; three complaints and three reports of injuries; 130,000 cars.
- Geo Metro, 1989-90, for a rear suspension failure that causes a temporary loss of control; one complaint; 142,000 cars.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Grand Caravan, Grand Voyager, Town & Country	$500	July 17
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	July 9
Tempo	$250	July 9
Grand Marquis	$1,000	July 9
Continental, Mark VII	$600-$1,000	July 9
Ford Motor Co. (1989-1991 models)		
Crown Victoria, Grand Marquis	$100-$500 based on number sold*	July 9

*$200 extra on each sale if dealer meets Escort/Tracer sales quota.

General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on sales	July 9
Chevrolet Geo, Celebrity	$500-$1,000	July 9
Geo Tracker	$1,000	July 9
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98, Silhouette	$750-$1,250, based on sales	Aug. 2
Pontiac Firebird	$500	Aug. 2
Hyundai Excel (1989-90)	$200, quota	July 10
Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	July 31
Subaru (1990 models)		
Justy ECVT	$500	July 3
Loyale	$400	July 3
Legacy	$400-$1,200, based on sales	July 3
Suzuki (1989-90 models)*		
Swift	$400-$2,000	Aug. 2
Samurai	$1,000	Aug. 2
Sidekick	$1,000-$2,500**	Aug. 2

*Customer rebate or dealer rebate; dealer's choice.
**$3,000 in California

Toyota (1989-1990 models)		
Tercel, Corolla, Camry	$300-$700, quota	July 3
Trucks	$500-$900, quota	July 3

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

GM to build trucks that run on natural gas

HOUSTON — General Motors will build 1,000 light trucks powered by natural gas in an agreement with a consortium of energy companies that will buy and help pay for the vehicles, the *Houston Chronicle* reported.

The newspaper said GM will announce the plan at this month's Economic Summit here, becoming the first of the Big 3 to mass-produce vehicles powered by natural gas.

GM spokeswoman Sharon Hines declined to confirm the plan. "The Truck and Bus Group is looking at compressed natural gas as an alternative, but it's really too early for us to comment," she said.

The half-ton trucks will be built in 1991 at a GM plant and converted to natural gas by PAS Inc., a Detroit-area supplier, the newspaper said.

David Polletta, general manager of PAS Inc., said the vehicles will be sold under the GM name and guaranteed by a GM warranty.

"This is a way to speed up GM's research," said Vicki Cho, a spokeswoman for Southern California Gas Co. of Los Angeles, the nation's largest gas distribution company and a member of the consortium.

The *Chronicle* said the consortium has agreed to provide as much as $1 million in funding for the final research and testing of the vehicles.

The consortium — also expected to purchase many of the GM trucks — is composed of companies in Texas, California and Colorado.

Besides Southern California Gas, it includes Entex and Enron Corp. of Houston, Southern Union Gas Co. and Lone Star Gas Co. of Dallas, Pacific Gas and Electric of San Francisco and San Diego Gas and Electric.

Officials said an announcement of the project has been delayed because GM is considering expanding the venture beyond light trucks.

— The Associated Press

WAGES

FROM PAGE 2

For example, Honda pays the sixth highest hourly wage rate to its production workers. But workers could have earned $33,685 without overtime, the fifth best annual straight-time pay among the 10 companies surveyed.

Nissan pays only the sixth best hourly rate to its skilled trades (maintenance) workers, but those workers could have earned $37,797 straight-time, the fifth best annual total.

All three unionized transplants are affiliated with the Big 3 automakers: NUMMI; Diamond-Star Motors Corp. (Chrysler and Mitsubishi); and Mazda Motor Manufacturing (USA) Corp., which makes Probes for Ford, its part-owner.

The transplants produced 16.6 percent of all domestically produced vehicles last year and are growing. Big 3 automakers say that to compete with them, they must reduce overhead labor costs — a signal that they will not offer appreciable wage and benefit increases when contracts expire Sept. 14.

"I don't see how the UAW can get back to the annual 3 percent wage increases," said Harry Katz, a labor economist at Cornell University. He said massive layoffs and plants closings in the 1980s "remind the auto workers that they don't have much muscle."

Still, when bargaining begins July 18, the union will seek improved earnings for its members.

estoration of the 3 percent annual wage increase "is a top priority in this round of bargaining," according to a primary resolution included in a book that was distributed to 350 union leaders representing GM hourly workers at a meeting in Detroit last week.

In the current three-year pact, GM and Ford workers got a 3 percent wage increase the first year and 3 percent bonuses in years two and three, plus COLA.

Chrysler's two-year pact paid its workers 3 percent bonuses each year.

Workers prefer wage increases because bonuses are not folded into the base pay for subsequent years.

Explaining his company's plea to hold the line on wage or benefit increases, Chrysler spokesman Lee Sechler said: "The things the transplants don't have to worry about is a big group of retirees right now."

Chrysler's pension plan paid $573 million to retirees last year; GM's paid out $1.6 billion; and Ford's paid out $975 million.

Both transplants and the Big 3 have to set aside money for future retirees.

The transplants inherently raise other issues besides just pay.

The UAW booklet proclaimed the union's desire to gain Japanese-style perks:

"There is no good reason why some workers punch time clocks and others don't; why some management have separate and better eating facilities; why some managers have reserved and/or better parking spaces while our people have to fend for themselves; why managers get huge bonuses while we don't."

At the transplants, all workers eat in the same dining area. (Some Big 3 plants have single dining areas, too.)

And full-time transplant workers enjoy company pledges of no layoffs, meaning they will not lose their jobs unless the financial health of the company is jeopardized.

"Our contract is certainly comparable to the Big 3," says NUMMI spokesman Michael Damer. "We may be the highest paid." He said that NUMMI has laid off no workers since the clause was enacted in 1985.

Transplants offer other perks.

Nissan offers its workers a free, on-site recreation facility that includes lighted tennis courts, a golf driving range and two swimming pools.

Honda has a similar on-site athletic facility, which costs workers $12 a year.

All transplants but Mazda have voluntary employee savings plans in which the companies will match up to half an employees' savings, up to a certain percentage of earnings.

The Big 3 have no such programs.

Nissan, Subaru-Isuzu Automotive Inc. and Diamond-Star are the only three manufacturers without an attendance award.

"We do not pay our people to come to work," said Nissan spokesman Bucky Kahl. "We think that's the obligation of the employee."

He said Nissan more than makes up for no attendance bonus with a $1.55 guaranteed hourly bonus plus the success sharing program, based on quality of the vehicles and the company's overall financial performance.

Toyota Motor Manufacturing USA Inc. in Georgetown, Ky., believes it must pay comparable wages and benefits if it is to keep the UAW at bay.

Sam Heltman, vice president of human relations for Toyota, says his company paid wage rates about 15 percent below the industry average in 1986 but is now within 3 percent of the industry average.

"And we have a commitment to close that gap by October of this year," he says.

Nissan considers Spain for new assembly plant

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Nissan Motor Co., the only Japanese maker currently building cars in Europe, is considering adding a car plant in Spain.

Nissan Motor Iberica SA, the Spanish commercial vehicle maker controlled by the Japanese company, is conducting a feasibility study on a new facility that would supplement Nissan's four-year-old assembly plant in Britain.

Motor Iberica's corporate planning manager, I. Wakatsuki, said the study was launched at the invitation of Spanish Industry Minister Claudio Aranzadi.

Wakatsuki said the company is reviewing various sites in Spain. But he added that "nothing has been decided" and that no timetable is set for completing the study. A new plant south of Barcelona is one possibility.

Nissan would produce 1.6- and 2.0-liter cars in Spain. Total investment is pegged at about 250 billion pesetas ($2.4 billion), though the potential annual production rate was not spelled out.

Motor Iberica currently produces the 4wd Patrol, Vanette light van, Trade vans, and Ebro trucks and buses at its Zona Franca plant in Barcelona. Production last year totalled 90,602 vehicles.

Nissan acquired an equity stake in the Spanish company Motor Iberica in 1980 and has held majority control since 1982.

The Japanese company already has plans to produce a new 4wd sport-utility in Spain with Ford Motor Co. An agreement signed last year anticipates production of 50,000 units beginning in 1993.

Nissan, the Japanese market leader in Europe with sales of nearly 400,000 units last year, expects to produce 77,000 sedans in 1990 at its plant in Sunderland, England. The British-built Bluebird will be replaced this fall by the Primera. Output at Sunderland will rise to 200,000 by 1992, when the Micra is added.

Czech truckmaker seeks partner

PRAGUE, Czechoslovakia — Tatra, the Czechoslovakian producer of trucks and limousines, is looking for a Western partner.

Truck joint-venture talks are said to be under way with MAN AG, Iveco BV and Volvo Truck Corp. Sources here say Volvo has the inside track.

The Czech government hopes for a decision within a few months.

Tatra is one of Eastern Europe's largest truck producers and has a sizable export operation. It also has a large dealer network in Eastern Europe, an asset that would be attractive to a Western truckmaker.

With increasing trade between East and West, all Western truckmakers are looking for improved sales and service networks in the East. Any deal with Tatra is likely to include sales and service for the Western maker's customers.

MEDICAL AND PENSION BENEFITS COMPARED

Company	Medical Highlights	Pension Highlights
Ford	No payroll deductions; some co-pay	Full benefits after 30 years; $1,500/month, less Social Security benefits
GM	No payroll deductions; some co-pay	Full benefits after 30 years; $1,500/month, less Social Security benefits
Chrysler	No payroll deductions; some co-pay	Full benefits after 30 years; $1,500/month, less Social Security benefits
Honda	No payroll deductions; no deductibles; no vision; some co-pay	2.5% of base earnings invested annually
Subaru-Isuzu	No payroll deductions; some deductibles; some co-pay	Minimum of 5% of base pay invested annually
NUMMI	No payroll deductions; no co-pay	Full benefits after 40 years; $1,250/month
Diamond-Star	Comprehensive plan including vision begins 9/1/91; some co-pay; some deductible	Maximum benefit after 35 years; 49% of average earnigns, less Social Security benefits.
Nissan	12.5% of cost paid by deduction; no deductibles	Maximum benefit: 50% of average annual earnings, less Social Security benefits
Mazda	No payroll deductions; some co-pay	Full benefits after 30 years; $1,500/month less Social Security benefits
Toyota	No payroll deductions; some deductibles; some co-pay; no vision	4% of wages invested annually

WAGE-BENEFIT COMPARISON

	Ford	GM	Chrysler	Honda[3]	Subaru-Isuzu[3]	NUMMI	Diamond-Star	Nissan[3]	Mazda	Toyota[3]
Wages[1][2][3] ($ per hour)										
Production	16.74[4]	16.24	16.27[4]	14.55	13.94	16.81	13.48	13.95	15.13	14.23[4]
Maintenance	18.20[4]	17.33	16.27[4]	16.75	16.58	19.74	15.58	16.44	15.85	16.28[4]
Bonuses	3% of qualified earnings	3% of qualified earnings	3% of qualified earnings	See profit sharing	No[5]	3% of qualified earnings	No	$1.55/hr. paid each 6 months	No	No
Profit sharing	1989: $1,025	1989: $50	No	1989: $1,601	See pension, other table	No	No	1989: 10.5% of 6 month bonus	No	No
Attendance award (max.)	$500	$600	$500	$1,820	No	See vacation	No	No	$1,500	Chance to win new Camry
Vacation (days)										
At 2 years	5	5	5	10	10	10-13.5[6]	13	10	10	10
At 7 years	15	10	10	15	15	12-16[6]	18	15	15	15
Max	25	20	20	15	25	18.5[6]	20	20	17	20
Paid Holidays	13	14	15	17	13	15	14	13	15	14

[1] Maximum of a range, unless otherwise noted
[2] Includes COLA
[3] Average, not maximum
[4] Average for all hourly workers
[5] No COLA program
[6] Estimated
[7] Due by Dec. 31
[8] Depending on attendance

Source: Automotive News research

PRODUCTION

Blockade fails to cut week's build

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

For the second time in five weeks, independent Canadian truckers last Thursday blockaded entrances to the bridge and tunnel connecting Detroit and Windsor, Ontario. Automakers in the two countries reported no production cutbacks last week because of the blockade.

U.S. automakers scheduled production of 143,912 cars last week, 3.54 percent below the prior week but 16.02 percent above the year-ago week when plants had already begun changeover downtime.

So far this year, 3,191,347 cars have been produced, 16.83 percent below 1989.

Domestic truck producers slated 82,685 units last week, 12.19 percent below the previous week but 3.17 percent ahead of last year. The 1990 truck production total is 2,090,244, 9.07 percent below 1989.

Companies split last week's targeted output as follows: General Motors, 46.21 percent; Ford Motor Co., 24.30 percent; Chrysler Corp., 11.74 percent; Honda of America Manufacturing Inc., 6.11 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.06 percent; New United Motor Manufacturing Inc., 2.85 percent; Mazda Motor Manufacturing Corp. USA, 2.28 percent; Diamond-Star Motors Corp., 2.01 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.09 percent; and Subaru-Isuzu Automotive Inc., 0.35 percent.

Last week, GM scheduled Friday overtime at the Janesville, Wis., Cavalier plant and Saturday overtime at the Janesville truck plant.

Chrysler's Dodge City truck plant in Warren, Mich., is closed for model changeover and will resume operations July 16.

All Ford plants closed today for a two-week vacation. Production will resume July 16.

Diamond-Star Motors in Normal, Ill., closed today for a one-week model changeover.

Honda's assembly plants are closed this week for vacation. Operations will resume July 9.

All U.S. plants will be closed Wednesday in observance of Independence Day.

Cars and trucks slip in Canada

Canadian auto producers scheduled 24,842 units last week, 4.32 percent below the prior week, but 45.74 percent above the 1989 week.

So far this year 543,233 cars have been produced, 4.33 percent more than the year-earlier period.

Last week's estimated truck production of 19,026 fell 5.24 percent below the previous week and 1.94 percent below the year-ago week.

Year-to-date, 475,590 trucks have been assembled, 8.78 percent below last year's total.

Canadian assembly plants are closed today in observance of Canada Day.

Chrysler began model changeover today at its Windsor, Ontario, minivan plant.

The plant will assemble restyled mini-vans when it reopens July 30.

All Ford plants closed today for a two week vacation.

U.S. CAR	Week Ended June 30, 1990	Week Ended July 1, 1989	Week Ended June 23, 1990	June Est.	Jan. 1 to June 30, 1990	Jan. 1 to July 1, 1989
Horizon	0	1,208	0	0	4,327	11,527
Sundance	2,600	2,570	2,083	9,915	41,903	62,461
Acclaim	2,800	3,141	3,797	13,653	53,140	67,933
Total Plymouth	5,400	6,919	5,880	23,568	99,370	141,921
LeBaron A	0	0	0	43	9,325	0
LeBaron J	1,400	0	1,433	5,894	24,251	55,273
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	1,400	1,867	1,932	6,866	23,068	57,245
Fifth Avenue	800	0	1,147	3,889	16,982	0
Imperial	200	0	245	996	8,298	0
Total Chrysler	3,800	1,867	4,757	17,689	81,924	115,464
Omni	0	1,063	0	0	4,078	12,637
Daytona	900	0	942	3,886	17,206	46,536
Shadow	2,500	2,198	2,652	11,759	48,519	59,283
Dynasty	2,300	3,059	3,219	11,341	59,791	83,075
Lancer	0	0	0	0	0	1,528
Spirit	2,000	2,001	2,875	10,073	49,398	58,380
Total Dodge	7,700	8,321	9,688	37,059	178,992	261,439
CHRYSLER MOTORS	16,900	17,107	20,325	78,315	360,286	518,824
Escort	5,521	0	6,143	20,437	107,991	167,939
Mustang	3,705	4,419	3,643	15,301	76,690	118,201
Tempo	2,969	2,920	3,271	13,196	71,678	81,050
Taurus	7,633	7,952	7,353	32,601	188,805	205,368
Thunderbird	3,812	2,670	3,188	13,000	63,235	88,521
Total Ford Div.	23,640	17,961	23,598	94,535	508,399	661,079
Topaz	1,431	1,509	1,129	5,113	27,115	37,358
Cougar	1,813	2,670	2,307	10,083	42,245	74,275
Sable	3,044	2,482	2,976	11,115	56,485	66,521
Total Mercury	6,288	6,661	6,412	26,311	125,845	178,154
Continental	1,505	1,428	1,506	6,316	30,988	37,487
Mark VII	485	478	503	2,026	12,837	13,221
Town Car	3,046	2,871	3,004	12,637	83,792	69,805
Total Lincoln	5,036	4,777	5,013	20,978	127,617	120,513
Total L-M Div.	11,324	11,438	11,425	47,289	253,462	298,667
FORD MOTOR CO.	34,964	29,399	35,023	141,824	761,861	959,746
Skyhawk	0	0	0	0	0	6,857
Skylark/Somerset	2,002	1,497	2,250	8,966	47,120	31,082
Century	1,628	2,252	1,676	6,901	35,683	65,064
Riviera	483	0	465	2,102	12,240	11,348
Electra	1,247	1,232	790	3,652	17,575	43,168
LeSabre (fwd)	3,453	3,975	3,476	16,202	87,560	80,857
LeSabre (rwd)	0	83	0	488	4,020	8,056
Reatta	211	0	211	878	4,688	3,140
Total Buick	9,024	9,039	8,868	39,189	208,886	249,572
Eldorado	473	0	443	2,051	11,345	19,104
Seville	1,139	0	1,101	4,916	20,796	13,996
Brougham (rwd)	0	826	0	0	13,065	20,506
DeVille (fwd)	3,775	3,988	3,948	15,911	89,401	112,872
Allante	89	75	89	372	1,981	1,663
Total Cadillac	5,476	4,889	5,581	23,250	136,588	168,141
Cavalier	8,657	7,065	8,585	36,232	172,797	201,315
Camaro	2,010	1,770	2,061	8,546	35,188	66,234
Celebrity	0	1,786	0	0	0	68,492
Corsica/Beretta	6,180	7,184	6,239	25,807	145,476	221,175
Caprice	6,003	2,860	5,608	23,885	111,565	105,346
Corvette	555	491	557	2,295	12,482	13,719
Total Chevrolet	23,405	21,156	23,050	96,765	477,508	676,281
Calais	2,537	2,320	2,880	11,357	53,163	51,689
Cutlass Ciera	1,918	1,527	1,982	8,146	41,526	45,359
Cutlass Supreme	2,173	0	1,952	8,392	44,373	51,125
Toronado	257	0	233	1,095	9,040	4,845
88 (fwd)	3,085	2,753	3,535	12,391	54,758	84,277
88 (rwd)	0	207	0	0	2,295	4,515
98	1,425	1,027	1,676	5,994	30,447	41,799
Total Oldsmobile	11,395	7,834	12,258	47,376	235,602	283,609
Sunbird	3,685	3,266	3,745	16,339	79,950	80,609
Grand Am	5,280	5,031	5,340	22,181	105,825	129,662
Firebird	1,293	900	1,316	5,523	21,937	36,145
Grand Prix	3,663	0	3,328	13,828	60,319	69,565
Pontiac 6000	1,445	714	1,449	6,005	30,976	42,292
Bonneville	1,846	1,940	2,202	7,781	42,689	51,986
Safari/Parisienne	0	0	0	0	0	2,690
Total Pontiac	17,212	11,851	17,380	71,657	341,696	412,949
GENERAL MOTORS	66,512	54,769	67,137	278,237	1,400,280	1,790,552
DIAMOND-STAR	2,894	1,536	3,077	11,713	72,357	26,493
HONDA	8,791	7,690	8,825	37,056	224,285	198,219
Civic	2,130	2,700	2,299	9,850	62,110	67,395
Accord	6,661	4,990	6,526	27,206	162,175	130,824
MAZDA†	3,285	3,474	4,351	15,806	90,104	119,630
NISSAN	1,570	2,502	1,569	6,676	50,049	61,637
NUMMI	4,100	4,289	4,071	17,507	106,992	103,286
Corolla	2,000	1,686	1,970	8,497	53,744	41,638
Geo Prizm/Nova	2,100	2,603	2,101	9,010	53,248	61,648
SUBARU-ISUZU	498	0	438	1,973	12,976	0
TOYOTA	4,398	3,278	4,379	18,310	112,157	58,798
Total Cars, U.S.	143,912	124,044	149,195	607,417	3,191,347	3,837,185
Total Cars, Canada	24,842	17,046	25,964	106,543	543,233	520,678
U.S., Canada Cars	168,754	141,090	175,159	713,960	3,734,580	4,357,863
U.S., Canada Cars and Trucks	270,465	240,640	289,397	1,179,941	6,300,414	7,177,953

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended June 30, 1990	Week Ended July 1, 1989	Week Ended June 23, 1990	June Est.	Jan. 1 to June 30, 1990	Jan. 1 to July 1, 1989
Monaco	0	0	0	0	5,132	0
Premier	0	0	0	0	2,808	22,380
CHRYSLER MOTORS	0	0	0	0	7,940	22,380
Tempo	3,780	0	3,238	14,119	68,502	72,675
Topaz	978	0	1,371	4,956	25,016	30,780
Crown Victoria	3,054	2,411	2,956	11,755	64,378	68,788
Grand Marquis	1,701	2,390	1,793	8,227	56,651	74,384
FORD MOTOR CO.	9,513	4,801	9,358	39,057	214,547	246,627
Celebrity	1,069	1,026	1,317	5,048	16,295	11,648
Cutlass Ciera	2,180	2,570	2,446	9,965	44,557	83,951
Lumina	4,645	5,138	5,350	21,724	114,719	62,576
Regal	3,355	1,341	3,346	13,458	45,447	40,222
GENERAL MOTORS	11,249	10,075	12,459	50,195	221,018	198,397
HONDA	2,150	1,650	2,297	9,368	54,299	42,503
HYUNDAI	500	0	327	1,660	9,494	0
TOYOTA	1,250	340	1,343	5,508	31,366	6,268
VOLVO	180	180	180	754	4,569	4,503
Total Cars, Canada	24,842	17,046	25,964	106,543	543,233	520,678

U.S. TRUCK	Week Ended June 30, 1990	Week Ended July 1, 1989	Week Ended June 23, 1990	June Est.	Jan. 1 to June 30, 1990	Jan. 1 to July 1, 1989
Caravan	2,000	1,994	2,525	9,649	58,569	58,093
Dakota	0	0	1,389	5,216	37,466	55,031
Caravan C/V	100	107	171	713	3,748	4,553
Ram pickups	0	0	2,131	7,850	55,393	55,132
Total Dodge	2,100	2,101	6,216	23,429	155,176	172,809
Cherokee	4,000	3,954	3,896	16,810	88,314	121,944
Comanche	200	503	201	853	4,215	16,714
Grand Wagoneer	300	0	335	1,261	3,580	6,853
Wagoneer	100	94	123	543	2,241	4,394
Total Jeep	4,600	4,551	4,555	19,466	98,350	149,905
Voyager	1,800	1,861	2,219	8,534	55,140	55,045
Town & Country	50	179	117	417	1,922	1,402
Total C-P Div.	1,850	2,040	2,336	8,951	57,062	56,447
CHRYSLER MOTORS	8,550	8,692	13,107	51,846	310,588	379,161
Aerostar	5,000	4,975	4,917	21,101	107,389	127,802
Bronco	1,259	1,367	1,254	5,133	28,339	42,934
Bronco II	5,734	2,804	6,637	25,343	87,928	69,814
Econoline	4,414	4,300	4,420	19,076	103,634	129,042
Mediums/Heavies	1,220	1,153	1,336	5,650	28,440	35,273
Light trucks	10,757	11,614	10,755	44,859	241,412	292,394
Ranger	5,907	7,413	6,361	25,613	153,599	183,150
Total Ford Div.	34,291	33,626	35,680	146,774	750,741	878,409
FORD MOTOR CO.	34,291	33,626	35,680	146,774	750,741	878,409
Astro	2,068	3,004	2,730	10,937	60,533	87,320
Blazer	292	522	354	1,428	8,922	14,820
Lumina APV	2,175	0	2,108	8,686	51,515	0
Mediums/Heavies	270	0	275	1,274	5,322	1,312
P-Model	492	866	629	2,433	13,158	18,746
Pickups	5,755	7,946	7,423	29,059	178,924	207,658
S-10	4,133	4,851	4,965	19,642	119,428	140,337
S-10 Blazer	3,707	4,138	3,532	16,605	72,419	100,432
Sportsvan/Van	1,435	2,021	1,779	6,959	36,379	50,663
Suburban	1,167	1,489	1,376	5,637	34,602	41,414
Total Chevrolet	21,494	24,837	25,171	102,658	581,202	662,702
Jimmy	86	158	107	435	2,830	4,457
Mediums/Heavies	450	0	588	2,299	9,109	1,496
P-Model	68	119	58	255	1,565	2,487
Pickups	2,149	2,133	2,503	10,110	62,892	62,347
S-15	843	884	1,010	4,019	28,299	32,896
S-15 Jimmy	1,370	885	2,070	6,469	23,888	28,571
Safari	940	792	1,247	4,675	21,949	22,497
Suburban	733	555	913	4,008	17,286	16,415
Vandura/Rally Vans	533	467	710	2,728	13,046	13,810
Total GMC	7,172	5,993	9,206	34,999	180,864	184,976
Olds Silhouette	1,213	0	1,197	4,837	18,985	0
Pontiac Trans Sport	1,068	0	1,061	4,361	27,935	0
GENERAL MOTORS	30,947	30,830	36,635	146,856	808,986	847,678
NAVISTAR	1,592	1,400	1,595	6,644	37,612	45,166
NISSAN	3,230	2,150	3,259	13,777	79,086	65,288
SUBARU-ISUZU	625	0	434	2,045	12,841	0
AM GENERAL*	450	450	450	1,890	11,790	11,430
MISCELLANEOUS*	3,000	3,000	3,000	12,600	78,600	71,600
Total Trucks, U.S.	82,685	80,148	94,160	382,432	2,090,244	2,298,732

CANADIAN TRUCK	Week Ended June 30, 1990	Week Ended July 1, 1989	Week Ended June 23, 1990	June Est.	Jan. 1 to June 30, 1990	Jan. 1 to July 1, 1989
Caravan	2,880	2,320	3,010	13,137	82,725	77,600
Caravan C/V	0	316	0	24	5,619	6,901
Ram Wagon	615	690	715	2,879	14,587	15,162
Ram Van	1,305	1,715	1,607	6,400	31,866	39,005
Total Dodge	4,800	5,041	5,332	22,440	134,797	138,668
Voyager	2,240	2,373	2,152	9,673	66,255	69,417
Total Plymouth	2,240	2,373	2,152	9,673	66,255	69,417
Wrangler	1,500	1,555	1,580	6,703	30,708	44,245
Total Jeep	1,500	1,555	1,580	6,703	30,708	44,245
CHRYSLER MOTORS	8,540	8,969	9,064	38,816	231,760	252,330
FORD MTR. (lt. trks.)	3,431	3,471	3,441	14,720	77,351	89,577
Light trucks	3,420	3,409	3,662	15,015	88,919	83,388
Vans	1,372	1,237	1,621	5,823	26,202	34,494
Total Chevrolet	4,792	4,646	5,283	20,838	115,121	117,882
Light trucks	1,460	1,351	1,605	6,309	34,462	38,077
Vans	578	694	460	2,145	11,621	16,912
Total GMC	2,038	2,045	2,065	8,454	46,083	54,989
GENERAL MOTORS	6,830	6,691	7,348	29,292	161,204	172,871
NAVISTAR	225	271	225	721	5,275	6,580
Total Trks., Canada	19,026	19,402	20,078	83,549	475,590	521,358
U.S., Canada Trks.	101,711	99,550	114,238	465,981	2,565,834	2,820,090

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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4% price hike seen for 1991; summer games mask impact

By Michelle Krebs
and John K. Teahen Jr.
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — General Motors is expected to report a price increase of nearly 4 percent when it introduces its 1991 cars. If Ford Motor Co. and Chrysler Corp. fall in line, the domestic industry's hike will be higher than in recent years.

And the hike would be even greater had it not been for some fancy summertime footwork by each of the Big 3.

Domestic automakers have raised prices on 1990 vehicles to soften the blow of hefty price hikes expected on 1991 models. They have even raised prices on some 1991 models already on sale.

The price increases also ensure, if there were any doubt, that incentives will stick around. The Big 3 apparently are building incentives into their sticker prices these days.

Industry executives acknowledge that 1991 model prices will probably increase by a higher percentage than in recent model years, except for the big bump for passive restraints on 1990 models.

Higher materials costs, continued expense associated with installing passive restraint systems mandated by the government and additional standard equipment have pushed prices higher.

But by instituting small price increases on 1990 models in the waning days of the 1990 model year — less than three months before the new season begins — the automakers will be able to make the price hikes on 1991 models look less severe.

Some dealer sources predict that price increases on 1991 models will be just under 4 percent, which is below the 4.8 percent rate of inflation. A 4 percent price increase would amount to about $650 for General Motors and about $600 for Ford Motor Co. and Chrysler Corp.

General Motors, which made no public announcement of its latest increase, raised prices an average of $83, or 0.5 percent, on cars and light trucks, effective July 2. Car hikes ranged from $65 on intermediate models like Chevrolet Lumina and Oldsmobile Cutlass Supreme to $165 on Cadillac DeVille. GM also increased destination charges by $10 a vehicle on most models, following a $20 increase in the spring.

Chrysler Corp.'s increases range from $60 on Dodge Daytona and most Chrysler LeBarons to $160 on Chrysler Fifth Avenue and Imperial. Plymouth Voyager and Dodge Caravan minivan prices rose $118. Chrysler did not give an average. Destination charges went up $30 on Chrysler Fifth Avenue and Imperial and $15 on most other lines.

Two weeks earlier, Ford Motor Co. raised prices of most of its cars and trucks. The car increase averaged $49, or 0.3 percent, and the range was $58 to $123. Ford didn't reveal the average increase of its trucks.

see PRICES, page 44

CONDITION REPORT: GUARDED

First-half totals down 8% despite late June spike

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Sales of domestically produced vehicles, buoyed by a strong General Motors performance, rose in the last 10 days of June, but not enough to push sluggish first-half totals ahead of last year.

Industry car and truck sales for the first six months of 1990 totaled 7,263,702 units, down 8.39 percent from the first half of 1989.

Sales of U.S.-built cars for the last 10 days of June were up 11.88 percent; U.S.-made truck sales were up 12.69 percent.

Yet, sales of U.S.-produced cars and trucks for the first six months of 1990 remained off 3.63 percent from the year-ago levels.

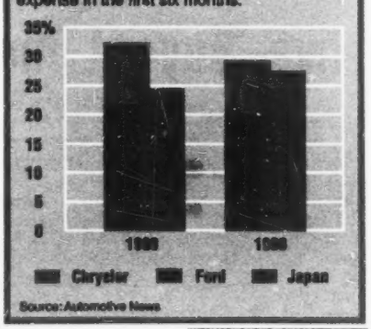
The end-of-June sales spike surprised analysts, but they don't expect it to last.

"Although sales in June may have ratcheted up a notch after a poor spring selling season, we don't foresee any further signifi-

see SALES, page 43

Japan gains share

Bars illustrate how Japan has gained car market share at Ford's and Chrysler's expense in the first six months.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

AUTOMOTIVE NEWS/JOE WILSENS

1990 Honda Accords line the lot at Mitchell Honda/Buick, Mt. Clemens, Mich. For the first half of 1990, Accord sold 203,281 copies, nearly 37,000 more than last year at the same time.

Analysts' prognosis: Sluggish sales

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

The Bush Administration's nod to new taxes could mean tough sledding for the auto industry for the rest of the year and into 1991 if marginal car buyers sit tight.

"The consumer confidence index has been flat, but more recently it is down," said Jean-Claude Gruet, analyst with New York-based UBS Phillips & Drew. "There is concern about the economy over the next few quarters. The marginal consumer is waiting, playing it safe and saving."

Auto analysts forecast sluggish car sales over the next six months with interest rates dipping slightly and consumers edgy over the prospects of tax hikes.

For the most part, analysts are sticking fairly close to sales predictions they made earlier in the year.

The spread between 10 analysts surveyed by *Automotive News* is a low of 14.1 million units to a high of 14.6 million cars and trucks.

The consensus among analysts is that Toyota and Honda will finish the year clear victors in the bout for more market share. Subaru and Hyundai are pegged as losers.

"Toyota is the big winner with its Lexus division," Gruet said.

But he said West German imports including Volkswagen, Audi and Mercedes have performed surprisingly better than expected.

"The luxury car market was the best performing segment in 1989 and again this year," Gruet said. "The West German manufacturers as a group are up 2 percent."

Among domestics, analysts contend GM will have the biggest gains, led by its Chevrolet division.

Ford Motor Co. is expected to end the year down slightly with Chrysler the big loser.

see FORECAST, page 42

Ford testing dealer-only incentives

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. is test marketing dealer-only rebates on selected Mercury car lines in New York, New Jersey and the six New England states.

The results of the program may determine if across-the-board dealer rebates have a future with Ford, which has used them selectively in recent years.

The program began June 23 and expires July 31.

Ford spokesman Bill Carroll said Lincoln-Mercury Division is giving dealers $300 to $1,500 on 1989 and 1990 Cougar, Topaz and Sable models, based on performance against quota.

No across-the-board customer rebates are offered on those cars in New York, New Jersey or New England from June 23 to July 31. Those buying on Ford's A, X and Z plans (employees, retirees and suppliers) are eligible for a $1,000 rebate on those cars in those states.

"We're testing to see what works," Carroll said.

Neither Ford nor L-M has ever used dealer rebates on their products on a across-the-board basis, Carroll said.

Dealers say they like the program, but it is too early to tell how the program is working.

"Giving the rebate to the dealer helps the consumer get a better trade-in, but it's six of one, half a dozen of another," said a large New England L-M dealer.

Currently, all three domestic manufacturers and eight importers are using dealer incentives. The imports are Audi, Hyundai, Isuzu, Nissan, Saab, Subaru, Suzuki and Toyota.

Oldsmobile went to dealer-only incentives in late 1989 but has slowly backed down and now offers consumer rebates on some models.

see REBATE, page 42

NEWSPAPER

Acura customers still happiest
For the fourth straight year, Acura customers are most pleased with their cars and dealers, according to J.D. Power. Story on Page 6.

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Mitsubishi seeks own spotlight

By Cleveland Horton
CRAIN NEWS SERVICE

Chrysler Corp. Chairman Lee Iacocca earlier this year gave Mitsubishi Motor Sales of America a public, unsolicited endorsement.

In the first commercial of the "Advantage: Chrysler" corporate campaign, Iacocca says: "Two cars come off the same assembly line, in the same American plant. A Japanese nameplate goes on one, an American nameplate goes on the other, and people prefer the Japanese version."

Most people familiar with the automobile industry assumed Iacocca was referring to the cars from Diamond-Star Motors Corp. in Illinois, a joint venture between Chrysler and Mitsubishi Motors Corp., the U.S. Mitsubishi company's parent. Cars assembled at the plant become either Mitsubishi Eclipses, Plymouth Lasers or Eagle Talons, and the Eclipse has consistently outsold its Chrysler cousins.

Iacocca's commercial points up the loosening ties between Chrysler and Mitsubishi, and the latter's growing marketing prowess.

The No. 3 domestic automaker has been importing Mitsubishis and selling them as Dodges and Plymouths since the early 1970s, and as Eagles since Chrysler bought American Motors Corp. in 1987, but Mitsubishi established its own U.S. marketing arm in late 1981 and has slowly been building up its franchise.

Although small by auto industry standards, Mitsubishi is gearing up to dislodge Mazda, the No. 4 importer behind the Japanese Big 3: Toyota, Honda and Nissan.

With 1989 U.S. vehicle sales of 150,476, Mitsubishi still has a long way to go to match Mazda Motor of America, which recorded sales of 341,917 for the same period.

But Christopher Cedergren, director of competitive assessment at J.D. Power & Associates, believes Mitsubishi is putting a dealer organization in place and

see MITSUBISHI, page 41

CHARLES KRASNER

"Many (dealers) want to keep their first one for themselves," says Rick Case of Rick Case Acura in Fort Lauderdale, Fla., of the NSX sports car.

NSX: *Dealers bet near-exotic Acura will fetch premium prices*

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Some Acura and exotic-car dealers are willing to pay $10,000 or more above list price for the upcoming 270-horsepower NSX sports car.

The 3.0-liter V-6 will go on sale next month for $55,000 to $60,000, Acura has said.

Anticipation of the new Acura flagship has led some dealers to bet demand will push prices up higher once the car debuts.

Rick Case of Rick Case Acura in Fort Lauderdale, Fla., has advertised that he will pay $10,000 above sticker — to no avail: "No dealer wants to part with the car because they don't know how many they're going to get."

Case says he's taken orders, and $5,000 deposits, from 12 customers. He says Acura hasn't told dealers what kind of allocation to expect, except that each of the 300 dealers will get at least one. About half of the first-year production of 5,000 is earmarked for the U.S. market.

Physician Freeman Clark of Memphis, Tenn., is on a waiting list to get an NSX in August or September. He's been advertising his promised car at $33,000 over sticker for two weeks and received 15 to 20 calls.

Acura spokesman Mike Spencer views the speculation as a Catch-22: "It's exciting that people are willing to spend thousands over sticker for the car just based on what they've read and its reputation, but it can turn around and bite you if dealers gouge customers and incur ill will down the road."

Some dealers are taking a more cautious approach. Scott Young, a partner at Crossroads Acura in North Hollywood, Calif., says: "I don't know how many I'm going to get, how much they're going to cost, so I don't think it's right to take anyone's money until those questions can be answered."

Ford reorganizes heavy truck staff

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Ford Heavy Truck Operations has undertaken a reorganization of its marketing and product planning staff.

Among several executive appointments, James D. Whyte, former plant manager of Ford's Louisville, Ky., truck plant, replaced William Clay Ford Jr. as heavy truck engineering and manufacturing manager.

Ford, 32, was named director of business strategy for the Ford Automotive Group in March.

Kenneth F. Smith, general operations manager, heavy truck, Truck Operations, said the changes, effective July 1, were aimed at sharpening Ford Truck Operations' focus on customers and future product programs.

Smith said Ford has not allocated additional money to expand its staff, but structurally reorganized to take better advantage of the people it has.

About a year and a half ago, Ford Truck Operations put its engineering and assembly operations under one management to strengthen their relationship.

Now, Ford wants to have more contact with customers, including both dealers and fleet accounts, and to increase customer input into major new programs Ford is developing, Smith said.

Therefore, the company has expanded key marketing department operations for heavy trucks.

Whyte

Smith

Merrifield

Adamson

- John H. Merrifield, former heavy truck sales manager, is heavy truck sales and marketing general manager.
- N. J. Adamson, formerly manager of the heavy truck planning office, is manager of the heavy truck product and marketing plans office.

Whyte, Merrifield and Adamson report directly to Smith.

Reporting to Adamson are sev-

see TRUCK STAFF, page 42

Europe's new plants

Location of assembly plants planned, being considered or widely rumored for construction before 1995. Includes plants that will be substantially expanded.

1. Valenciennes, France (Sevel)
*2. Ghent, Belgium (expansion, Mitsubishi-Volvo)
3. Graz, Austria (Chrysler-Steyr)
4. Esztergom, Hungary (Suzuki)
5. Szentgotthard, Hungary (GM)
6. Bratislava, Czechoslovakia (Toyota)
*7. Eisenach, Germany (GM)
8. Zwickau, Germany (VW)
9. Rastatt, Germany (Mercedes)
*10. Saarlouis, Germany (expansion, Ford and VW)
*11. Seville, Spain (Ford-VW)
12. Martorell, Spain (VW)
13. Barcelona, Spain (Nissan-Ford)
14. Pomigliano d' Arco, Italy (expansion Sevel)
15. Val di Sangro, Italy (expanded, Sevel)
16. Sarajevo, Yugoslavia (expanded, VW)
17. Sunderland, England (expanded, Nissan)
18. Burnaston, Wales (Toyota)
19. Swindon, England (Honda)
20. Warsaw, Poland (FSO)
21. Bielsko-Biala, Poland (FSM)

* under consideration

AUTOMOTIVE NEWS / CHARLOTTE WINTER, CHRISTINE BEEVER

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Europeans wrestle with overcapacity

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Alarms about critical overcapacity in the European auto industry are sounding at the same time that six large producers are scrambling to build more cars.

The contradiction in the world's largest new-car market reflects automakers' struggles to meet demand without giving up a valuable political argument that could be used to limit Japanese growth for several years.

The capacity issue is sensitive, and, according to industry analysts, almost unquantifiable. But Ford Motor Co. Chairman Harold Poling said recently that the European industry currently has about 2.2 million units of excess capacity — without counting the expected wave of Japanese transplants and new production in Eastern Europe.

Some industry observers believe political maneuvering at the European Commission headquarters in Brussels, Belgium, over how to contain the Japanese share in a borderless Europe is obscuring the capacity situation in a market that has grown steadily since the mid-1980s.

New-car sales in 17 Western European countries topped 13.4 million units last year and are still holding up. Japan, limited in several countries, has about 11 percent of the market.

The capacity issue is frustrating the Japanese, who now face the prospect of having transplant volume counted toward a European import ceiling that could be in place into the next century.

"It's pure bull," says Moriharu

see CAPACITY, page 41

Survey says Acura customers are happiest

Industrywide Customer Satisfaction Index rises in Power survey; VW leaps 12 spots

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — For the fourth straight year, Acura customers are the most satisfied in the nation.

But U.S. customers are happier with their vehicles and their dealers than they were a year ago, according to J.D. Power and Asociates' latest Customer Satisfaction Index. Each of 18 nameplates listed by the market research firm improved on last year's scores and the industry average increased.

J.D. Power publicizes only nameplates that score above the industry average. Mitsubishi, Volkswagen and Lincoln climbed onto the list, and Hyundai fell off.

Second-place Mercedes-Benz and third-place finisher Toyota both had 10-point increases on the index and closed the gap on Acura. Toyota bumped Honda out of third, and Cadillac crept into the fourth spot. Even though Honda improved its 1989 score by three points, it dropped from third place to fifth.

Nissan improved its score but remained in sixth place, another indication of improved customer satisfaction industrywide. Buick went from 10th to seventh, where it shares a spot with Subaru. Porsche jumped 11 points to ninth place after sitting in 15th last year. BMW and Mazda stuck together again, although this time the two shared 10th place, not eighth.

Volkswagen and Mitsubishi finished in 14th place along with Plymouth and Mercury. VW's 17-point gain was the biggest in the industry and moved it 12 positions from 26th place last year. Mitsubishi motored up from 21st.

J.D. Power sends out 100,000 questionnaires to new owners of cars and trucks after about 12 months of ownership. About 35 percent of those responded.

The 1990 customer satisfaction index reports on 1989 model-year products. Power's initial quality survey, on the other hand, deals with the first 60 to 90 days of ownership and focuses on current model-year cars and trucks.

David Whiteside, publisher and editorial director of *The Power Report*, said the firm announced this year's index about a month earlier than usual to prevent leaks to the press.

"In light of the apparent sieve there is for this information, we've decided it's time to take command of our information and get it out to the press almost simultaneously with presenting it to our clients," he said.

1990 CAR CSI: ABOVE AVERAGE MAKES

(1990 index for 1989 model year cars)

Rank '90	Rank '89	Make	Index '90	Index '89
1	1	Acura	154	147
2	2	Mercedes-Benz	148	138
3	4	Toyota	144	134
4	5	Cadillac	142	131
5	3	Honda	140	137
6	6	Nissan	135	128
7	10	Buick	130	123
7	7	Subaru	130	126
9	15	Porsche	129	118
10	8	BMW	127	125
10	8	Mazda	127	125
10	12	Audi	127	121
13	12	Volvo	126	121
14	11	Plymouth	124	122
14	15	Mercury	124	118
14	N/A	Mitsubishi	124	N/A
14	N/A	Volkswagen	124	N/A
18	N/A	Lincoln	122	N/A
		Total Industry	**122**	**118**
		Average of other makes	**111**	**109**

SOURCE: J. D. Power & Associates

Quality rises 6% in Power survey; Cressida rated tops

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — The Asians have again easily won the U.S. quality crown, but domestic and European automakers are making the biggest improvements.

That's the essence of the latest initial quality survey from J.D. Power and Associates, an Agoura Hills, Calif., research firm.

Buick ads tout ranking, Page 28

The industry as a whole showed a 6 percent improvement in the number of reported problems in the first 60 to 90 days of 1990 car ownership. The average fell to 142 problems per 100 cars from 151 in 1989.

Among individual models, Toyota's Cressida claimed the title as the most trouble-free. Mazda scored with the most trouble-free truck (the pickup) and was the leading truck nameplate.

The Asian import nameplates, long the standard-bearers in producing top-quality vehicles, posted 121 problems per 100 cars for the second straight year. Problems among domestic brands fell 6 percent from 162 to 153 per 100 cars, and European nameplates dropped from 203 to 181, an 11 percent improvement.

"The domestics and Europeans had a lot more room to make up," said George Peterson, president of AutoPacific Group, a Newport Beach, Calif., auto research firm. "There's just no Japanese schlock out there, and there are still some pretty rough American cars being sold."

Indeed, the Japanese placed seven of the top 10 car nameplates. Lexus and Infiniti, the two widely touted luxury nameplates, lived up to their promise by placing first and fourth, respectively. Lexus trumpeted its crown in a two-page *Wall Street Journal* last week that mused, "And to think a year ago we weren't on anyone's list."

Lexus, Mercedes-Benz, Toyota and Infiniti were the first nameplates ever to log fewer than 100 problems per 100 cars.

General Motors' Buick Division was the highest-ranking domestic brand. Buick jumped into 5th place, with 113 problems per 100, and moved ahead of Honda, Nissan and Acura. The Buick LeSabre was the sixth most trouble-free model. It actually fell four places in the standings despite having seven fewer defects in the 1990 score, demonstrating that top quality is a moving target.

Power does not release nameplates that fall below the industry average. But a copy of the full report published in *The Detroit News* and *Free Press* last month listed the Chevrolet Camaro as the single most problem-prone car and Hyundai as the nameplate with the most problems.

While car quality appears to have risen, the compact truck segment seems to be moving in reverse. The 1990 results show a fleet of new trucks with 181 problems per 100, 12 more than last year. Even No. 1 Mazda had a marked increase in reported problems. Last year, Mazda led the pack with 83 problems per 100 trucks; this year, there were 115.

In the Power survey, the Japanese placed seven of the top 10 car nameplates.

Toyota, No. 2, had an even steeper increase, from 93 last year to 130.

Faring better were compact sport-utilities, which as a group bettered their initial quality survey rating by 23 points, from 217 problems per 100 in 1989 to 194. Domestic makes were entirely responsible for that improvement, while import sport-utilities had an increase in reported problems.

In the compact van segment, the result was just the reverse. Imports bettered their record by 17, falling from 148 problems per 100 to 131. The domestics on the other hand, had 45 more problems per vehicle this year than last, up from 177 to 222.

J.D. Power said that small sample sizes kept such nameplates as Saab, Porsche, Sterling, Yugo, Peugeot, Isuzu, Suzuki, Daihatsu and Alfa Romeo off the 1990 list.

J.D. Power's list of the second 10 most trouble-free models contained eight Japanese and three U.S. autos. The cars and their problems per 100 defects were: Toyota Supra (100), Lexus ES250 (101), Buick Century (101), Pontiac 6000 (102), Mitsubishi Galant (104), Acura Legend (105), Nissan Stanza (108), Infiniti M30 (109), Honda CRX (109), Honda Accord (114), Ford Crown Victoria (114).

INITIAL QUALITY, CARS

Rank '90	Rank '89	Makers (by nameplate)	Problems per 100 '90	Problems per 100 '89
1	n/a	Lexus	82	n/a
2	2	Mercedes-Benz	84	103
3	1	Toyota	89	101
4	n/a	Infiniti	99	n/a
5	7	Buick	113	121
6	5	Honda	114	112
7	4	Nissan	123	111
8	6	Acura	129	120
9 (tie)	19	BMW	139	174
9 (tie)	8	Mazda	139	133
11	11	Lincoln	140	142
		Industry average	**142**	**151**
12	-	Audi	141	192
13	-	Mercury	146	134
14	-	Oldsmobile	148	142
15	-	Subaru	150	159
16	-	Mitsubishi	153	160
17	-	Cadillac	154	145
18 (tie)	-	Ford	157	154
18 (tie)	-	Pontiac	157	188
20	-	Geo	158	179
21 (tie)	-	Volvo	163	180
21 (tie)	-	Plymouth	163	158
23	-	Chevrolet	165	194
24	-	Dodge	173	189
25	-	Eagle	174	207
26	-	Chrysler	180	160
27	-	Volkswagen	194	174
28	-	Jaguar	204	246
29	-	Hyundai	230	178

SOURCE: *The Detroit News and Free Press* and *Automotive News*. J. D. Power does not release this information to the public.

THE TOP 10 CARS

Rank '90	Rank '89	Model	Problems Per 100 '90	Problems Per 100 '89
1	7	Toyota Cressida	63	96
2	17	Mercedes-Benz E-Series	71	106
3	5	Toyota Camry	72	92
4	n/a	Lexus LS400	74	n/a
5	6	Mercedes-Benz S-Class	76	93
6	2	Buick LeSabre	82	89
7	1	Nissan Maxima	89	83
8	n/a	Infiniti Q45	91	n/a
9	2	Toyota Corolla	94	89
10	n/a	Mazda Miata	99	n/a/

SOURCE: J.D. Power & Associates

THE BOTTOM 10 CARS

Model	Problems per 100 '90
Chevrolet Camaro	317
Pontiac Firebird	290
Oldsmobile Custom Cruiser	260
Buick Reatta	253
Buick Estate Wagon	244
Subaru Justy	242
Hyundai Excel	238
Cadillac Brougham	237
Volkswagen Golf	236
Chrysler LeBaron Coupe	227

SOURCE: *The Detroit News and Free Press*. J. D. Power does not release this information to the public.

INITIAL QUALITY, TRUCKS

Rank '90	Rank '89	Nameplate	Problems per 100 '90	Problems per 100 '89
1	1	Mazda	115	83
2	2	Toyota	130	93
3	7	Nissan	147	158
4	4	Ford	148	149
5	3	Mitsubishi	159	146
6	11	Suzuki	164	197
7	11	Geo	166	197
8	5	Isuzu	176	156
		Industry average	**161**	**169**

SOURCE: J.D. Power & Associates

THE TOP 10 TRUCKS

Rank '90	Rank '89	Model	Problems per 100 '90	Problems per 100 '89
1	1	Mazda Pickup	95	73
2	5	Mazda MPV	118	112
3	3	Mitsubishi Pickup	122	105
4	2	Toyota Pickup	124	84
5	9	Ford Bronco II	130	133
6	6	Toyota 4Runner	137	114
7	21	Suzuki Samurai	141	174
8	11	Chevrolet S10 Pickup	143	137
9	4	Ford Ranger	145	110
10	15	Nissan Pickup	147	155

SOURCE: J.D. Power & Associates

Class action seeks cash, removal of Jeep CJs from road

By Helen Kahn
SENIOR CORRESPONDENT

WASHINGTON — A national class action seeking to take all Jeep CJ vehicles off the road because of alleged "life-threatening" design defects has been filed in a state court in Maryland.

The suit seeks full refunds for some 350,000 current CJ owners, plus punitive damages from defendants Chrysler Corp., Chrysler Motors Corp., American Motors Corp., Renault, Jeep Eagle Corp., and Jeep Eagle Sales Corp.

The suit is brought by Trial Lawyers for Public Justice, a public interest firm loosely affiliated with Ralph Nader which uses more than 700 top plaintiffs' trial lawyers to bring precedent-setting litigation.

Associated law firms are Kohn, Savett, Klein & Graf of Philadelphia; and Levan, Schimel, Richman, Belmon, Abramson and Scanlan of Columbia, Md.

Trial Lawyers claims Chrysler and AMC/Jeep have known for more than 10 years that the CJ-5 and CJ-7 have design defects and have participated in a conspiracy to conceal the truth from consumers. Trial Lawyers executive director Arthur H. Bryant says the defendants "valued profits over lives and ought to be held accountable."

Production of Jeep CJs stopped in 1986, and Chrysler and AMC have denied any defect. But the National Highway Traffic Safety Administration, which continues to track problems, counts more than 150 fatalities each year from rollovers involving CJs.

Two weeks ago groups including Public Citizen, Center for Auto Safety, and the Institute for Injury Reduction asked NHTSA to recall all CJ Jeeps.

The suit notes that last January, Public Citizen accused Chrysler and AMC/Jeep of a coverup and that on June 1, ABC's *20/20* program revealed internal memos and alleged company knowledge of a dangerously high center of gravity, a failure-prone shackle pin and an inadequate roll bar.

The Trial Lawyers suit charges breach of warranty, violation of the consumer protection laws, fraud, conspiracy, concert of action, misrepresentation and nondisclosure and negligent failure to recall.

Ford kills Geo fighter based on new Escort

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co.'s product planning ax fell again last week as the company officially killed a 2+2 derivative of the new Escort/Tracer.

The car, which was scheduled to arrive in Ford showrooms in the 1992 model year, was designed to compete with the Geo Storm. Engineers would have shortened the Escort/Tracer wheelbase. Planners felt the sporty, 2+2 market could be covered with the company's present lineup of Capris and Escort GTs.

Vehicle cost and weight, which have killed previous product programs, were not a factor in canceling the CT20-S, according to those close to the project.

"It just didn't make cycle planning sense," said a source close to the project.

Supplier sources said planning volume for the car could have reached 40,000 to 50,000 annually.

The CT20-S joins the 1991 all-wheel-drive Thunderbird, PN38 flexible truck platform and the Jaguar F-type and AC Ace sports cars in Ford's future-product graveyard.

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Country	Trade	March 1989	March 1990	Annualized trade April 1988-March 1989	Annualized trade April 1989-March 1990
Japan	from U.S.	$ 29,720	$ 53,980	$ 304,363	$ 405,164
	to U.S.	2,064,391	1,973,778	23,310,506	22,254,019
Canada	from U.S.	877,539	913,704	8,028,270	7,645,657
	to U.S.	1,593,651	1,976,835	16,963,872	18,390,039
Mexico	to U.S.	119,683	74,934	1,229,292	1,281,091
West Germany	to U.S.	559,172	658,977	6,308,525	5,077,061
South Korea	to U.S.	216,599	65,677	2,428,078	1,182,153
Sweden	to U.S.	165,353	217,716	1,849,475	1,587,851
Yugoslavia	to U.S.	0	0	48,718	164
United Kingdom	to U.S.	111,783	87,189	970,071	898,968
Italy	to U.S.	24,464	28,715	155,045	278,924
France	to U.S.	6,817	130	171,981	35,080
Brazil	to U.S.	14,384	6,347	315,225	251,650
Others	from U.S.	228,275	342,916	1,293,074	2,688,063
	to U.S.	63,769	60,351	451,353	472,780
Car and truck total	from U.S.	1,135,534	1,310,600	9,625,707	10,738,884
	to U.S.	4,940,065	5,175,645	54,202,140	51,709,784
VEHICLE TRADE BALANCE		(3,804,531)	(3,865,045)	(44,576,433)	(40,970,900)
Car total	from U.S.	936,163	1,145,798	7,640,941	9,070,869
	to U.S.	4,160,840	4,429,933	47,020,426	43,710,061
CAR TRADE BALANCE		(3,224,677)	(3,284,135)	(39,079,485)	(34,639,192)
Truck total	from U.S.	199,371	164,802	1,984,766	1,688,015
	to U.S.	779,225	745,712	7,181,714	7,999,723
TRUCK TRADE BALANCE		(579,854)	(580,910)	(5,196,948)	(6,331,708)
TOTAL U.S. Merchandise trade	from U.S.	31,058,200	33,277,200	334,231,700	373,012,800
	to U.S.	39,976,900	41,723,000	448,224,600	479,511,000
TRADE BALANCE		(8,918,700)	(8,445,800)	(113,992,900)	(106,498,200)

Exports take bite out of auto trade deficit

WASHINGTON — The U.S. automotive trade deficit in passenger cars and light trucks continued to show improvement in March, falling 1.6 percent.

"The auto industry did more than its part to improve the U.S. trade balance in March, as it has for the last year," said John Hammond, a managing partner of J.D. Power & Associates, a market research firm in Agoura Hills, Calif.

During the last 12 months, the deficit has fallen 8.1 percent, to $40.97 billion. The March improvement came on the strength of a 15.4 percent jump in the value of exports, according to the latest figures released by the U.S. Commerce Department.

But Hammond noted that despite the improvement, auto imports outstripped exports by about four to one and that U.S. automakers have "a long way to go to be in balance."

The number of vehicles exported in March increased 9.9 percent compared to the same period one year ago, rising to 112,057 units. The number of imported vehicles fell 3.9 percent for the month to 442,903 units.

The value of U.S. vehicle exports to Japan was up 81.6 percent. Vehicle shipments to the countries classified as "others" by the Commerce Department — most of them European — were up 50.2 percent in value.

On the import side, the value of Japanese shipments fell 4.4 percent. Shipments from South Korea were down 69.7 percent.

The value of imports also declined from Mexico (37.4 percent), the United Kingdom (22.0 percent), France (98.1 percent) and Brazil (55.9 percent). Yugoslavia shipped no vehicles to the United States.

The United States exported 922,918 vehicles in the 12-month period ending in March 1990. Nearly three in four were sent to Canada.

Mercedes adds entry-level 190 to 1991 lineup

Base price of 190E 2.3 sports sedan is $28,050.

MERCEDES-BENZ FOR 1991

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
190E 2.3	104.9	175.1	66.1	56.6	2,987	2.3-liter I-4	rwd	4-dr.

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — The 190E 2.3 sports sedan is the first 1991 Mercedes-Benz model for the United States.

The sedan, which went on sale in June, is essentially the same as the 190E 2.3 that was dropped from the U.S. lineup in October 1988.

INTRO 1991

At $28,050, it is the only car in Mercedes' U.S. lineup that is priced below $30,000. And its overhead-cam, 2.3-liter engine is the only four-cylinder in Mercedes' U.S. product range.

Standard equipment includes a driver's side air bag, anti-lock brakes and four-wheel disc brakes.

The engine produces 130 horsepower at 5,100 rpm and 146 pounds-feet of torque at 3,500 rpm. Top speed on the test track is 122 mph for the manual and 119 mph for the $28,950 automatic. Zero-to-60 mph is achieved in 11.0 seconds for the manual and 10.8 seconds for the automatic. Mileage ratings are 20 mpg city/28 mph highway for the manual and 20 mpg city/26 mpg highway for the automatic.

The exterior has been changed since 1988 by the addition of lower-body side moldings, deeper front air dam and rear valence, restyled bumpers and new front and rear suspension settings that reduce the car's overall height.

Interior changes include an improved air conditioning system, redesigned seats, increased rear-seat knee room and height-adjustable front shoulder belts.

CANADIAN CAR AND TRUCK SALES

North American cars	May 1990	May 1989	5 mos., 1990	5 mos., 1989
General Motors	30,070	37,946	124,831	149,522
Ford	17,316	23,224	66,845	83,737
Chrysler	13,124	16,334	50,717	58,448
Honda	3,316	2,180	13,867	11,605
Hyundai	626	0	2,558	0
Volvo	370	377	1,396	1,630
North American car total	**64,822**	**80,061**	**260,214**	**304,942**
Import cars				
Toyota	9,982	9,632	34,444	34,473
Honda	6,417	6,321	27,846	21,888
Volkswagen	3,806	2,430	14,316	10,886
General Motors	3,412	3,350	10,145	12,999
Mazda	2,963	3,243	13,020	11,692
Nissan	2,706	2,774	10,304	11,390
Hyundai	1,866	2,485	7,027	11,115
Chrysler	1,271	2,543	6,351	10,475
Suzuki	750	747	3,426	2,975
Subaru	653	506	2,987	2,171
Mercedes-Benz	436	406	1,782	1,670
BMW	402	440	1,517	1,955
Ford	362	1,089	2,648	4,189
Volvo	238	306	1,049	1,223
Jaguar	120	180	520	748
Saab	105	102	382	595
Lada	60	81	271	285
Peugeot	13	41	42	96
Import car total	**35,562**	**36,676**	**138,077**	**140,825**
TOTAL — ALL CARS	**100,384**	**116,737**	**398,291**	**445,767**
North American trucks (including vans)				
GM	14,314	20,086	64,120	73,763
Ford	13,697	15,213	56,198	63,213
Chrysler	9,385	12,336	41,667	46,586
North American truck total	**37,396**	**47,635**	**161,985**	**183,562**
Import trucks (including vans)				
Toyota	2,026	1,465	7,805	6,590
Mazda	1,867	2,062	7,696	7,736
Nissan	1,295	1,254	6,217	5,367
General Motors	933	925	4,913	3,826
Suzuki	739	724	3,131	3,000
Chrysler	210	235	936	1,209
Volkswagen	130	88	357	268
Lada	18	26	68	92
Import truck total	**7,218**	**6,779**	**31,123**	**28,088**
TOTAL — ALL TRUCKS	**44,614**	**54,414**	**193,108**	**211,650**
TOTAL — CARS, TRUCKS	**144,998**	**171,151**	**591,399**	**657,417**

Canadian sales skid continues

Car-truck total down 15% in May, 10% through five months

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — Canadian new-car and truck sales continued their decline in May.

Total sales of cars and trucks, imported and North American-built, fell 15.3 percent to 144,998. Sales through the first five months of the year were down 10.0 percent from a year ago.

Each of the Big 3 suffered with their North American-built cars. Ford of Canada was down 25.44 percent; General Motors slipped 20.76 percent; and Chrysler Canada dropped 19.65 percent.

Import car sales fell 3.0 percent. One notable exception was Volkswagen, which racked up a solid 56.6 percent monthly gain and a 31.5 percent advance for the first five months of the year.

Overall domestic and imported car sales were down 14.01 percent.

As in the past, Canada's high interest rates — the prime rate is 14.75 percent — were identified as the chief culprit in the sagging sales. "With continued high interest rates, we anticipated further softening of the automobile market," said Bill Atkinson, GM's vice president of marketing.

Total truck sales were down 18.0 percent. That broke down to a 21.5 percent slide on the North American-built side and a 6.5 percent gain for the imports. With 31,123 sales through May, imported trucks were 10.81 percent ahead of last year's total.

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Diamond-Star begins Mirage/Summit output

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

The Eagle model is selling at a slower pace than last year, while the Mitsubishi version has increased sharply.

After an eight-month postponement, Diamond-Star Motors Corp. will begin building the Mitsubishi Mirage and Eagle Summit this week.

Plans call for a gradual increase in production through year-end. About 200 will be assembled this month, 800 in August and 1,500 in September.

The company has not determined what the output will ultimately be, a Diamond-Star spokeswoman said. "It's really now up to the market to determine how many we produce," she said.

The car will also continue to be shipped from Japan, where two-door hatchback and four-door sedans are built. Diamond-Star will build only the four-door model.

A third product could be added at Diamond-Star, a 50-50 joint venture between Mitsubishi Motors Corp. and Chrysler Corp. in Normal, Ill.

The plant was designed to produce up to five different vehicles simultaneously, with a total capacity of 20,000 units a month, or 240,000 annually. It is currently building about 13,000 units a month of one sports coupe — the Mitsubishi Eclipse/Plymouth Laser/Eagle Talon.

The remaining 7,000 units of monthly capacity are not likely to be consumed by the Mirage/Summit, the spokeswoman said.

The Mirage/Summit is selling at a combined rate of about 7,240 units a month — about 5,880 Mirages and 1,360 Summits.

The Eagle model is selling at a slower pace than last year, while the Mitsubishi version has increased sharply. From Jan. 1 to June 10 of this year, Eagle sold 6,810 Summits, down from 9,709 during the same period last year. Mitsubishi sold 29,396 Mirages through the end of May, up from 7,380.

Production of the Mirage/Summit was originally scheduled to begin at Diamond-Star last November. At that time, the manufacturer announced a half-year postponement, saying it would instead devote more resources to producing the Eclipse/Laser/Talon.

The current production level of 13,000 to 14,000 Eclipse/Laser/Talon a month is higher than originally planned.

Shortly before the original November launch date, Diamond-Star also completed a second-shift hiring at the plant, six months ahead of schedule.

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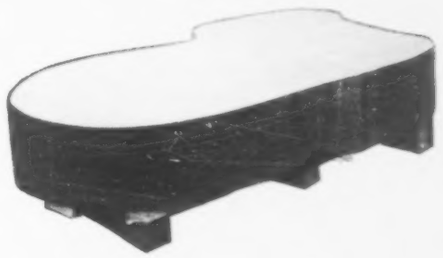

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AROUND THE WORLD

West Europe sales continue climb

New-car sales rise 3% in May; volume up 1.6% over last year

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — New-car sales in Western Europe continued at a record pace in May despite almost universal predictions of imminent decline.

Sales in 17 markets climbed 3 percent to 1,216,500 units during the month, according to estimates compiled by *Automotive News*.

European new-car volume for the first five months of 1990 was 6,124,100, up 1.6 percent over last year. The full-year total in 1989 was a record 13.4 million.

The Volkswagen and Fiat groups continued neck and neck at the top of the heap, with VW-Audi-Seat holding a slim advantage through five months.

VW group sales in the five-month period totaled 926,700, equal to a 15.1 percent share of the market and an improvement of 5.5 percent in volume. Fiat Auto S.p.A, including Fiat, Alfa Romeo, Lancia-Autobianchi and Ferrari, came in at 910,500, a 1.7 percent increase over last year and a 14.9 percent share.

Capacity limits still constrain Peugeot S.A., General Motors and Ford Motor Co. Third-place Peugeot was 0.4 percent above last year's total at 796,100 units and held a market share of 13 percent. GM was fourth at 725,000, up 3.5 percent. GM's market share was 11.8 percent.

Ford, slowed by strikes in Britain earlier this year, was at 710,500 through May, an increase of 0.8 percent and an 11.6 percent share. Sixth-place Regie Nationale des Usines Renault S.A. held 10.3 percent of the European market through May on sales of 628,400, a 1.3 percent gain.

Mercedes-Benz and BMW were down slightly. Mercedes was off just under 1 percent at 191,600, a 3.1 percent market share in Europe. Rival BMW declined 4.4 percent to 168,500, a 2.8 percent share.

Japanese carmakers combined held a 10.9 percent market share through the first five months on sales of 669,700, a gain of 3.2 percent.

Though Nissan sales were down 6.6 percent to 167,600 through May, it remained the top Japanese make in Europe with a 2.7 percent slice of the market. Toyota followed at 155,600, a 4.2 percent gain over last year and a 2.5 percent share.

Mazda is picking up steam in Europe. Sales this year spurted nearly 15 percent to 119,400, a 1.9 percent share in the first five months and 6,100 cars ahead of faltering Volvo. Volvo sales dropped 6 percent to 113,300 during the period.

Among national markets, West Germany surged more than 15 percent to 286,000 units in May, pulling its year-to-date total up 4.9 percent to 1,310,700. Italian sales slipped 1.1 percent to 221,000 for the month, though Italy was still 3.3 percent ahead of last year at 1,154,300 for five months.

French sales rose 17 percent to 198,000 in May and 8 percent for the full year to 1,037,700. But the British market is reeling from high interest rates. Sales were off nearly 10 percent to 923,400 for the first five months of 1990 following a 13 percent drop to 173,900 in May.

The Spanish market also continues to suffer, with sales down nearly 10 percent in May to 89,000 units. Volume in Spain was off 8.6 percent for the year to 443,300.

EUROPEAN SALES

Manufacturer	5 Months 1990	1990 share*	5 Months 1989	% change (%) '90 vs. '89
Volkswagen	926,700	15.1	878,600	+ 5.5
Fiat Auto**	910,500	14.9	895,200	+ 1.7
Peugeot S.A.***	796,100	13.0	793,100	+ 0.4
General Motors****	725,000	11.8	700,700	+ 3.5
Ford†	710,500	11.6	704,900	+ 0.8
Renault	628,400	10.3	620,200	+ 1.3
Mercedes-Benz	191,600	3.1	193,300	– 0.9
Rover	176,600	2.9	181,800	– 2.9
BMW	168,500	2.8	176,200	– 4.4
Nissan	167,600	2.7	179,400	– 6.6
Toyota	155,600	2.5	149,300	+ 4.2
Mazda	119,400	1.9	104,000	+14.8
Volvo	113,300	1.8	121,300	– 6.6
Mitsubishi	74,700	1.2	73,900	+ 1.1
Honda	66,700	1.1	60,500	+10.2
Lada	46,200	0.8	52,200	–11.5
Suzuki	43,000	0.7	39,500	+ 9.0
Others	103,700	1.7	100,900	+ 2.8
Total	6,124,100	100.0	6,025,000	+ 1.6

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
†Includes Jaguar
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, Saab, North America

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	5 Months 1990	Pct. change vs. 1989
Germany	1,310,700	+ 4.9
Italy	1,154,300	+ 3.3
France	1,037,700	+ 8.0
United Kingdom	923,400	– 9.6
Spain	443,300	– 8.6
Netherlands	274,400	+ 2.5
Belgium-Luxembourg	252,900	+11.8
Switzerland	159,500	+ 3.6
Austria	141,400	+10.3
Sweden	113,200	–15.5
Portugal	84,700	– 8.2
Finland	72,200	–18.5
Ireland	46,300	+12.1
Greece	43,400	+42.7
Denmark	40,100	+ 4.7
Norway	26,600	+23.8
Total	6,124,100	+ 1.6

Hungary's bankrupt bus maker to reorganize; may go private

By Richard W. Bruner
STAFF CORRESPONDENT

BUDAPEST, Hungary — Ikarus, the state-owned bus maker, will reorganize under bankruptcy proceedings and probably will emerge as a privately held company.

A spokesperson for the government's Ministry of Industry and Commerce hinted that the Central European Development Corp. could be a major contender for stock ownership.

The corporation is headed by Marcus H. Palmer, former U.S. ambassador to Hungary, and Ronald Lauder, heir to the Estee Lauder cosmetics and fashion empire. Central European Development Corp. has proposed a corporation that would include employee ownership.

Ikarus says it has obtained orders worth $100 million from Western buyers. It also expects to benefit from next year's change to accounting in dollars rather than rubles in its trade with the Soviet Union and Eastern Europe.

Ikarus' troubles grew out of the government's suspension of all export agreements that dealt in rubles. When the embargo went into effect in January, the surplus was 250 million rubles, which amounted to an open-ended interest-free loan to Eastern Bloc nations, especially the Soviet Union.

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Ford, Olds, imports rev up incentives

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co., Oldsmobile and several importers announced new or adjusted incentive programs last week.

Ford's buyer incentive on 1989 and 1990 trucks, which was scheduled to end July 9, has been extended until Aug. 8. Rebates are: Aerostar, $600; Bronco II and Bronco, $1,500; Ranger, $1,000; and F series and Econoline/Club Wagon, $600.

Oldsmobile added a $1,500 consumer incentive on 1990 88 Royale models until Aug. 2 in the following zones: Charlotte, New England, New York, Washington, Chicago, Kansas City, Minneapolis, St. Louis, San Francisco and Los Angeles.

Cadillac's customer incentive pays $1,500 on DeVille, Fleetwood and Brougham and $2,000 on Eldorado and Seville until Sept. 26.

Audi of America is paying dealers $1,500 on its 100-series models until Sept. 10.

Mitsubishi Motor Sales of America is paying rebates to customers and dealers until Aug. 31. Payments vary by regions.

Customer rebates are $1,000 to $2,000 on Galant, $500 to $1,200 on Mirage, $750 to $1,000 on two-wheel-drive pickups and $2,000 on Sigma, Montero and 4wd pickups.

Dealer rebates are $500 to $2,000 on Galant, $200 to $1,200 on Mirage, $250 to $750 on 2wd pickups, $2,000 on Sigma, $500 on Eclipse and Montero and $250 on 4wd pickups.

Subaru of America is offering customer rebates of $1,200 on 1990 Loyale wagons with automatic transmission and $800 on all other Loyales. The rebate is $1,000 on 1989-90 Justy ECVT and $500 on other 1989-90 Justys.

Also, Subaru dealers earn rebates on Legacys: $2,500 on L+ sedans with automatic transmission, $2,000 on base and LS sedans and wagons with five-speed or automatic and $1,500 on other Legacys. The programs expire Oct. 2.

American Isuzu Motors is paying its dealers rebates on 1990 pickups and Troopers, based on the number sold: 1 to 20 units, $700; 21 to 40, $900, and 41 and above, $1,100.

After selling 10 4x4s, dealers receive an additional $100 on every pickup sold. The program expires Sept. 30.

Toyota Motors Sales U.S.A. is offering factory-to-dealer incentives on some cars and trucks through Sept. 4. Dealers earn $200 to $1,000 on 1989 and 1990 Tercels and Corollas and $400 to $1,200 on Camrys. On trucks, the rebate is $700 to $1,400 on base models and $300 to $1,000 on others.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Grand Caravan, Grand Voyager, Town & Country	$500	July 17
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	July 9
Tempo	$250	July 9
Topez, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	July 31
Grand Marquis	$1,000	July 9
Continental, Mark VII	$600-$1,000	July 9
Ford Motor Co. (1989-1991 models)		
Crown Victoria, Grand Marquis	$100-$500 based on number sold*	July 9
*$200 extra on each sale if dealer meets Escort/Tracer sales quota.		
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on sales	July 9
Chevrolet Geo, Celebrity	$500-$1,000	July 9
Geo Tracker	$1,000	July 9
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98	$750-$1,250, based on sales	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai Excel (1989-90)	$200, quota	July 10
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31
*Quotas apply on Eclipse and 2wd pickups in some regions.		
Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	July 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1989-90 models)*		
Swift	$400-$2,000	Aug. 2
Samurai	$1,000	Aug. 2
Sidekick	$1,000-$2,500**	Aug. 2
*Customer rebate or dealer rebate; dealer's choice. **$3,000 in California		
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

REBATE

FROM PAGE 1

According to a letter to L-M dealers, "the current environment" for rebates and discounts has become confusing and inflexible for customers and dealers. The regional dealer rebate program is designed to be simple and to allow the dealer to tailor promotions to the local market.

Each dealer has been given an objective for combined Topaz, Cougar and Sable sales. For cars sold up to 30 percent of quota, the dealer receives $300 per unit. The rebate is $500 for sales from 31 to 75 percent of quota; $900 for sales from 76 to 100 percent of quota; and $1,500 for sales over 100 percent of quota.

All 1989, 1990 and 1991 Grand Marquis and 1989½ and 1991 Tracer units sold or leased during the program period will count toward the total sales objective, but those cars are not eligible for cash payment per unit.

To give dealers an example of how big the payout could be, L-M described a dealer with an overall sales objective for the program of 100 vehicles. Sales of 17 Grand Marquis and 15 special leases on Cougar, Sable and Topaz would count toward the objective, and sales of 25 Cougars, 20 Topazes and 35 Sables would bring the dealer a $62,000 bonus.

Cars purchased under L-M's special discount plans for employees, retirees and suppliers are ineligible for dealership cash payments.

Wednesday, L-M will give dealers an advance payment representing 50 percent of anticipated earnings at 100 percent of quota.

TRUCK STAFF

FROM PAGE 3

eral newly appointed managers.

- D.J. Honiss, formerly a product planning manager, becomes manager of the current programs planning department.
- E. L. Volker, formerly a Kentucky Truck plant engineering manager, moves to the advanced programs product planning department.
- E.H. Proctor, formerly a product plans manager with heavy truck, becomes manager, heavy truck business and strategy planning.
- Jeffrey Kahn, former heavy truck marketing manager, becomes customer interface manager.

Reporting to Merrifield are four new appointees.

- T.L. Huber, formerly Great Lakes regional sales manager, is the new manager of dealer sales, Ford Heavy Truck.
- T.A. Ryan, formerly national account representative in heavy truck sales, is now manager, marketing program department
- T.J. Gross, formerly manager, company-financed dealership operations department, has become manager, dealer development department.
- J.E. Fink, formerly operations manager, Great Lakes region, was named manager, competitive price assistance department of Heavy Truck Operations.

FORECAST

FROM PAGE 1

Analysts also noted Geo's strong performance, saying Chrysler' retreat from the low end of the market, and the mid-spring debut of Ford's new Escort helped GM's first-half results.

David Healy, analyst with New York-based Barclays de Zoette Wedd, has the grimmest view of the economy, calling the next six months "borderline recession."

"Car sales will be sluggish this year and well into next year until the market works itself out of its saturation," he said.

Imports and transplants will pick up three percentage points in market share this year to 31 from 28, according to Healy.

Michael Luckey, with New York-based Michael Luckey Consulting Group, is more concerned about 1991 than the next six months.

"A potential tax and reduction in government spending representing a reduction of $50 billion in purchasing power could push the economy into a mild recession," he said.

Car and truck inventories appear to be in line with current market demands, according to most analysts.

The only area of contention is the extent of incentives auto companies will roll out in August to close the model year.

"Incentives will continue at a slightly reduced rate but there will be no end-of-season fire sale," says Healy.

Luckey agrees. "There is no need because inventories are in line with demand."

But he said if GM does come out with incentive programs, Ford and Chrysler will follow.

Ford is having a rough year largely because the Tempo, Taurus and Topaz are dated, said Luckey.

"Transplants are the clear winners," said Ann Knight, with New York-based Paine-Webber Inc. "The transplants have more capacity on stream and people love their cars. Honda and Toyota sell everything they can produce in the U.S. They have been increasing market share and that will continue."

Analysts say transplants will gain 3 or 4 percentage points in market share this year.

William Pochiluk, president of Autofacts, Inc. based in Pennsylvania, says light truck sales are buoying the market. "The weakness in the market is the car side not the truck side," he said.

He expects automakers to place more emphasis on retail incentives and less on dealer incentives.

"It's too difficult to track and there is no bang for the buck," he said. "There is a trend away from dealer incentives."

Knight says the market is meeting normal replacement needs and there is no pent-up demand.

ANALYSTS' FORECASTS FOR THE 1990 CALENDAR YEAR

		Total motor sales sales in U.S. (millions)	New-car sales in U.S. (millions)	New-truck sales in U.S. (includes medium & heavy) (millions)	Import car sales (millions)	Import truck sales
Bernard Campbell	original	14.5	9.7	4.8	2.7	500,000
Data Resources	revised	14.4	9.5	4.9	2.7	n/c
Arthur Davis	original	14.75	9.9	4.85	2.7	400,000
Prescott, Ball & Turben	revised	14.6	9.6	5.0	2.65	n/c
Jean Claude Gruet	original	14.4	9.7	4.7	2.7	470,000
UBS Securities	revised	n/c	9.4	5.0	2.6	550,000
David Healy	original	13.7	9.2	4.5	2.45	435,000
Independent	revised	14.2	n/c	5.0	2.6	575,000
Maryann Keller	original	14.2	9.6	4.6	2.8	450,000
Furman Selz Mager Dietz & Birney	revised	14.25	9.5	4.75	2.65	550,000
Jack Kirnan	original	14.2	9.5	4.7	2.8	500,000
Kidder Peabody	revised	14.3	n/c	4.8	2.7	600,000
Ann Knight	original	14.0	9.5	4.5	2.9	500,000
Paine Webber	revised	14.2	9.4	4.8	2.6	n/c
Michael Luckey	original	13.9	9.4	4.5	2.8	500,000
Michael Luckey Consulting Group	revised	14.1	n/c	4.7	2.7	n/c
Wendy Beale Needham	original	14.2	9.5	4.7	2.65	550,000
Smith Barney	revised	n/c	n/c	n/c	n/c	n/c
William Pochiluk	original	14.77	9.69	5.08	2.99	650,000
Autofacts Inc.	revised	14.5	9.58	5.0	2.98	670,000

SALES

FROM PAGE 1

cant increase," said Tom Webb, chief economist for the National Automobile Dealers Association. "Weak underlying demand and a cautious consumer will hold future increases in check."

Car sales for the Big 3 dropped 8.57 percent to 3,038,081 in the first half. Chrysler led the drop with car sales of 403,078, down 17.02 percent from a year ago. Ford's car sales fell 9.60 percent to 980,393. General Motors suffered the least, with 1,654,610 car sales, off 5.59 percent from a year ago.

Sales of cars made by Japanese automakers were up 9.32 percent to 1,322,459 in the first half, mainly because sales of transplants jumped. Sales of Japanese imports were off 9.32 percent, but transplant sales shot up 44.40 percent.

Market share for Japanese cars climbed to 27.32 percent in the first half, compared with 23.75 percent a year ago. Toyota and Honda took the biggest chunks of the gain. Ford and Chrysler saw their car market share slip in the first half. GM's car share edged up two-tenths of a point. European makers held steady with last year at 4.89 percent of the car market.

Industry car sales for June were off 3.54 percent at 856,672 units. Big 3 car sales dropped 7.17 percent to 565,736. Only Japanese nameplates had higher sales in June with 233,731 cars sold, up 8.31 percent from year-ago levels.

In the last 10 days of June, GM's sales of domestically-made vehicles climbed 17.80 percent, cars rose 12.90 percent and trucks jumped 29.87 percent. Ford sales were up 3.37 percent, with higher truck sales more than offsetting a drop in car sales. Chrysler sales were off for both trucks and cars.

OBITUARIES

Charles G. Belisle

TORONTO — Charles G. Belisle, president of Belisle Automobiles Inc., a Chevrolet-Oldsmobile-Cadillac dealership, died June 2. He was 62. Mr. Belisle had been president of the dealership since 1958.

Leon Ray

MIAMI — Leon Ray, founder of the South Florida Auto Show, died April 24. He was 69.

IMPORTED CAR SALES

	June 1990	June 1989	6 Mos., 1990	6 Mos., 1989
Acura	13,617	14,078	71,726	71,060
Alfa Romeo	484	241	1,388	1,706
Aston Martin*	5	5	30	30
Audi	2,567	1,899	11,093	9,312
BMW	5,425	5,841	31,487	34,849
Chevrolet/GEO	12,433	10,138	80,053	57,418
Chrysler	390	515	2,991	3,907
Daihatsu	715	1,205	5,895	6,827
Dodge	2,077	2,776	10,831	20,030
Eagle	1,367	1,613	8,252	14,165
Ferrari*	80	80	480	480
Ford	3,799	4,986	29,550	36,426
Honda	26,080	15,090	124,290	115,780
Hyundai	11,729	15,537	69,873	98,290
Infiniti	1,789	0	9,260	0
Isuzu	345	1,549	1,810	9,593
Jaguar	1,532	1,888	9,450	9,365
Lamborghini*	13	13	78	78
Lexus	5,049	0	28,439	0
Lotus*	27	27	162	162
Maserati*	20	24	120	140
Mazda	13,472	16,690	82,133	90,921
Mercedes-Benz	6,692	7,079	37,307	36,265
Mercury/Merkur	4,239	7,707	12,117	36,913
Mitsubishi	13,371	6,275	65,737	37,536
Nissan	27,427	40,769	167,846	211,079
Peugeot	355	501	2,376	3,067
Plymouth	1,897	2,629	10,382	18,709
Pontiac	4,968	6,160	19,333	26,919
Porsche	844	956	5,131	4,554
Rolls/Bentley*	100	100	600	600
Saab	2,799	2,385	13,249	16,192
Sterling	311	563	2,336	3,351
Subaru	8,526	13,235	49,059	73,723
Suzuki	589	349	3,157	2,809
Toyota	28,536	45,953	185,111	224,722
Volkswagen	14,710	15,063	68,448	70,352
Volvo	8,979	9,695	49,300	53,043
Yugo	533	1,038	3,725	5,305
Total	227,891	254,652	1,274,605	1,405,678

*—Estimate

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	June 1990	Percent Share	June 1989	Percent Share	6 Mos., 1990	Percent Share	6 Mos., 1989	Percent Share
Alfa Romeo	484	0.06	241	0.03	1,388	0.03	1,706	0.03
Aston Martin*	5	0.00	5	0.00	30	0.00	30	0.00
American Honda	86,872	10.14	54,924	6.18	434,257	8.97	379,984	7.46
BMW	5,425	0.63	5,841	0.66	31,487	0.65	34,849	0.68
Buick	46,471	5.42	52,347	5.89	268,973	5.56	279,286	5.48
Cadillac	22,427	2.62	19,028	2.14	135,474	2.80	134,595	2.64
Chevrolet	134,404	15.69	143,147	16.12	744,655	15.38	733,007	14.39
Chrysler	21,378	2.50	17,582	1.98	99,979	2.07	114,020	2.24
Daihatsu	715	0.08	1,205	0.14	5,895	0.12	6,827	0.13
Dodge	28,512	3.33	40,293	4.54	174,374	3.60	242,829	4.77
Eagle	5,072	0.59	6,310	0.71	29,856	0.62	37,454	0.74
Ferrari*	80	0.01	80	0.01	480	0.01	480	0.01
Ford	120,062	14.01	132,591	14.93	700,020	14.46	801,312	15.73
Hyundai	11,729	1.37	15,537	1.75	69,873	1.44	98,290	1.93
Isuzu	345	0.04	1,549	0.17	1,810	0.04	9,593	0.19
Jaguar	1,532	0.18	1,888	0.21	9,450	0.20	9,365	0.18
Lamborghini*	13	0.00	13	0.00	78	0.00	78	0.00
Lincoln	20,608	2.41	20,042	2.26	125,173	2.59	103,982	2.04
Lotus*	27	0.00	27	0.00	162	0.00	162	0.00
Maserati*	20	0.00	24	0.00	120	0.00	140	0.00
Mazda	18,327	2.14	20,205	2.27	117,786	2.43	113,106	2.22
Mercedes	6,692	0.78	7,079	0.80	37,307	0.77	36,265	0.71
Mercury/Merkur	33,202	3.88	41,680	4.69	196,867	4.07	252,497	4.96
Mitsubishi	18,098	2.11	9,085	1.02	93,028	1.92	48,766	0.96
Nissan Motor	38,603	4.51	50,303	5.66	225,666	4.66	261,685	5.14
Oldsmobile	45,804	5.35	50,614	5.70	269,772	5.57	318,371	6.25
Peugeot	355	0.04	501	0.06	2,376	0.05	3,067	0.06
Plymouth	20,661	2.41	25,441	2.86	131,325	2.71	148,247	2.91
Pontiac	67,135	7.84	60,335	6.79	335,122	6.92	371,650	7.30
Porsche	844	0.10	956	0.11	5,131	0.11	4,554	0.09
Rolls/Bentley*	100	0.01	100	0.01	600	0.01	600	0.01
Saab	2,799	0.33	2,385	0.27	13,249	0.27	16,192	0.32
Sterling	311	0.04	563	0.06	2,336	0.05	3,351	0.07
Subaru	10,031	1.17	13,235	1.49	52,005	1.07	73,723	1.45
Suzuki	589	0.07	349	0.04	3,157	0.07	2,809	0.06
Toyota Motor	60,151	7.02	64,941	7.31	388,855	8.03	313,209	6.15
Volvo	8,979	1.05	9,695	1.09	49,300	1.02	53,043	1.04
VWoA	17,277	2.02	16,962	1.91	79,541	1.64	79,664	1.56
Yugo	533	0.06	1,038	0.12	3,725	0.08	5,305	0.10
TOTAL	**856,672**	**100.00**	**888,141**	**100.00**	**4,840,682**	**100.00**	**5,094,093**	**100.00**
TOTAL GM	**316,241**	**36.92**	**325,471**	**36.65**	**1,753,996**	**36.23**	**1,836,909**	**36.06**
TOTAL FORD	**173,872**	**20.30**	**194,313**	**21.88**	**1,022,060**	**21.11**	**1,157,791**	**22.73**
TOTAL CHRYSLER	**75,623**	**8.83**	**69,626**	**10.09**	**435,534**	**9.00**	**542,550**	**10.65**
TOTAL JAPANESE	**233,731**	**27.28**	**215,796**	**24.30**	**1,322,459**	**27.32**	**1,209,702**	**23.75**
TOTAL EUROPEAN	**45,476**	**5.31**	**47,398**	**5.34**	**236,760**	**4.89**	**248,851**	**4.89**
TOTAL KOREAN	**11,729**	**1.37**	**15,537**	**1.75**	**69,873**	**1.44**	**98,290**	**1.93**

*—Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.

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PRICES

FROM PAGE 1

All three companies held the line on some models.

As always, it will be difficult for consumers, dealers and other interested parties to determine exactly what the makers do to their 1991 prices. A stack of price books and an infinite amount of time and patience will be required.

The makers will try to diminish the impact of the price increase by comparing 1991 and 1990 models on a "comparably equipped" basis. That means that the price of every speck of new-for-1991 standard equipment will be added to 1990 prices before comparisons are made.

And, as noted, the final 1990 figures will include the summer price hikes; those boosts won't show up as 1991 increases.

Also, some major equipment additions are likely. Anti-lock brake systems, which cost as much as $1,000 as optional equipment, will be standard on more models in 1991.

Some models, like GM's luxury cars, have been restyled, and that will mean a price hike that is termed "product improvement."

Some "1991" models have already had two price increases. In April, Ford decided that its 1990 Ford Crown Victoria and Mercury Grand Marquis should be called 1991 models. There were no changes in the cars, just in the prices. The cars went up $353 at that time and another $61 in June.

Chevrolet Caprice, introduced as 1991 model last January, also has had two rounds of pricing activity well before the beginning of the 1991 model year. So have Chevrolet Camaro and Pontiac Firebird, although most of those changes were minimal.

At the start of the 1990 model year, GM raised prices an average of 3.5 percent, or $525 a car. Ford boosted prices 4.9 percent, or $696; 2.8 percent to cover higher costs and 2.1 percent for the cost of passive restraints. Chrysler advanced prices by about 5 percent, or $700.

The 1990 increases were higher than in recent years because of the addition of federally mandated passive restraints. The cost was more for Chrysler, which installed air bags in all cars built in its U.S. plants, and Ford, which equipped 40 percent of its 1990 cars with air bags. GM installed air bags in only 15 percent of its cars.

Price increases in the 1989 model year ranged from 2.3 percent to 2.9 percent. In 1988, price hikes were less, ranging from 1.3 to 1.9 percent.

BIG 3 PRICE HIKES, SUMMER 1990

CHRYSLER CORP.

CHRYSLER
- LeBaron (except sedan) $60
- LeBaron sedan 70
- New Yorker Salon, Landau 120
- Town & Country 125
- Fifth Avenue, Imperial 160

DODGE
- Shadow, Monaco 0
- Daytona 60
- Spirit, Dynasty 70
- Caravan 118

EAGLE
- Premier, Talon 0

PLYMOUTH
- Sundance, Laser 0
- Acclaim 70
- Voyager 118

FORD MOTOR CO.

FORD
- Festiva, Escort, Probe 0
- Mustang, Tempo 58
- Taurus, Thunderbird, Crown Victoria (1991) 61

MERCURY
- Tracer 0
- Topaz 58
- Sable, Cougar, Grand Marquis (1991) 61

LINCOLN
- Town Car, Continental, Mark VII 123

LIGHT TRUCKS
- Ranger 0
- Others 118-122

GENERAL MOTORS

BUICK
- Electra, Reatta 0
- Skylark, Regal 65
- Century 70
- LeSabre 120
- Riviera 165

CADILLAC
- Allante 0
- Others 165

CHEVROLET
- Geo, Cavalier, Celebrity, Corvette .. 0
- Lumina 65
- Corsica/Beretta, Camaro (1991) .. 70
- Lumina APV 120
- Caprice (1991) 220
- Light trucks ..... 120 to 369

OLDSMOBILE
- Cutlass Supreme (excluding conv.) 65
- Cutlass Calais, Ciera 70
- 88, Custom Cruiser, Silhouette .. 120
- 98, Toronado 165

PONTIAC
- LeMans, Sunbird 0
- Grand Prix 65
- Grand Am, Firebird (1991), 6000 . 70
- Bonneville, Trans Sport 120

MARKET SHARES
Domestic cars

	June Sales	Pct. of Total
Subcompact	109,077	17.35
Compact	168,008	26.72
Intermediate	243,779	38.77
Standard	103,901	16.52
Speciality	4,016	0.64
TOTAL	628,781	100.00

LIGHT-DUTY TRUCK SALES

	June 1990	June 1989	6 Mos. 1990	6 Mos. 1989
Vans	14,843	14,819	80,324	88,044
Aerostar	18,815	17,894	97,516	101,365
Club Wagon	2,126	2,756	11,766	14,195
Ranger	24,764	21,900	144,674	137,680
Bronco	3,866	4,552	28,632	30,392
Bronco II/Explorer	18,369	8,218	68,188	53,345
Pickups	48,020	51,559	294,317	305,624
Ford	**130,803**	**121,698**	**725,417**	**730,645**
Vans	10,103	11,100	55,544	57,674
Sportsvan	1,009	1,107	5,084	5,795
Geo Tracker	3,268	770	16,950	4,471
Astro	11,400	13,189	67,238	70,033
Lumina APV	6,279	0	32,199	0
S-10	19,633	18,191	95,457	114,665
S-10 Blazer	14,093	14,079	74,279	85,554
Blazer	1,281	1,652	9,594	11,256
Suburban	4,676	5,650	30,801	32,006
Pickups	41,655	45,590	269,777	274,400
Chevrolet	**113,397**	**111,328**	**656,923**	**655,854**
Pontiac Trans Sport	2,901	0	15,623	0
Olds Silhouette	2,390	0	11,459	0
Vans	5,494	7,741	30,922	40,267
Ram Wagon	2,623	2,648	13,503	14,079
Voyager	15,840	18,206	94,563	98,331
Caravan	18,858	18,520	107,887	106,619
Caravan C/V	1,414	1,854	7,725	8,249
Town & Country	225	0	1,545	0
Ram 50	795	2,568	6,763	15,702
Raider	240	1,017	1,092	3,828
Ramcharger	989	1,512	5,925	11,125
Dakota	6,330	7,001	41,782	47,619
Pickups	8,473	7,157	51,519	46,067
Chrysler	**61,281**	**68,224**	**363,226**	**391,886**
Vans	3,362	3,775	19,523	21,207
Safari	3,427	2,576	17,304	16,150
S-15	3,787	3,689	21,469	25,666
S-15 Jimmy	3,101	2,955	18,159	20,795
Jimmy	245	417	2,795	3,217
Suburban	2,034	1,734	12,651	11,292
Pickups	11,558	12,544	75,064	77,901
P Model	232	297	1,404	1,991
W-4	62	73	621	688
GMC	**27,808**	**28,060**	**168,990**	**178,912**
Wrangler	5,317	5,470	27,122	26,908
Wagoneer	267	520	1,777	3,341
Cherokee	10,512	16,195	63,328	76,678
Grand Wagoneer	556	891	3,297	5,357
Comanche	968	2,195	7,668	13,984
Jeep	**17,620**	**25,271**	**103,192**	**126,268**
Daihatsu	**546**	**0**	**2,383**	**0**
Isuzu*	**12,058**	**6,917**	**54,864**	**44,584**
Mazda	**14,049**	**9,951**	**64,889**	**67,967**
Mitsubishi	**4,073**	**2,583**	**22,010**	**20,831**
Nissan*	**14,209**	**13,861**	**87,561**	**81,616**
Range Rover	**358**	**404**	**2,074**	**2,304**
Suzuki*	**1,254**	**1,833**	**8,281**	**13,152**
Toyota	**23,411**	**23,009**	**132,491**	**126,256**
Volkswagen	**728**	**673**	**3,657**	**2,739**
Imports	**45,285**	**57,795**	**378,190**	**359,521**
Industry Total	**401,485**	**412,378**	**2,423,820**	**2,443,986**

*—Includes domestic vehicles

Compiled by Karen Dellorusso

DOMESTIC CAR SALES

	June 21, to June 30, 1990	Same Period, 1989	June 1990	Same Month, 1989	Jan. 1 to June 30, 1990	Same Period, 1989
Talon	1,120	0	2,874	0	14,580	0
Premier	333	2,052	831	4,697	7,024	23,289
Total Eagle	**1,453**	**2,052**	**3,705**	**4,697**	**21,604**	**23,289**
Horizon	271	1,093	666	2,525	9,764	15,932
Laser	1,254	883	3,294	2,203	24,312	8,818
Sundance	1,736	2,021	4,507	5,554	30,220	40,058
Reliant	0	972	297	3,059	2,371	19,477
Acclaim	3,426	3,484	10,000	9,471	54,276	43,077
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**6,687**	**8,453**	**18,764**	**22,812**	**120,943**	**129,538**
LeBaron A	1,487	0	4,433	0	15,497	787
LeBaron J	1,822	2,856	5,618	8,676	31,629	47,980
LeBaron GTS	0	129	429	332	1,544	2,721
Fifth Avenue (rwd)	0	393	120	994	740	7,765
Fifth Avenue (fwd)	1,073	0	2,783	0	17,691	0
Imperial	505	0	957	0	6,216	0
New Yorker C	3,036	2,270	6,648	7,065	23,671	50,623
New Yorker E	0	0	0	0	0	237
Total Chrysler	**7,923**	**5,648**	**20,988**	**17,067**	**96,988**	**110,113**
Omni	247	1,081	606	2,704	9,700	16,281
Shadow	2,051	2,102	5,004	5,621	34,517	39,835
Monaco	755	0	1,316	0	2,736	0
Daytona	1,122	2,400	2,769	6,564	18,554	39,395
Aries	0	1,287	279	3,574	1,915	19,728
Lancer	0	103	268	259	1,081	1,755
Spirit	2,176	2,764	6,840	8,534	45,607	37,451
Diplomat	0	0	0	0	0	2,551
Dynasty	3,424	3,239	9,353	10,261	49,433	64,995
Dodge 600	0	0	0	0	0	808
Total Dodge	**9,775**	**12,976**	**26,435**	**37,517**	**163,543**	**222,799**
CHRYSLER MOTORS	**25,838**	**29,129**	**69,892**	**82,093**	**403,078**	**485,739**
Escort	9,269	11,787	26,305	29,350	142,385	174,382
Mustang	4,589	5,562	11,859	15,870	64,784	97,780
Tempo	6,361	7,088	17,961	19,522	118,027	119,434
Taurus	9,954	10,738	27,534	30,901	167,007	185,440
Thunderbird	3,443	3,345	8,493	8,990	56,497	62,882
Probe	5,937	5,395	13,080	13,713	63,916	70,646
Crown Victoria	4,846	3,460	11,031	9,259	57,854	54,322
Total Ford Div.	**44,399**	**47,375**	**116,263**	**127,605**	**670,470**	**764,886**
Topaz	2,210	2,611	6,177	7,586	40,265	47,498
Sable	3,172	3,399	7,172	10,558	48,906	61,176
Cougar	2,811	2,875	6,790	7,480	42,570	52,718
Grand Marquis	3,683	3,077	8,824	8,349	43,706	54,192
Total Mercury	**11,876**	**11,962**	**28,963**	**33,973**	**184,750**	**215,584**
Continental	1,876	2,422	4,654	5,270	32,190	29,453
Town Car	5,784	4,211	14,398	11,857	80,055	59,060
Mark VII	650	1,166	1,556	2,915	12,928	15,469
Total Lincoln	**8,310**	**7,799**	**20,608**	**20,042**	**125,173**	**103,982**
Total L-M Div.	**20,186**	**19,761**	**49,571**	**54,015**	**309,923**	**319,566**
FORD MOTOR CO.	**64,585**	**67,136**	**165,834**	**181,620**	**980,393**	**1,084,452**
Skyhawk	7	707	78	1,914	709	10,967
Somerset/Skylark	5,251	3,632	9,764	8,842	53,640	36,598
Century	3,795	3,387	8,699	8,948	58,495	67,923
Regal	3,989	3,651	9,014	8,216	37,140	42,637
LeSabre	5,954	6,184	13,467	15,206	80,184	66,963
Reatta	234	375	520	861	3,443	4,215
Electra/Park Ave.	1,503	2,916	3,037	6,791	24,715	39,683
Riviera	800	637	1,892	1,569	10,647	10,300
Total Buick	**21,533**	**21,489**	**46,471**	**52,347**	**268,973**	**279,286**
Cimarron	0	0	0	3	0	232
Allante	161	162	379	269	1,660	1,667
Seville	1,802	916	5,439	3,188	21,642	13,895
DeVille	5,837	4,369	12,731	9,486	83,905	82,855
Brougham	682	1,498	1,735	3,110	15,690	18,734
Eldorado	743	1,304	2,143	2,972	12,577	17,212
Total Cadillac	**9,225**	**8,249**	**22,427**	**19,028**	**135,474**	**134,595**
Geo Metro	1,552	0	3,665	0	10,791	0
Geo Prizm/Nova	3,854	3,056	11,633	8,727	56,774	34,415
Cavalier	9,172	9,360	22,806	27,944	151,232	154,656
Camaro	3,660	3,307	8,906	10,789	41,973	60,057
Celebrity	2,143	4,979	5,313	18,747	18,724	112,148
Corsica/Beretta	9,974	12,872	28,959	38,363	162,247	199,228
Lumina/Monte Carlo	7,788	3,442	21,007	11,413	120,179	23,593
Caprice	6,327	4,693	16,565	15,157	89,819	81,317
Corvette	1,278	614	3,117	1,869	12,863	10,175
Total Chevrolet	**45,748**	**42,323**	**121,971**	**133,009**	**664,602**	**675,589**
Firenza	0	0	0	0	0	12
Calais	3,729	2,884	9,783	7,862	53,529	48,030
Cutlass Ciera	5,887	6,479	15,536	16,499	75,937	103,397
Cutlass Supreme	2,835	2,838	6,433	7,878	56,658	50,936
88	3,904	4,347	7,754	12,077	50,190	74,909
98	2,018	2,053	4,558	5,691	25,526	37,066
Toronado	1,019	299	1,740	607	7,932	4,021
Total Oldsmobile	**19,392**	**18,900**	**45,804**	**50,614**	**269,772**	**318,371**
Fiero	0	0	0	0	0	1,961
Sunbird	6,340	3,016	11,817	8,333	56,536	50,588
Firebird	1,733	2,065	4,431	5,950	21,426	34,895
Grand Am	10,717	6,853	23,756	18,436	114,362	104,966
Pontiac 6000	1,870	2,296	4,060	5,983	26,420	38,418
Grand Prix	5,511	2,329	12,162	7,500	62,515	63,903
Bonneville H	2,580	2,713	5,941	7,480	34,530	47,538
Safari/Parisienne	0	171	0	493	0	2,462
Total Pontiac	**28,751**	**19,443**	**82,167**	**54,175**	**315,789**	**344,731**
GENERAL MOTORS	**124,849**	**110,484**	**298,849**	**309,173**	**1,654,816**	**1,752,572**
Civic	12,574	6,068	22,228	12,874	102,990	87,301
Accord	14,267	5,700	24,947	12,882	135,251	105,843
HONDA	**26,841**	**11,768**	**47,175**	**25,756**	**238,241**	**193,144**
MX-6	930	1,833	1,825	3,515	16,777	22,185
626	1,635	0	3,030	0	18,876	0
MAZDA	**2,565**	**1,833**	**4,855**	**3,515**	**35,653**	**22,185**
MITSUBISHI	**2,055**	**1,101**	**4,727**	**2,818**	**27,291**	**11,230**
NISSAN	**4,708**	**5,574**	**9,287**	**9,534**	**48,580**	**50,886**
TOYOTA	**14,788**	**11,467**	**28,566**	**18,988**	**175,305**	**89,467**
SUBARU	**1,038**	**0**	**1,885**	**0**	**2,946**	**0**
DOMESTIC TOTAL	**267,067**	**238,712**	**628,781**	**633,499**	**3,566,077**	**3,688,415**
IMPORT TOTAL			**227,891**	**254,852**	**1,274,605**	**1,405,678**
INDUSTRY TOTAL			**856,672**	**888,141**	**4,840,682**	**5,094,093**

PRODUCTION

Car output dips in June, quarter, half

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Auto production in the United States trailed the year-ago total for June, the second quarter and the first half.

U.S. automakers in June assembled 612,126 cars, 1.35 percent below the prior month and 0.13 percent below the year-ago month.

Car production during the second quarter of 1990 totaled 1,741,896 units, 18.15 percent above 1990's first quarter production, but 9.81 percent below 1989's second quarter.

First-half car output totaled 3,206,750, down 16.29 percent from 1989.

Domestic truck producers built 396,756 units in June, 2.70 percent below the prior month, but 4.20 percent above the year-ago month.

Truck assembly in the second quarter was 1,142,812 units, 55.31 percent above the first quarter and 0.13 percent above 1989's second quarter.

In the first half of this year, 2,099,045 trucks were assembled, down 8.72 percent from last year.

With 14 plants down for model change, vacation or inventory adjustment last week, automakers scheduled production of 70,429 cars, 49.53 percent below the prior week, but 72.09 percent above the year-ago week.

Truckmakers scheduled 38,066 units last week, 57.40 percent below the previous week, but 22.90 percent above the year-ago week.

GM will close its Willow Run, Mich., facility for two weeks to add specially equipped police and taxi fleet vehicles to that plant. Also, the Van Nuys, Calif., Firebird-Camaro plant will be down two weeks to adjust inventories.

Ford Motor plants return from vacation July 16, but the Dearborn, Mich., plant will be down an extra week because of a lack of dealer orders for Mustang.

12-year peak for Canada cars

Canadian auto producers assembled 106,130 units in June, the highest for that month since 1978 when 117,848 cars were produced. June production rose 1.12 percent above the prior month and 15.79 percent above the year-ago month.

Because of vacations at Ford Motor and changeover downtime at Chrysler Corp., scheduled car production of 12,654 units last week fell 62.47 percent below the previous week. It was 48.87 percent above the year-ago week.

Canadian truck production in June totaled 82,245 units, 4.37 percent below the prior month and 7.62 percent below last year.

Last week's estimated truck production of 8,200 fell 62.42 percent below the previous week and 31.20 percent below the year-ago week.

An attempt by independent Canadian truckers to block the tunnel and bridge that connect Detroit and Windsor, Ontario, fizzled out last week because of lack of participation. Assembly operations in the United States and Canada were not affected.

U.S. CAR	Week Ended July 7, 1990	Week Ended July 8, 1989	Week Ended June 30, 1990	June Total	Jan. 1 to July 7, 1990	Jan. 1 to July 8, 1989
Horizon	0	900	0	0	4,327	11,527
Sundance	1,300	1,964	2,238	9,669	43,576	62,461
Acclaim	1,800	1,860	2,855	14,336	55,742	67,933
Total Plymouth	3,100	4,724	5,093	24,005	103,645	141,921
LeBaron A	0	0	0	17	8,064	0
LeBaron J	1,000	0	1,454	6,014	26,925	55,273
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	800	0	1,559	7,332	24,374	57,245
Fifth Avenue	500	0	939	0	10,022	0
Imperial	100	0	210	5,236	16,650	0
Total Chrysler	2,400	0	4,162	18,599	86,035	115,464
Omni	0	980	0	0	4,078	12,637
Daytona	600	0	947	3,967	17,830	46,536
Shadow	1,700	1,719	2,537	11,885	51,003	59,283
Dynasty	1,800	0	2,613	12,143	63,509	83,075
Lancer	0	0	0	0	0	1,528
Spirit	1,600	1,124	2,105	10,691	51,946	58,380
Total Dodge	5,700	3,823	8,202	38,686	188,366	261,439
CHRYSLER MOTORS	11,200	8,547	17,457	81,290	378,046	518,824
Escort	0	0	5,360	20,119	107,890	167,939
Mustang	0	0	3,447	15,198	77,839	118,201
Tempo	0	0	3,029	13,397	71,767	81,050
Taurus	0	0	7,701	32,981	188,838	205,368
Thunderbird	0	0	3,790	13,051	63,234	88,521
Total Ford Div.	0	0	23,327	94,746	509,568	661,079
Topaz	0	0	1,371	5,088	27,026	37,358
Cougar	0	0	1,800	10,177	42,211	74,275
Sable	0	0	2,979	11,166	56,432	66,521
Total Mercury	0	0	6,150	26,431	125,669	178,154
Continental	0	0	1,512	6,384	31,032	37,487
Mark VII	0	0	182	1,792	12,540	13,221
Town Car	0	0	3,039	12,752	83,864	69,805
Total Lincoln	0	0	4,733	20,928	127,436	120,513
Total L-M Div.	0	0	10,883	47,359	253,105	298,667
FORD MOTOR CO.	0	0	34,210	142,105	762,673	959,746
Skyhawk	0	0	0	0	0	6,857
Skylark/Somerset	1,552	1,303	2,000	9,404	48,251	31,082
Century	1,250	2,250	1,688	7,024	36,942	65,064
Riviera	385	0	488	2,211	12,645	11,348
Electra	1,338	0	738	3,189	18,404	43,168
LeSabre (fwd)	2,713	2,297	3,448	16,426	90,251	80,857
LeSabre (rwd)	0	33	0	491	4,022	8,056
Reatta	168	0	211	887	4,864	3,140
Total Buick	7,406	5,883	8,573	39,632	215,379	249,572
Eldorado	377	0	472	2,143	11,801	19,104
Seville	908	0	1,140	5,135	21,695	13,996
Brougham (rwd)	0	920	0	71	13,148	20,506
DeVille (fwd)	2,844	0	3,780	16,645	92,390	112,872
Allante	0	60	87	374	2,516	1,663
Total Cadillac	4,129	980	5,479	24,368	141,550	168,141
Cavalier	6,763	3,536	8,067	36,375	179,085	201,315
Camaro	1,392	0	2,092	8,679	36,648	66,234
Celebrity	0	1,727	0	0	0	68,492
Corsica/Beretta	4,752	3,657	6,089	26,136	150,608	221,175
Caprice	4,692	2,835	5,847	23,935	140,099	105,346
Corvette	454	448	555	2,302	12,936	13,719
Total Chevrolet	18,053	12,203	22,650	97,427	519,376	676,281
Calais	1,967	1,618	2,516	11,769	54,664	51,689
Cutlass Ciera	1,560	1,557	1,967	8,278	43,096	45,359
Cutlass Supreme	1,558	0	2,086	8,400	45,564	51,125
Toronado	205	0	262	1,146	9,247	4,845
88 (fwd)	2,237	636	3,245	12,673	57,256	84,277
88 (rwd)	0	221	0	0	1,214	4,515
98	1,380	0	1,420	6,267	31,762	41,799
Total Oldsmobile	8,907	4,032	11,496	48,533	242,803	263,609
Sunbird	3,100	0	3,666	16,928	83,058	80,609
Grand Am	3,840	3,923	5,227	23,050	109,590	129,662
Firebird	882	0	1,330	5,590	22,868	36,145
Grand Prix	2,586	0	3,541	13,850	62,909	69,565
Pontiac 6000	1,170	742	1,434	6,078	32,133	42,292
Bonneville	1,311	0	2,141	8,184	44,301	51,986
Safari/Parisienne	0	0	0	0	0	2,690
Total Pontiac	12,889	4,665	17,339	73,680	354,859	412,949
GENERAL MOTORS	51,384	27,763	65,537	283,640	1,473,967	1,790,552
DIAMOND-STAR	0	0	2,894	11,896	64,811	26,493
HONDA	0	0	8,791	35,631	222,253	198,219
Civic	0	0	2,130	9,421	61,602	67,395
Accord	0	0	6,661	26,210	160,651	130,824
MAZDA	407	0	0	12,000	87,340	119,630
NISSAN	1,178	0	1,590	6,727	51,212	61,637
NUMMI	4,100	2,542	4,157	18,388	110,315	103,286
Corolla	2,025	1,016	2,028	8,929	55,284	41,838
Geo Prizm/Nova	2,075	1,526	2,129	9,459	55,031	61,648
SUBARU-ISUZU	400	2,073	500	1,967	13,325	0
TOYOTA	1,760	0	4,405	18,482	113,237	58,798
Total Cars, U.S.	70,429	40,925	139,541	612,126	3,277,179	3,837,185
Total Cars, Canada	12,654	8,500	33,716	106,130	555,687	520,678
U.S., Canada Cars	83,083	49,425	173,257	718,256	3,832,866	4,357,863
U.S., Canada Cars and Trucks	129,349	92,316	284,430	1,199,257	6,452,781	7,177,953

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended July 7, 1990	Week Ended July 8, 1989	Week Ended June 30, 1990	June Total	Jan. 1 to July 7, 1990	Jan. 1 to July 8, 1989
Monaco	227	0	0	0	5,376	0
Premier	824	0	0	0	4,015	22,380
CHRYSLER MOTORS	1,051	0	0	0	9,391	22,380
Tempo	0	0	6,953	14,024	69,481	72,675
Topaz	0	0	2,356	4,964	25,040	30,780
Crown Victoria	0	0	5,813	11,529	64,122	68,788
Grand Marquis	0	0	3,453	8,163	56,568	74,384
FORD MOTOR CO.	0	0	18,575	38,680	215,211	246,627
Celebrity	1,044	791	949	4,831	17,216	11,648
Cutlass Ciera	2,205	1,805	2,265	9,830	46,850	83,951
Lumina	4,032	4,181	4,880	22,292	118,569	62,576
Regal	2,368	1,203	2,895	13,110	47,268	40,222
GENERAL MOTORS	9,649	7,980	10,989	50,063	229,903	198,397
HONDA	0	0	2,150	8,930	53,814	42,503
HYUNDAI	610	0	580	2,238	10,477	0
TOYOTA	1,200	376	1,242	5,465	32,178	6,268
VOLVO	144	144	180	754	4,713	4,503
Total Cars, Canada	12,654	8,500	33,716	106,130	555,687	520,678

U.S. TRUCK	Week Ended July 7, 1990	Week Ended July 8, 1989	Week Ended June 30, 1990	June Total	Jan. 1 to July 7, 1990	Jan. 1 to July 8, 1989
Caravan	1,600	1,639	2,491	10,647	60,851	58,093
Dakota	0	0	0	5,518	37,664	55,031
Caravan C/V	100	6	177	801	3,909	4,553
Ram pickups	0	0	0	8,342	55,682	55,132
Total Dodge	1,700	1,645	2,668	25,308	158,106	172,809
Cherokee	0	0	4,276	17,244	90,190	121,944
Comanche	0	0	176	840	4,241	16,714
Grand Wagoneer	0	0	385	1,359	3,770	6,853
Wagoneer	0	0	5	454	2,185	4,394
Total Jeep	0	0	4,842	19,897	100,386	149,905
Voyager	1,400	1,515	2,218	9,290	57,283	55,045
Town & Country	50	137	82	458	1,998	1,402
Total C-P Div.	1,450	1,652	2,300	9,748	59,281	56,447
CHRYSLER MOTORS	3,150	3,297	9,810	54,953	317,773	379,161
Aerostar	0	0	4,610	21,530	107,019	127,802
Bronco	0	0	1,266	5,216	28,342	42,934
Bronco II	0	0	5,727	26,202	88,084	69,814
Econoline	0	0	4,435	19,273	103,662	129,042
Mediums/Heavies	0	0	1,221	5,712	28,441	35,273
Light trucks	0	0	10,698	45,423	241,272	292,394
Ranger	0	0	5,888	26,566	153,522	183,150
Total Ford Div.	0	0	33,845	149,922	750,342	878,409
FORD MOTOR CO.	0	0	33,845	149,922	750,342	878,409
Astro	2,231	2,371	2,775	11,766	63,395	87,320
Blazer	309	253	391	1,566	9,295	14,820
Lumina APV	1,602	0	2,106	8,747	52,720	0
Mediums/Heavies	302	200	372	640	4,085	1,312
P-Model	473	562	628	2,595	13,773	18,746
Pickups	6,048	6,008	4,840	41,806	218,695	207,658
S-10	3,722	4,106	5,070	21,231	124,512	140,337
S-10 Blazer	3,039	3,178	4,346	5,171	43,841	100,432
Sportsvan/Van	1,434	1,477	1,779	7,363	38,050	50,663
Suburban	1,208	735	1,595	6,210	36,293	41,414
Total Chevrolet	20,368	18,890	23,902	107,095	604,659	662,702
Jimmy	71	72	111	471	2,934	4,457
Mediums/Heavies	434	575	708	719	4,300	1,496
P-Model	87	132	82	273	1,659	2,487
Pickups	1,855	2,312	5,078	18,630	81,933	62,347
S-15	951	826	968	4,247	29,242	32,896
S-15 Jimmy	1,143	810	1,190	2,787	15,287	28,571
Safari	777	596	1,259	5,424	23,555	22,497
Suburban	692	235	908	3,902	17,890	16,415
Vandura/Rally Vans	536	467	770	2,990	13,888	13,810
Total GMC	6,546	6,025	11,074	39,443	190,688	184,976
Olds Silhouette	956	0	1,206	4,889	19,956	0
Pontiac Trans Sport	840	0	1,087	4,450	28,811	0
GENERAL MOTORS	28,710	24,915	37,269	155,877	844,114	847,678
NAVISTAR	0	0	1,284	6,404	39,919	45,166
NISSAN	2,284	0	3,235	13,907	81,350	65,288
SUBARU-ISUZU	472	0	462	1,893	13,223	0
AM GENERAL*	450	360	450	1,800	11,790	11,430
MISCELLANEOUS*	3,000	2,400	3,000	12,000	78,600	71,600
Total Trucks, U.S.	38,066	30,972	89,355	396,756	2,137,111	2,298,732

CANADIAN TRUCK	Week Ended July 7, 1990	Week Ended July 8, 1989	Week Ended June 30, 1990	June Total	Jan. 1 to July 7, 1990	Jan. 1 to July 8, 1989
Caravan	0	2,020	2,844	13,656	82,709	77,600
Caravan C/V	0	145	0	2	5,610	6,901
Ram Wagon	448	428	624	3,005	14,213	15,162
Ram Van	1,088	857	1,301	6,671	33,766	39,005
Total Dodge	1,536	3,450	4,769	23,334	136,298	138,668
Voyager	0	1,773	2,063	10,005	65,751	69,417
Total Plymouth	0	1,773	2,063	10,005	65,751	69,417
Wrangler	1,200	1,500	1,036	6,307	31,297	44,245
Total Jeep	1,200	1,500	1,036	6,307	31,297	44,245
CHRYSLER MOTORS	2,736	6,723	7,868	39,646	233,346	252,330
FORD MTR (lt. trks.)	0	0	6,760	14,480	77,241	89,577
Light trucks	2,768	2,964	2,829	14,444	90,693	83,388
Vans	1,080	991	1,480	5,930	27,824	34,494
Total Chevrolet	3,848	3,955	4,309	20,374	118,317	117,882
Light trucks	1,136	711	2,191	7,012	36,647	38,077
Vans	480	530	484	2,026	11,977	10,912
Total GMC	1,616	1,241	2,655	9,038	48,624	54,989
GENERAL MOTORS	5,464	5,196	6,964	29,412	166,941	172,871
NAVISTAR	0	0	226	707	5,276	6,580
Total Trks., Canada	8,200	11,919	21,818	84,245	482,804	521,358
U.S., Canada Trks.	46,266	42,891	111,173	481,001	2,619,915	2,820,090

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Wagner gives Ford dealers a 'beat Chevy' pitch

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Wagner

Ford Division aims to recapture the car sales lead from Chevrolet by increasing 1991 Escort sales and getting dealers to exceed their monthly car quotas.

Ford will increase local advertising, and foresees a modest rebound in industry-wide car sales for the third quarter.

In a July 9 letter to dealers, Ford Division General Manager Thomas J. Wagner called Ford's 1990 car market share "disappointing." He told dealers to go after the local car business and to sell their monthly car sales objective as "an absolute minimum."

Ford Division sold 700,020 cars in the first half of calendar 1990, trailing Chevrolet's 744,655. A year ago, Ford outsold Chevy by 68,305 cars in the first half. Chevrolet last held the midyear car sales lead in 1987. Ford is still outselling Chevrolet in combined cars and light trucks.

"Car market share is what the pundits, the press and the analysts all talk about; it is the visible report card on our momentum in the market," Wagner said in the letter.

"We have had that momentum and good press over the past five years; we can have it again in 1990 — if we want it. But if we don't work together to get there, it will belong to someone else," he added.

Some Ford dealers said Wagner's expectations of Ford dealers were realistic. Others said Ford, like other manufacturers, wants to blame dealers for slow sales.

> "Car market share is what the pundits, the press and the analysts all talk about."
>
> THOMAS J. WAGNER
> Ford Division
> General Manager

"The factory's expectations are always high," said James Hoffer, general manager of Jordan Ford in Mishawaka, Ind., the top-volume Ford dealership in the United States. "When market share is down, right away the factory comes after the dealer body and comes out with grandiose marketing plans to regain sales."

see WAGNER, page 46

Ford picks Hungary as site for parts plant

By Richard W. Bruner
STAFF CORRESPONDENT

BUDAPEST, Hungary — Ford of Europe is expected to announce today plans to build a $60 million - $70 million parts plant in western Hungary.

A news conference is scheduled for 4 p.m. in Budapest (10 a.m. EDT).

The venture would mark Ford Motor Co.'s first modern foray into Eastern Europe. Although the project is small compared with other makers' recent deals in the East Bloc, it squares with Ford's stated intent to concentrate initially on relatively modest component joint ventures in Eastern Europe before actively pursuing vehicle assembly agreements.

According to Hungarian government spokesmen, Ford will build ignition system coils and electronic fuel pumps for export at a plant in Szekesfehervar.

As part of the deal, Ford vehicles will be shipped to Hungary and sold there in a type of barter arrangement to compensate for the exported parts, spokesmen said.

Car imports will start this year, but production at the plant will not begin before 1993, according to the government. The barter balance will not be achieved before 1996.

The spokesmen said Ford will be exempt from taxes for 10 years and would invest all profits back into

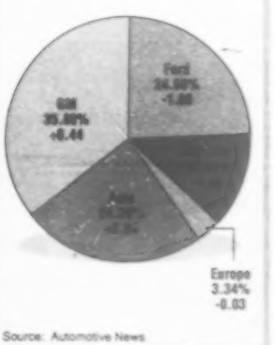
see HUNGARY, page 46

GM, Japanese gain

Ford, Chrysler lose share in first half

Car & light truck market

Sections show market share for first half of 1990 and change in percentage points from first half of 1989.



Source: Automotive News

AUTOMOTIVE NEWS / CHARLOTTE WINTER

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The introduction of new products is paying off for General Motors as the No. 1 domestic automaker continues to pick up market share at the expense of Ford Motor Co. and Chrysler Corp.

For the first six months of 1990, GM's share of the U.S. car and light-truck market rose 0.44 of a percentage point to 35.89 percent.

Ford Motor Co. lost nearly a point and fell to 24.06 percent; Chrysler Corp. tumbled 1.65 points to a 12.42 percent share.

The Asian automakers — led by Toyota, Honda and Mitsubishi — continued their assault, picking up 2.24 points and garnering a combined 24.30 percent share.

But, overall, sales were down.

Through June, 7,263,702 cars and trucks were sold in the United States, down 3.63 percent from 7,537,179 in the same period last year. Most of the decline was in car

see FIRST HALF, page 21

SMITH'S LEGACY

AUTOMOTIVE NEWS/JOE WILSEMS

> "I'd rather have lost market share than be running in the red. We know how to get market share. But we want to raise our market share profitably."
>
> ROGER B. SMITH

Retiring chairman transformed GM, bought EDS and Hughes, closed plants, lost market share

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors Chairman Roger B. Smith beamed like a proud father showing off his first-born son as he wheeled the white pickup truck through the opening in the drapes.

Hundreds of GM hourly workers waited on the other side of the curtains. On that July day in 1987, they were there to celebrate the first salable vehicle built at GM's brand new assembly plant in Fort Wayne, Ind.

But when Smith jumped out of the driver's seat, the crowd booed.

And the workers continued to jeer Smith as he took the microphone for the ceremony dedicating the $500 million plant. This, after all, was the man the workers held responsible for closing a dozen GM assembly plants, and even more parts plants, forcing more than 30,000 of their brothers and sisters out of jobs.

Undaunted, Smith marched through the plant, shaking hands and chatting with workers on the line as if he hadn't heard a word.

Smith marched through the most tumultuous decade in GM's history with the same assurance he displayed at the Fort Wayne plant.

Automotive historians undoubtedly will depict Smith, who retires July 31, as the chairman who — for better or worse — changed the face of the world's largest manufacturing corporation more than any chairman since Alfred P. Sloan Jr. Sloan chaired GM from 1937 to 1956.

Sloan defined the General Motors that nurtured, developed and shaped Smith. Roger B. Smith is a product of Sloan's GM — a GM that Smith decided needed redefinition and evolution when he became chairman Jan. 1, 1981.

Redefining GM for the next century became his goal.

Ask Smith how he would like the history books to treat him and he'll tell you he doesn't care.

"I don't even care if they spell my name right," says Smith in an interview. "I don't expect them to build a big stone monument to me. That's not my goal in life."

see LEGACY, page 42

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Minority suppliers complain GM not living up to goal

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Minority auto suppliers say the $1.15 billion that General Motors spent with them last year is barely half what it should be.

They stated their concern in a letter last week to Chairman-elect Robert Stempel.

GM spokeswoman Karen Longridge acknowledged receipt of the July 9 letter and said GM officials are likely to meet with the suppliers, although no date has been set.

"We understand that minority and non-minority firms are facing competitive times," Longridge said. "We're proud of our minority supplier development program."

The letter, written by Detroit attorney Sharon McPhail for the National Association for the Advancement of Colored People, says the NAACP believes that GM has not lived up to the Statement of Fair Principles it signed in January 1989.

All three domestic auto companies have signed fair share agreements to provide equal economic opportunities for minorities.

The GM agreement took four years to negotiate. Longridge said that GM committed itself to increase business with minorities, but that no specific numbers were pledged. She said the company spent $50 million more in 1989 than 1988 with suppliers.

"We committed to increase dollar purchases, and we are doing that," she said.

McPhail contends GM set a goal to spend $2 billion with minority suppliers by 1990.

"The intent was that business would move much further," McPhail said. "That has not happened; they're spending $1 billion less than estimated."

She cited examples:

- Contracts to O.J. Transport Co., a truck hauling firm in Detroit, have dipped to $300,000 from $3.5 million in the mid-1980s;
- Trumark Inc., a Lansing, Mich.-based metal stamper, did $5.5 million with GM last year, down from $16.8 million in 1985, the year it was bought from white owners.

Michael Guthrie, executive vice president and co-owner of Trumark, said that in the first year he and his brother bought the company, it lost the contract for manufacturing a control arm for GM. That contract accounted for 40 percent of Trumark's volume and 90 percent of its profits.

He said the GM buyer took the contract to a white-owned firm.

"This is one of the things that scares buyers — the reliability of a (supplier) company," Guthrie said. "The last thing they want is insecurity; they want to know that a business can come through."

Toyota unveils new Camry models

Toyota Motor Corp. has introduced new Camry and Vista models in Japan. Two versions were shown: four-door sedan, left, powered by a 2.0-liter twin-cam 16-valve; and the V-6 powered Camry Prominent G with 4-wheel steering. The new style emphasizes a low nose, high-deck silhouette, flush surfaces and consolidated side molding. All models use three-point seat belts front and rear; anti-lock brakes and air bags are options. A new U.S. Camry is expected in the 1992 model year.

Ford pays rebate on 1991 Escort

By Arlena Sawyers and Laura Clark
AUTOMOTIVE NEWS STAFF REPORTERS

Ford Motor Co. last week extended its buyer incentive program and reversed its no-rebates launch strategy for the 1991 Escort and Tracer by placing dealer cash incentives of up to $500 on the cars.

The company is also paying dealers up to $2,500 on sales of Lincoln Town Car and up to $2,000 on Continental and Mark VII.

Volvo Cars of North America, which normally shies away from incentive programs, recently enacted factory-to-dealer incentives.

Meanwhile, Chevrolet and Hyundai extended and/or revised buyer and dealer incentive programs.

Ford cited a "slower than expected launch" and "out-of-balance production" skewed to 1991 Escort base and LX models and a shortage of wagons, four-doors and GT models. Ford spokesman Jay Meisenhelder said output of Escort GT models was restricted early in the production cycle because of a component shortage.

Ford is offering dealer rebates on both 1990 and 1991 Escorts from July 10 to Aug. 8. If the dealer sells one 1990 or 1991 Escort, he receives $200 for that car. If he sells two or three Escorts, he receives $300 per car. If he sells four or five, he receives $400 per car. If he sells six or more Escorts, he receives $500 per car. The Tracer rebate and time period are the same.

The payments are not retroactive to the sale of the first car.

Ford dealerships in Puerto Rico or the U.S. Virgin Islands receive $400 per 1990 or 1991 Escort — with no sales qualifiers — on each sale to a resident or enterprise within the 50 states.

Small dealers — or those who sell 300 or fewer units annually — receive $350 for every 1990 and

see INCENTIVES, page 45

Toyota interested in more European ventures

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

> "We are quite satisfied with the joint venture with Volkswagen. We have a chance to talk with them and we are seeking another collaboration with Volkswagen if possible."
>
> **Hidenori Tsutsui**
> Toyota European general manager

BRUSSELS, Belgium — Toyota Motor Corp. would like to expand its current collaboration with Volkswagen AG and is also interested in cooperating with other car manufacturers in Europe.

In an interview, Hidenori Tsutsui, general manager of Toyota's European office, said the company is also interested in setting up a second assembly plant in Europe if uncertainties about Japanese import policy are settled.

Toyota is building its first European assembly plant in Burnaston, Wales. Production of a Carina II-class mid-range car will begin in late 1992, with output due to rise to 200,000 per year by the mid-1990s.

Early last year, Toyota began joint production of pickup trucks with Volkswagen at VW's plant in Hannover, West Germany. Each company markets units under its own badge. Sales have been disappointing, but Tsutsui said the partnership is working well.

"We are quite satisfied with the joint venture with Volkswagen," he said. "We have a chance to talk with them and we are seeking another collaboration with Volkswagen if possible. And not only Volkswagen, we are looking for any possibility — even with Renault, Peugeot, Fiat."

Tsutsui declined to specify possible areas of cooperation with European carmakers.

Volkswagen officials have regularly dismissed talk of extending the company's relationship with Toyota. Generally, European carmakers have demonstrated a reluctance to forge deep ties with the Japanese, although there are some small-scale exceptions. But Tsutsui said there are signs the European attitude is changing.

"It depends on the content of the talks," he said. As for past reluctance, he observed: "Maybe if they work together with us, they have no excuse to be against us."

Toyota is interested in a second European plant if the European Community's Japanese import policy is ironed out.

The European Commission has long debated how to control imports after the 1993 European market unification does away with existing national limits. But word out of Brussels recently is that EC officials now favor transitional restraints that would count transplant production toward the import ceiling.

"It depends on the agreement between the EC and Japan," said Tsutsui. "If transplants are counted as imports, we have no chance to set up a second plant besides the U.K.

"We can't say we don't want a second plant," he added. "If the situation would allow us, then we want to establish the second plant."

Toyota officials recently made a preliminary visit to the Bratislava commercial vehicle and Skoda auto factories in Czechoslovakia at the invitation of the Czech government. Tsutsui said the Japanese do not yet have close relationships with Eastern European countries.

He was cool toward Spain.

"Today, we can see the inflation in Spain and also the wages of employees are getting higher and higher, so in that sense we cannot see a big advantage in Spain," he said.

Toyota ranks just behind Nissan among Japanese makers in Europe with sales of about 350,000 units and just under 3 percent of the market. The company is currently launching its Lexus LS400 model in European market, though in limited numbers. Lexus sales started in March in Switzerland. The United Kingdom, Belgium and some Scandinavian markets have since been added. Sales in Germany are due to start in September.

Tsutsui said he expects volume of no more than 2,000 Lexus units in Europe next year.

Renault makes $99 million offer for full ownership of Mack

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Renault S.A. last week started a $99 million tender offer for the 16.5 million shares of Mack Trucks Inc. stock that Renault does not already own.

The $6-a-share offer, which expires Aug. 8, is conditioned on enough shares being tendered to give Renault 90 percent of Mack and on Mack's lenders agreeing to relax the terms of their loans to the truckmaker. Mack stock was trading at $7.00last Thursday.

Renault now owns 44.5 percent of Mack.

But three Mack shareholders have filed a lawsuit alleging that the proposed buyout is unfair. The lawsuit, filed in federal court in Philadelphia, charges the offer is too low and that the two companies conspired to manipulate the price of the stock.

The lawsuit claims that the simultaneous announcement of Mack's poor financial outlook and the Renault offer was part of a plan to place an artificially low price ceiling on Mack's shares and make it easier for Renault to take the firm private.

Mack announced that it expects a net loss of $130 million for 1990 and doesn't expect to be profitable before 1992. Renault said it was making the offer because of Mack's worsening financial condition and a need to restructure the company's debt.

The suit, which asks the court to order Renault to divest itself of any benefits it may obtain from the alleged scheme, was filed by shareholder Barbara Zarowitz and two companies, Lepow Equities and Peter Stuyvesant Ltd.

Based in Allentown, Pa., Mack has about 7,000 workers, according to Kim Blake, president of UAW Local 677.

Blake said a "successor clause" in the union's contract requires future owners to honor the existing wage pact. He said the contract runs through October 1992.

But Blake said that if Renault succeeds in its takeover bid, there is no guarantee that the French automaker "will not violate the UAW agreement. If that happens, the union will file a grievance or go to court."

Corrections

A chart in the July 9 issue mistakenly identified Ford of Europe's partner in a plant expansion under consideration in Saarlouis, West Germany. The partner is Mazda.

The 1990 Market Data Book options table should say that 100 percent, not 0 percent, of Toyota's imported engines are in the multivalve category.

Dealers looking for good news

NADA officer says negative stories may repel automotive ads

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Newspapers and other media may lose car advertising revenues if they continue running stories that dealers perceive as biased against the auto industry.

That's the warning Frank Anderson, first vice president of the National Automobile Dealers Association, issued to a gathering of the National Association of Classified Advertising Managers.

The NADA reported that the average new car dealership spent $154,000 in local dealership association and independent dealer advertising in 1989, down from $162,500 in 1988.

The advertising expense per vehicle remained at $261 for two years running because "there was the same decline in advertising as in new unit sales," said Tom Webb, chief economist at NADA. Last week, Anderson reiterated his criticism of some car ad sections.

While not citing specific instances, Anderson targeted newspaper "advertorial" sections that he said often carry "negative news stories" about the industry on the front page and auto ads inside.

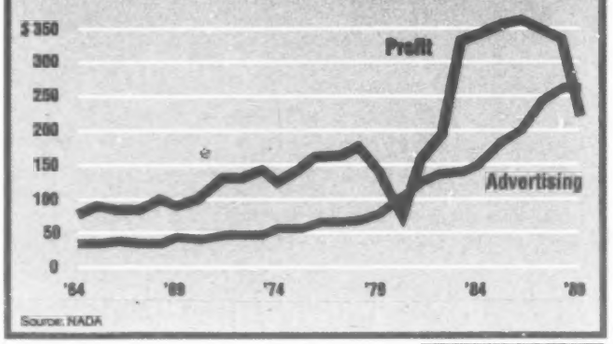
He said dealers are not trying to control the media, but he believes the stories are often "inappropriately placed" and biased. He said such stories hurt sales and give dealers little reason to advertise.

"Say on the front page is a story about a car maker recalling 2 mil-

see DEALER ADS, page 44

Advertising vs. profit

Chart compares profit per new unit sold with advertising per unit.



Source: NADA

AUTOMOTIVE NEWS / CHARLOTTE WRITER

Nissan asks its suppliers to lighten up — seriously

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Like a chief executive asking department heads to slash costs 10 percent across the board, Nissan Motor Co. is asking its suppliers to cut the weight of their automotive parts by 15 percent to increase fuel economy.

So far, suppliers representing a tenth of the parts in a car have heard the appeal. Some U.S. suppliers were among the 200 who have been contacted, but Nissan would not identify them.

Nissan officials say they are responding to U.S. legislation introduced last year by Sen. Richard Bryan, D-Nev., calling for an across-the-board 20 percent increase in fuel economy by each manufacturer. Nissan hopes to approach that goal, but company officials do not think weight reduction can meet the bill's requirements.

Earlier this year, Nissan executives said a dramatic increase in fuel economy was virtually impossible without a major technological breakthrough because they have already used every method now available to improve mileage.

Nissan calls the move to reduce weight a "high goal." In general, a 1 percent reduction in weight is expected to produce a 1 percent increase in fuel economy.

So far, Nissan has made its weight reduction appeal to 200 selected suppliers who make 1,000 of the 10,000-plus parts that go into a car.

Among the suppliers contacted are component makers and suppliers of steel, aluminum and plastic.

Nissan hopes to see results within five years.

Fast-talking salesman

In the latest installment of the "Advantage: Chrysler" campaign, perennial pitchman Lee Iacocca tools around in a new Lamborghini Diablo, touting the No. 3 automaker's current and future performance models including the Dodge Stealth and Viper. Story on Page 44.

TAX PROBE: *IRS claims foreign makers duck taxes by inflating prices to U.S. subsidiaries*

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A nine-month Congressional investigation has revealed allegations that some foreign automakers have been overcharging their U.S. distributors and taking other steps to avoid paying U.S. taxes.

Eighteen automobile and motorcycle distributors and importers are among the 36 American subsidiaries of Japanese, West German, British and Canadian companies suspected of "substantially understating their U.S. income-tax liability," said Fred T. Goldberg Jr., commissioner of the Internal Revenue Service, in a House hearing last week.

The names of the U.S. subsidiaries were disclosed only in a closed session before the Ways and Means subcommittee on oversight. They were not released publicly.

But in a separate hearing, House Majority Leader Richard A. Gephardt, D-Mo., said that in 1986, foreign-controlled auto operations in the United States had income of $7.7 billion but paid only $12 million in federal taxes.

Rep. David E. Bonior, D-Mich., joined Gephardt in urging Congress to crack down on the foreign companies before raising taxes to balance the federal budget.

"We should be telling Japan, if you sell your cars in the U.S., you're going to pay the same taxes we pay in this country," he said.

The IRS' Goldberg estimated the 36 companies had 1986 U.S. sales of $35 billion and may owe billions in unpaid taxes for 1987, the last year for which figures are available. The IRS estimates the auto subsidiaries alone owe $2.5 billion in back taxes.

Importers contacted by *Automotive News* denied any impropriety.

"They're looking for sources of revenue; what better place to get it than from foreign companies that are not voters," said James Olson, vice president for external affairs for Toyota Motors Sales U.S.A. Inc. "We had paid a lot of taxes."

Frederick Hanau, a senior vice president at BMW of North America Inc. and chairman of the Association of International Automobile Manufacturers, said, "No one knows what we are accused of, collectively or individually."

Hanau said that although no specific auto companies have been accused, the investigation has cast a shadow on the entire import industry and made it difficult for the association to defend its members.

Committee Chairman J.J. Pickle, D-Texas, charged that the companies under investigation "have failed to pay taxes despite the fact they have profited from selling billions of dollars of cars, motorcycles, stereos, televisions, VCRs, microwave (ovens) and other products to the American consumer."

Pickle, who reviewed some of the tax returns, said some companies that initially paid U.S. corporate income taxes later incurred "substantial losses" through illegal "pricing schemes" that allowed them to reduce current taxes and recoup previously paid taxes.

Of the 18 auto and motorcycle companies, 16 paid some federal income taxes. But four of those used carryback credits to erase

see TAXES, page 44

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Replacements for Mitsubishi Van/Wagon, Colt Vista due in '91

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Mitsubishi Motor Sales of America Inc. will retire its boxy, slow-selling Van/Wagon and replace it next year with a wagon/minivan hybrid.

The Mitsubishi Expo will join the growing people-mover segment as a 1992 model. It will be available early next summer in two sizes — the Expo and a smaller sibling, the Expo LRV.

The 2.4-liter, two-valve Expo will have front bucket seats and two bench seats, seating up to seven. It will sell in the $11,000 to $13,000 range.

The 1.8-liter, four-valve Expo LRV will replace the Mitsubishi-badged Chariot in Japan. That vehicle is sold in the United States as the Colt Vista by Dodge and Plymouth, but not by Mitsubishi.

Mitsubishi sold less than 4,000 of its boxy Van/Wagon minivan last year.

portunity to sell the Expo LRV as well, said Richard Recchia, executive vice president of Mitsubishi Motor Sales.

The LRV will seat five adults in two buckets and one bench and will retail for about $10,000.

Mitsubishi will bring the Expo to U.S.A. drops its van/wagon hybrid, the Axxess, after the 1990 model year. Nissan cited the ill-defined nature of that segment as one reason it abandoned the vehicle after just a year on the market.

"There are significant differences in the exterior styling and Recchia. "These vehicles offer a bridge for compact and subcompact sedan buyers who don't want a minivan, but it will have maximum flexibility in configuration so that it's more than just a conventional station wagon."

Recchia also said the Axxess' price — starting at about $14,000 — was a major drawback.

Recchia says Mitsubishi expects to sell 15,000 of the larger Expo and 25,000 of the LRV annually. He believes the LRV will be popular with fleet buyers and Mitsubishi's own Value Rent-A-Car subsidiary. Both vehicles will have front-wheel drive as standard and an all-wheel-drive option.

The Van/Wagon starts at $11,229 for the cargo version and $14,929 for the passenger entry. Fewer than 4,000 were sold last year. It won't be available after current

Inventories rise slightly due to sluggish June sales

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Slower sales caused domestic new-car inventories to rise slightly last month.

Import sales also were down in June, but inventories dipped a bit in that category.

The July 1 stockpile of domestic cars was 1,504,624, an 0.23 percent increase from the unsold units on June 1. The 62-day supply was up from the 60-day supply in June.

The imports had 613,259 cars on hand for a 70-day supply; that compares to a 657,371 stockpile on and a 74-day supply on June 1.

Total industry car sales in June were off 1.76 percent from May, and the combined days' supply of domestics and imports rose to 64 days on July 1 from 63 days on June 1.

The average July 1 inventory for the last seven years has been a 61-day supply.

Chrysler's days' supply rose the most among the Big 3, climbing to a 68-day supply from 60 days on June 1.

General Motors' and Ford Motor Co.'s days' supply were about even from month to month. GM's edged up slightly from 63 to 64 days. Ford's dipped from 70 days to 69 days.

The highest days-supply among GM cars was the Buick Reatta with 174 days, up from 135 days June 1. Other GM cars with more than 100-day supplies were Buick Park Avenue; Oldsmobile Cutlass Supreme, 88 and 98; and Pontiac Bonneville.

Ford continued to see a marked improvement in its Probe inventory, which dropped from a 100-plus days' supply earlier this year to 57 days July 1. The Escort had a 62-day supply.

Days' supply declined at Ford Division, but increased at Lincoln-Mercury Division.

An increase in days' supply was posted by every Chrysler Corp. line except the Chrysler New Yorker and the Dodge Monaco and Dynasty.

IMPORT VEHICLES, DAYS' SUPPLIES

	July 1, 1990	June 1, 1990	July 1, 1989
Chevrolet	97	92	117
Chrysler Motors	98	112	182
Acura	59	61	42
Daihatsu	79	78	82
Honda	24	37	63
Infiniti	46	40	—
Isuzu	331	310	134
Lexus	23	23	—
Mazda	48	54	47
Mitsubishi	40	88	65
Nissan	93	89	75
Subaru	110	148	87
Suzuki	180	227	308
Toyota	75	57	31
JAPAN	66	70	64
Audi	110	149	117
BMW	68	68	79
Mercedes-Benz	41	42	43
Merkur	—	—	134
Porsche	69	70	96
Volkswagen	104	108	59
GERMANY	81	92	65
Alfa Romeo	67	86	114
Ford	109	94	133
Hyundai	57	54	58
Jaguar	70	68	32
Mercury	63	242	71
Peugeot	60	59	98
Pontiac	77	89	81
Eagle/Chrysler	44	207	201
Saab	71	83	91
Sterling	58	63	75
Volvo	85	79	68
Yugo	95	92	137
Other Countries	74	74	80
Total Imp. Cars	70	74	67
Daihatsu	55	59	—
Geo Tracker	99	98	148
Isuzu*	70	117	144
Mazda	24	27	75
Mitsubishi	47	68	95
Nissan*	66	65	55
Range Rover	64	67	45
Suzuki*	98	109	159
Toyota	23	18	45
Dodge	109	126	159
Total Imp. Trucks	46	49	77
Total Imp. Vehicles	64	68	69

*Includes domestic vehicles

Among the Japanese transplants, Honda, Nissan and Subaru reduced their days' supplies; Mitsubishi's remained even, and Mazda's and Toyota's increased.

On the import side, days' supplies of Japanese cars slid to 66 from 70; German imports dipped to 81 from 92; and cars from other lands remained at 74.

DOMESTIC CARS, DAYS' SUPPLIES

	July 1, 1990	June 1, 1990	July 1, 1989
Talon	59	54	—
Premier	194	146	92
Total Eagle	89	80	92
Horizon	105	72	113
Laser	79	71	51
Sundance	96	49	136
Reliant	—	51	84
Acclaim	40	34	58
Total Plymouth	62	48	86
LeBaron A	43	42	—
LeBaron J	73	61	73
LeBaron GTS	—	84	262
Fifth Avenue (rwd)	—	64	93
Fifth Avenue (fwd)	95	68	—
Imperial	147	136	—
New Yorker C	45	58	72
Total Chrysler	62	61	77
Omni	114	66	105
Shadow	88	41	103
Monaco	79	280	—
Daytona	125	84	72
Aries	—	61	67
Lancer	—	88	244
Spirit	51	33	54
Dynasty	55	64	50
Total Dodge	69	55	70
CHRYSLER MTRS.	66	56	77
Escort	62	70	86
Mustang	87	81	57
Tempo	75	74	81
Taurus	65	71	65
Thunderbird	97	78	122
Probe	57	61	85
Crown Victoria	61	74	92
Total Ford Div.	69	72	79
Topaz	74	71	81
Sable	87	76	67
Cougar	75	63	112
Grand Marquis	69	71	98
Total Mercury	76	71	85
Continental	58	51	66
Town Car	41	43	58
Mark VII	80	49	59
Total Lincoln	48	46	60
Total L-M Div.	64	60	77
FORD MOTOR CO.	68	68	78
Skyhawk	39	95	86
Somerset/Skylark	32	36	31
Century	83	71	82
Regal	83	84	84
LeSabre	77	74	74
Reatta	174	135	82
Electra/Park Ave.	119	121	98
Riviera	92	98	85
Total Buick	74	72	74
Cimarron	—	—	67
Allante	95	152	114
Seville	19	18	36
DeVille	89	79	140
Brougham	93	91	77
Eldorado	64	56	85
Total Cadillac	70	63	103
Geo Prizm	56	73	128
Cavalier	59	51	66
Camaro	58	58	75
Celebrity	30	53	33
Corsica/Beretta	48	52	65
Lumina	60	57	74
Caprice	78	58	81
Corvette	39	51	126
Total Chevrolet	55	55	69
Calais	54	51	117
Cutlass Ciera	45	37	86
Cutlass Supreme	110	102	114
88	113	113	93
98	107	113	77
Toronado	63	91	182
Total Oldsmobile	75	69	97
Sunbird	51	59	74
Firebird	81	77	72
Grand Am	35	39	72
Pontiac 6000	72	56	61
Grand Prix	63	71	131
Bonneville H	106	103	91
Safari	—	—	81
Total Pontiac	56	59	82
GENERAL MTRS.	62	61	79
HONDA	25	29	40
MAZDA	85	74	60
MITSUBISHI	45	45	25
NISSAN	106	125	86
TOYOTA*	58	38	21
SUBARU	145	335	—
DOM. TOTAL	62	60	75
Subcompact	50	49	58
Compact	59	56	71
Intermediate	64	61	72
Standard	79	75	88
Specialty	62	71	89

*Estimate

Reliant sports-car project stalled; plans remain iffy

By Daniel Ward
STAFF CORRESPONDENT

LONDON — It is increasingly unlikely that the British Reliant sports car will be launched in the United States any time in the near future.

New York-based Universal Motors Group of Cos. Inc. holds the U.S. rights to market Reliant's Scimitar sports car, but there are no firm manufacturing plans.

The project cannot progress until Universal signs a manufacturing agreement with Reliant, but this is now nine months behind schedule. Development of the Scimitar SS2 for the United States is still not completed.

Geoff Chater, Reliant's managing director, stresses, "The ball is in Universal's court. We can go no further without a firm commitment from them. We are not hanging any hopes on what happens with Universal Motors." He adds, "They don't owe us much money."

Universal Motors president Jim Lawler said that Universal is still negotiating the wholesale price of the car, and he expected meetings to resume with Reliant officials.

Under contract to Universal, Tamworth-based Reliant Motor Ltd. built an SS2 prototype with an Oldsmobile Quad 4 engine in place of a Nissan turbo engine.

Lawler said the changes that have been made in the car justify the delays in bringing it to market.

"We're building a totally new car from what we started out with, which is not done overnight. I'd like to see the Big 3 do it in two years," he said.

Universal bought the Scimitar two-seater sports car project from Reliant in July 1988 with the aim of developing the fiberglass-bodied car for the United States. Reliant was to have manufactured the sports car for Universal to market in the United States.

At the time of the announcement, Universal claimed it would be selling the Reliant in America by early 1989, selling 2,000 vehicles in the first year.

LEGAL BRIEFS

Court backs Chrysler in audio antitrust suit

By Helen Kahn
SENIOR CORRESPONDENT

A federal judge says Chrysler Corp. hasn't restricted competition from audio retailers and distributors by equipping most of its vehicles with radio systems.

The ruling by U.S. District Judge Jan E. DuBois in Philadelphia stemmed from a suit brought by several distributors and retailers of auto sound systems.

They accused Chrysler of curbing competition by eliminating its radio delete option and offering option packages that compel the purchase of radios.

Antitrust laws forbid such "tying" if it has an anticompetitive effect.

The suit was brought by Town Sound and Custom Tops and three other independent companies whose customers include car dealers.

They sought to make Chrysler give "free choice" to car buyers and to pay treble damages for sales lost by independent distributors and retailers.

The court denied all motions and arguments by the plaintiffs.

Donald Lewis, plaintiffs' attorney, said there is a "lot more to be said before this case is finished." He is considering an appeal to the 3rd U.S. Circuit Court of Appeals.

Chrysler admitted that from 1983 on, it has steadily increased the number of vehicles sold with its sound equipment. According to the court, the figure now stands at 97 percent.

The suit, filed as a class action, attempted to speak for all independent radio and cassette firms doing business with Chrysler since 1984.

The court rejected plaintiffs' argument that Chrysler had "market power" because of its "unique and well known trademark."

Instead it agreed with Chrysler's broad definitions of the "tying" product market as being the entire auto industry, where Chrysler has a relatively small share and where it is a price follower rather than a price leader.

Chrysler also noted there are more than 70 distributors of sound equipment, with most having less than 10 percent of the market. Chrysler says its share ranges between 3 to 7 percent, not enough to restrain competition.

Other makers had settled out of court

Although the lawsuit filed in January 1988 against Chrysler by four sound equipment companies was the first federal class action, other antitrust suits have been filed against other automakers over the same issue.

General Motors and Volkswagen of America Inc. were sued in 1979 and Mazda Motors of America Inc. was sued in 1981.

Out-of-court settlements were reached with these automakers and voluntary agreements were made with others.

As a result, more than 17 million vehicles were offered with optional or deletable factory-installed standard equipment radios, according to the Car Audio Specialists Association.

At the time of the settlements, when AM radios were typically standard, automakers were "inhibited from installing stereos and cassette tape systems as standard equipment on millions of new cars," the association said. The agreements provided potential profits for car dealers and "kept the door ajar for some consumer free choice."

But those agreements expired at the end of the 1983 model year and have not been renewed. A "radio delete option is nominally available on a few cars today," says the association.

— Helen Kahn

Judge OKs termination of Pa. L-M deal

A Pennsylvania judge has upheld Ford Motor Co.'s termination of University Lincoln-Mercury in Philadelphia.

Judge Joseph T. Doyle said the state's Board of Vehicle Manufacturers, Dealers and Salespersons acted properly when it dismissed the dealership's complaint against the termination.

Doyle said University could not appeal to the board because it had failed to maintain a dealer's license. The problems University alleged — withholding of financing, refusal to accept a certified check, removal of inventory — involved Ford Motor Credit Co., and the board has no jurisdiction over claims made about lending matters.

— Helen Kahn

Fleetstar truck cleared in fatal accident

A Los Angeles jury has ruled that a 1975 Fleetstar truck that struck and killed a boy did not have a design defect because it lacked a crossview mirror.

Instead, the jury said the truck owner, California Rendering, and driver, David Begnell, were negligent and slapped them with $2.05 million in damages.

The case was brought by Florina Cantu on behalf of her two minor children. The truck and children were stopped at an intersection before the truck turned right as the children were walking ahead. One was injured and one was killed.

Cantu claimed the truck, a Fleetstar 2050 model made by International Harvester (now Navistar), had a flawed design because the manufacturer should have foreseen the need for a device to eliminate frontal blind spots.

Cantu also charged that the driver was negligent in failing to see the children and the owner was negligent in driver training and truck routing.

— Helen Kahn

OUT OF THIN AIR

Infiniti, Lexus carve out distinct niches without robbing others' market shares

By Lindsay Chappell and Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTERS

The courtesy golf cart at Nesen Motor Car Corp. is moving in both directions these days.

Last winter, the Thousand Oaks, Calif., multi-dealership was shuttling more customers from its new Infiniti store to shop at its adjacent Lexus store than the other way around.

"We lost a lot of Infiniti sales to Lexus," confides Dean Wilkinson, Nesen general manager. "We'd loan an Infiniti to a customer for a couple of days, and later I'd see it sitting over in the Lexus parking lot.

"But things are changing now. Now we're actually losing Lexus sales to Infiniti."

In fact, Wilkinson reports, so far this month, the new Nissan Motor Corp. in U.S.A. luxury line has been outselling Lexus at his auto park. But that's nothing: For the past few months, he adds, it also outsold his Cadillac store.

Nationally, Infiniti sales for the first six months of this year reached 9,260 units. Sales at Lexus, the luxury division inaugurated by Toyota Motor Sales U.S.A. Inc. last September, totaled 28,439.

A few months ago, some industry observers had already labeled the Infiniti as the Japanese industry's first flop. The $38,000 Q45 flagship sedan was unveiled to a ho-hum showroom response, following zen-like advertising that never showed the new car. Consumers emerged confused, and dealers were ticked.

"Things were rough at first," concedes Jeff Gutting, general manager of Bob Moore Infiniti in Oklahoma City. "We fought with the company about the advertising, which didn't help us any. But all that was just the startup. We're selling pretty close to our planned allocation now. In a couple of months, we'll be selling everything we planned to sell."

Infiniti General Manager William R. Bruce says the division hoped to sell more but has been happy with its momentum. Sales climbed every month through May, when 2,115 were sold. June was the first month since last November's launch that didn't show an increase.

Industry attention has largely focused on Infiniti's low sales against Lexus so far, but both cars are clearly carving positions in the luxury market.

Just seven months after its arrival, Infiniti is selling neck-and-neck with Jaguar (9,450 units for the first six months of this year), and more than Porsche and Sterling combined (5,131 and 2,336).

Lexus, a conservatively styled V-8 equipped cruiser, already has surpassed Saab and Audi in U.S. sales and is within striking distance of BMW (31,487 units).

In addition, Lexus and Infiniti are still adding dealerships. Lexus' 28,000-plus first-half sales came from 103 dealers, representing about 276 sales per dealership. It will have 125 dealers in place by year-end. Infiniti's sales were the work of 63 dealers, selling an average of about 147 apiece for the first half. It will have about 95 dealers by October 1991.

Toyota has targeted sales of 60,000 Lexus cars this year, although the internal plan reportedly is to reach 100,000 annually in the early 1990s.

Nissan never set an Infiniti sales target. That could be one reason for the persistent view that sales are floundering.

If Nissan had publicized its lower sales targets at the outset, the argument goes, there would be less tendency for comparison to Lexus, which is outselling it more than three to one. Instead, Nissan has wound up in the defensive posture by claiming it never wanted to sell as many cars as Lexus. To avoid the same problem next year, the company will release 1991-model-year sales projections.

Curiously, the new Japanese luxury cars have seemingly built their markets out of thin air. Their combined 37,699 sales in the first half were not reflected by sales losses in other luxury brands. Declines at BMW and Volvo from the first half of 1989 totaled about 7,000 units. But at the same time, combined sales at Cadillac, Porsche, Jaguar, Audi and Honda's Acura Division were up more than 3,000 units.

Even Mercedes-Benz posted a sales gain of about 1,000 units for the period, despite claims from Infiniti and Lexus dealers across the country that many Mercedes owners are jumping the fence to Japanese luxury.

"I can't explain it," admits Barry Pryor, general manager of Sewell Lexus in Dallas. "You'd think Mercedes' numbers would really be off. It seems like we're going head-to-head with Mercedes every day."

Sewell is averaging 115 Lexus sales a month — well above his initial target of 65.

"I don't know where the buyers are coming from," he says. "Maybe they're people who have been wanting to get into the luxury market but haven't seen anything that's excited them until now.

"One thing's for sure," he adds. "The luxury market is the place to be right now."

LEXUS, INFINITI SALES 1990

	Jan	Feb	March	April	May	June	Total
Lexus							
ES250	2,919	1,388	1,532	1,615	1,860	1,773	**11,087**
LS400	1,216	2,783	3,329	3,506	3,242	3,276	**17,352**
Total	4,135	4,171	4,861	5,121	5,102	5,049	**28,439**
Infiniti							
M30	419	645	532	424	546	670	**3,236**
Q45	652	430	1,017	1,237	1,569	1,119	**6,024**
Total	1,071	1,075	1,549	1,661	2,115	1,789	**9,260**

Sales momentum pleases Infiniti chief

William R. Bruce is vice president, general manager, for Infiniti Division.

Have Infiniti sales met with expectations?

Candidly, in the first six months, we would have hoped to sell more. But it was never the number-one objective to sell more. So I'd say, volume overall — not bad. Momentum — excellent. And by the time October rolls around with the new model year, I think we'll have extremely good volumes.

Bruce

We never said we'd be the biggest. We said that if we focused on the U.S. luxury-car buyer and made him our No. 1 priority for product and service, we could be the best. But that whole story gets lost in the press because we are in an industry that's based on 10-day sales and volume is everything.

How do you grade the initial ad campaign?

I'd be less than candid if I said that we were pleased with the start. We expected to sell more cars during the launch phase, but I don't blame that on the advertising. The launch phase, with rocks and trees, I say lovingly, was a home run. It gave us 90 percent awareness and that continues.

What I would have changed is to have transition to the product story earlier. Clearly we should have done that. If we had we probably could have had a little faster start in terms of sales.

Lexus achieves varied launch targets

J. Davis Illingworth is vice president, general manager, for Lexus Division.

Are Lexus sales meeting expectations?

At this point, we are 756 units ahead of pace on our sales. We're tracking right about where we want to be, about 800 ahead on the LS400 and 64 behind on the ES250. It would've been a story if the 250 had been lagging, but it's picked up and we sold about 1,700 per month in the last few months, so we think it has hit its stride.

Illingworth

We talked a lot last fall about launching the Lexus name, that was our primary objective. Then we had to launch the LS400. And the third objective was to get the 250 going, and it took 90 to 120 days to get the marketing and advertising dollars behind the car.

Are your buyers turning out to be different than you anticipated?

Originally we thought 60 percent of our buyers would come from Asian makes, but in fact it's much smaller than that. We're getting good response from European and domestic buyers.

About 50 percent of the deals have been in cash, but that number is dropping as we move into the broader market. As we appeal more to the broader part of the market where there is less cash, we will see more payment and lease buyers.

Large cars are top gainers in Japan in first half of year

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Demand for bigger cars has nearly doubled in Japan this year, pulling new-vehicle sales up 13.4 percent for the first six months. June was even better with an increase of 20.9 percent.

The upward movement is concentrated in the upper end of the market. Sales of cars with engines larger than 2.0 liters jumped 93.9 percent in the first half, to 200,103 units. Compacts and subcompacts up to 2.0 liters were up 11.1 percent in the same period, to 2,017,121, and most of those sales were in the upper half of the segment.

Sales of new cars over 660 cc, plus trucks and buses, totaled 3,057,141 for the first six months of 1990.

Companies that rely on subcompacts showed a decline for the first half. Sales for Fuji Heavy Industries, not including minicars under 660 cc, declined 7 percent to 40,778. At Daihatsu Motor Co., which suffered a setback last year when the Applause was recalled, sales were off 8.6 percent to 26,053. Isuzu sales were down 5.6 percent; sales of the Gemini four-door sedan were disappointing, but this summer the company will introduce the 2-door sports coupe version that, as Geo Storm, has been a success in the United States.

The exception among small-car makers was Suzuki Motor Co., which enjoyed a 27.9 percent increase in sales to 18,486 units.

Sales of minicars (under 660 cc), which are calculated separately, rose 21.3 percent in June. Overall growth in the minicar market for the six months was 0.2 percent.

Imports jumped 39.7 percent for the first half of the year, to 113,622 units. West German cars led the import segment with a 63.52 percent share.

> Foreign companies have expanded their sales networks, set up their own subsidiaries and hooked up with Japanese manufacturers to sell their products.
>
> **Koji Endo**
> Nomura Securities analyst

Analyst Koji Endo at Nomura Securities said the trend toward large cars was partly responsible for the increase, but he also credited efforts of import makers. Foreign companies have expanded their sales networks, set up their own subsidiaries and hooked up with Japanese manufacturers to sell their products.

Most of the imports are in the 2.0-liter-plus category, which means their sales gains are being outpaced by those of the Japanese makers. Analyst Neal Doying at Baring Securities notes a drop in share for imports in the large-car market from 34.9 percent six months ago to 28.1 percent at the end of June. The only Japanese maker that lost market share in that segment in the first half was Honda, which has an aging Legend.

Toyota Motor Corp. leads the large-car luxury segment with 37.7 percent of the market, relying largely on sales of the Crown, which offers a 4.0-liter engine.

JAPAN SALES JANUARY-JUNE 1990
(including cars over 660cc and trucks and buses)

Company	Unit sales	Percent change	Percent share	Change
Toyota	1,285,511	+14.4	42.0	+0.3
Nissan	732,407	+11.8	24.0	−0.3
Mazda	250,874	+21.6	8.2	+0.6
Honda	233,055	+13.7	7.6	—
Mitsubishi	205,854	+12.0	6.7	−0.1
Isuzu	98,566	− 5.6	3.2	−0.7
Fuji	40,778	− 7.0	1.3	−0.3
Daihatsu	26,053	− 8.6	0.9	−0.2
Suzuki	18,486	+27.9	0.6	+0.1
Imports	113,622	+39.7	3.7	+0.7
Hino	32,563	+ 4.0	1.1	−0.1
Nissan Diesel	19,372	+ 3.4	0.6	−0.1
Total	**3,057,141**	**+13.4**		

SALES

FIRST HALF

FROM PAGE 1

sales, off by 253,411 units.

A total of 4,840,682 cars and 2,423,020 trucks were delivered.

On the car side, Chevrolet Division was the leader as it was in the first quarter of the year, helping push GM's car share up to 36.23 percent.

Sales of new models played a major role. Geo Prizm sales were up 64.97 percent; Lumina, 409.38 percent; Caprice, 10.46 percent.

Other than Chevrolet, only Asian and luxury nameplates were ahead of last year's six-month figures.

Honda closing in

And Honda — which ranked fourth on the import and domestic car sales lists, moved closer to toppling Chrysler Corp. as the overall No. 3 car seller in the United States. Honda, including Acura, sold 434,257 cars through June, for an 8.97 percent share of the car market; Chrysler sold 435,534 cars for a 9.0 percent share.

And not far behind, Toyota, including Lexus, remains in the race for third place with an 8.04 percent car share in the first half. Last year's spread was wider; for the first six months of 1989, Chrysler had 10.65 percent of the car market; Honda, 7.46 percent; and Toyota, 6.15 percent.

"Chrysler is in big trouble," said Clifford Swenson, automotive economist for ECAP Inc. of New York, an industry consulting group formerly affiliated with Merrill Lynch. "Its big market has always been vans and sport-utilities. Now that's increasingly competitive."

Chrysler's truck sales slumped by 51,736 units, and the company's truck market share fell from 21.21 percent to 19.25 percent.

Swenson said ECAP is "bearish on Ford" as well. "The competition has gotten a lot better," he said. "Major product lines won't be redesigned for some time."

Only three Ford car models posted first-half sales gains: Lincoln Continental and Town Car and Ford Crown Victoria. As a result, Ford's car share dipped to 21.11 percent from 22.73 percent.

Other nameplates to increase car sales were Mazda, Cadillac, Mitsubishi, Acura, Mercedes, Suzuki, Audi, Jaguar and Porsche.

"The upscale (market) is doing much better," said ECAP's George Magliano, "the real upper reaches" such as Porsche, Corvette and Mercedes. He attributes the increases in luxury car sales to an upgrade in the products. "In that market, the money is always there," he said. "You've just got to give them product.

"BMW is not doing as well because of its older image. They need that new 800 series."

BMW's sales dropped 10 percent from last year, joining Maserati and Sterling as the only luxury nameplates to suffer declines.

Truck sales, although not as hot as last year, helped bolster the gain or soothe the pain of some makers.

Ford Division again led in truck sales with 725,417 units. Though 5,228 units less than last year, Ford's truck sales helped keep that division the No. 1 seller of cars and light trucks in the United States for the first-half. Ford Division sold 1,425,437 vehicles compared to Chevrolet's 1,401,578.

Market share is much tighter. With Chevrolet gaining in both car and truck sales, its market share climbed to 19.30 percent, compared to Ford's 19.62 percent. Last year, Ford held a 20.33 percent share to Chevrolet's 18.43 percent.

Truck sales also helped struggling Nissan, the only major Japanese automaker in the doldrums. Nissan's total car sales were down 45,279 units, but truck sales rose 5,945 units to hold Nissan's market share loss to 0.37 percentage points.

Nissan remains the No. 7 vehicle seller in the United States but its 22,736 unit lead over No. 8 Oldsmobile is thinner than it was last year.

European carmakers retained their 4.89 percent share of the car market; European truck sales rose 598 units.

General Motors

Market share gains by Chevrolet, Buick and Cadillac pushed General Motors' overall market share higher for the first half.

Overall, GM's car and truck sales were down 2.42 percent at 2,606,991 units.

Chevrolet was mainly responsible for GM's gains. The division's share of the car market jumped nearly a full percentage point.Truck sales were about even with last year's, but Chevrolet's truck share edged higher, mainly due to the addition of the Lumina APV.

The imported Geo, up 39.42 percent, was a major factor in Chevrolet Division's rise to first place in car sales.

Buick gained 0.08 of a percentage point, although sales were off 3.69 percent during the half.

Cadillac's car share edged up 0.16 of a percentage point. Cadillac's volume, buoyed by Seville and DeVille, was up 879 units over the year-ago half.

Oldsmobile continued to lose ground. Car sales were off 15.26 percent from 1989's dismal results, and car share was off 0.68 of a percentage point.

Pontiac sales also continued to dip. Its share of the car market slipped by 0.38 of a percentage point. Sunbird and Grand Am were the division's only gainers over the first half of 1989.62 percent.

GMC truck sales were off 5.55 percent in the first six months. Its share of the truck market slipped 0.35 of a percentage point to 6.97 percent.

— Michelle Krebs

Ford Motor Co.

Ford Motor Co. lost more than 1½ points of car market share in the first half of 1990 and picked up a fraction of a point of truck market share for a combined loss of about one percentage point.

Ford and Mercury were responsible for the loss in car market share.

Lincoln's car market share was Ford's bright spot. The luxury car's market share grew to 2.59 percent in the first half of 1990 from 2.04 percent last year.

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U.S. car and light truck sales, 1st half — 1990 vs. 1989

Company	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)	Changes Sales (Units)
Ford	700,020	801,312	14.46	15.73	725,417	730,645	29.94	29.91	1,425,437	1,531,957	19.62	20.33	−0.70	− 6.95	−106,520
Chevrolet	744,655	733,007	15.38	14.39	656,923	655,854	27.11	26.85	1,401,578	1,388,861	19.30	18.43	0.87	0.92	12,717
Toyota	360,416	313,209	7.45	6.15	132,491	126,258	5.47	5.17	492,907	439,467	6.79	5.83	0.96	12.16	53,440
Dodge	174,374	242,829	3.60	4.77	267,118	293,555	11.02	12.02	441,492	536,384	6.08	7.12	−1.04	−17.69	− 94,892
Honda	362,531	308,924	7.49	6.06	—	—	—	—	362,531	308,924	4.99	4.10	0.89	17.35	53,607
Pontiac	335,122	371,650	6.92	7.30	15,623	0	0.64	0.00	350,745	371,650	4.83	4.93	−0.10	− 5.62	− 20,905
Nissan	216,406	261,685	4.47	5.14	87,561	81,616	3.61	3.34	303,967	343,301	4.18	4.55	−0.37	−11.46	− 39,334
Oldsmobile	269,772	318,371	5.57	6.25	11,459	0	0.47	0.00	281,231	318,371	3.87	4.22	−0.35	−11.67	− 37,140
Buick	268,973	279,286	5.56	5.48	—	—	—	—	268,973	279,286	3.70	3.71	0.00	− 3.69	− 10,313
Plymouth	131,325	148,247	2.71	2.91	94,563	98,331	3.90	4.02	225,888	246,578	3.11	3.27	−0.16	− 8.39	− 20,690
Mercury	196,867	252,497	4.07	4.96	—	—	—	—	196,867	252,497	2.71	3.35	−0.64	−22.03	− 55,630
Mazda	117,786	113,106	2.43	2.22	64,889	67,967	2.68	2.78	182,675	181,073	2.51	2.40	0.11	0.88	1,602
GMC	0	0	0.00	0.00	168,990	178,912	6.97	7.32	168,990	178,912	2.33	2.37	−0.05	− 5.55	− 9,922
Cadillac	135,474	134,595	2.80	2.64	—	—	—	—	135,474	134,595	1.87	1.79	0.08	0.65	879
Lincoln	125,173	103,982	2.59	2.04	—	—	—	—	125,173	103,982	1.72	1.38	0.34	20.38	21,191
Mitsubishi	93,028	48,766	1.92	0.96	22,010	20,831	0.91	0.85	115,038	69,597	1.58	0.92	0.66	65.29	45,441
Jeep	0	0	0.00	0.00	103,192	126,268	4.26	5.17	103,192	126,268	1.42	1.68	−0.25	−18.28	− 23,076
Chrysler	99,979	114,020	2.07	2.24	1,545	0	0.06	0.00	101,524	114,020	1.40	1.51	−0.12	−10.96	− 12,496
Volkswagen	68,448	70,352	1.41	1.38	3,657	2,739	0.15	0.11	72,105	73,091	0.99	0.97	0.02	− 1.35	− 986
Acura	71,726	71,060	1.48	1.39	—	—	—	—	71,726	71,060	0.99	0.94	0.04	0.94	666
Hyundai	69,873	98,290	1.44	1.93	—	—	—	—	69,873	98,290	0.96	1.30	−0.34	−28.91	− 28,417
Isuzu	1,810	9,593	0.04	0.19	54,864	44,564	2.26	1.82	56,674	54,157	0.78	0.72	0.06	4.65	2,517
Subaru	52,005	73,723	1.07	1.45	—	—	—	—	52,005	73,723	0.72	0.98	−0.26	−29.46	− 21,718
Volvo	49,300	53,043	1.02	1.04	—	—	—	—	49,300	53,043	0.68	0.70	−0.03	− 7.06	− 3,743
Mercedes-Benz	37,307	36,265	0.77	0.71	—	—	—	—	37,307	36,265	0.51	0.48	0.03	2.87	1,042
BMW	31,487	34,849	0.65	0.68	—	—	—	—	31,487	34,849	0.43	0.46	−0.03	− 9.65	− 3,362
Eagle	29,856	37,454	0.62	0.74	—	—	—	—	29,856	37,454	0.41	0.50	−0.09	−20.29	− 7,598
Lexus	28,439	0	0.59	0.00	—	—	—	—	28,439	0	0.39	0.00	0.39	0.00	28,439
Saab	13,249	16,192	0.27	0.32	—	—	—	—	13,249	16,192	0.18	0.21	−0.03	−18.18	− 2,943
Suzuki	3,157	2,809	0.07	0.06	8,261	13,152	0.34	0.54	11,418	15,961	0.16	0.21	−0.05	−28.46	− 4,543
Audi	11,093	9,312	0.23	0.18	—	—	—	—	11,093	9,312	0.15	0.12	0.03	19.13	1,781
Jaguar	9,450	9,365	0.20	0.18	—	—	—	—	9,450	9,365	0.13	0.12	0.01	0.91	85
Infiniti	9,260	0	0.19	0.00	—	—	—	—	9,260	0	0.13	0.00	0.13	0.00	9,260
Daihatsu	5,895	6,827	0.12	0.13	2,383	0	0.10	0.00	8,278	6,827	0.11	0.09	0.02	21.25	1,451
Porsche	5,131	4,554	0.11	0.09	—	—	—	—	5,131	4,554	0.07	0.06	0.01	12.67	577
Yugo	3,275	5,305	0.08	0.10	—	—	—	—	3,725	5,305	0.05	0.07	−0.02	−29.78	− 1,580
Peugeot	2,376	3,067	0.05	0.06	—	—	—	—	2,376	3,067	0.03	0.04	−0.01	−22.53	− 691
Sterling	2,336	3,351	0.05	0.07	—	—	—	—	2,336	3,351	0.03	0.04	−0.01	−30.29	− 1,015
Range Rover	0	0	0.00	0.00	2,074	2,394	0.09	0.10	2,074	2,394	0.03	0.03	0.00	−13.37	− 320
Alfa Romeo	1,388	1,706	0.03	0.03	—	—	—	—	1,388	1,706	0.02	0.02	0.00	−18.64	− 318
Rolls Bentley	600	600	0.01	0.01	—	—	—	—	600	600	0.01	0.01	0.00	0.00	0
Ferrari	480	480	0.01	0.01	—	—	—	—	480	480	0.01	0.01	0.00	0.00	0
Lotus	162	162	0.00	0.00	—	—	—	—	162	162	0.00	0.00	0.00	0.00	0
Maserati	120	140	0.00	0.00	—	—	—	—	120	140	0.00	0.00	0.00	−14.29	− 20
Lamborghini	78	78	0.00	0.00	—	—	—	—	78	78	0.00	0.00	0.00	0.00	0
Aston Martin	30	30	0.00	0.00	—	—	—	—	30	30	0.00	0.00	0.00	0.00	0
TOTAL	**4,840,682**	**5,094,093**	**100.00**	**100.00**	**2,423,020**	**2,443,086**	**100.00**	**100.00**	**7,263,702**	**7,537,179**	**100.00**	**100.00**	—	—	**−273,477**
Total Chrysler	435,534	542,550	9.00	10.65	466,418	518,154	19.25	21.21	901,952	1,060,704	12.42	14.07	−1.66	−14.97	−158,752
Total Ford	1,022,060	1,157,791	21.11	22.73	725,417	730,645	29.94	29.91	1,747,477	1,888,436	24.06	25.05	−1.00	− 7.46	−140,959
Total GM	1,753,996	1,836,909	36.23	36.06	852,995	834,766	35.20	34.17	2,606,991	2,671,675	35.89	35.45	0.44	− 2.42	− 64,684
Total U.S.	**3,211,590**	**3,537,250**	**66.35**	**69.44**	**2,044,830**	**2,083,565**	**84.39**	**85.28**	**5,256,420**	**5,620,815**	**72.37**	**74.57**	**−2.21**	**− 6.48**	**−364,395**
Total VWoA	79,541	79,664	1.64	1.56	3,657	2,739	0.15	0.11	83,198	82,403	1.15	1.09	0.05	0.96	795
Total Europe	236,760	248,851	4.89	4.89	5,731	5,133	0.24	0.21	242,491	253,984	3.34	3.37	−0.03	− 4.53	− 11,493
Total Honda of America	434,257	379,984	8.97	7.46	0	0	0.00	0.00	434,257	379,984	5.98	5.04	0.94	14.28	54,273
Total Nissan Motor	225,666	261,685	4.66	5.14	87,561	81,616	3.61	3.34	313,227	343,301	4.31	4.55	−0.24	− 8.76	− 30,074
Total Toyota Motor	388,855	313,209	8.03	6.15	132,491	126,258	5.47	5.17	521,346	439,467	7.18	5.83	1.35	18.63	81,879
Total Asia	1,392,332	1,307,992	28.76	25.68	372,459	354,388	15.37	14.51	1,764,791	1,662,380	24.30	22.06	2.24	6.16	102,411

FIRST HALF

FROM PAGE 21

Mercury's car market share dropped nearly one percentage point in the first half, dipping to 4.07 percent from 4.96 percent last year.

Ford's biggest market-share sieve continues to be its high-volume Escort model, which is experiencing lower production because of the changeover to the 1991 model introduced in April.

Ford's Escort sales for the first half of 1990 were down 31,997 units, or 18.35 percent, from the first half of 1989.

Mustang, Thunderbird, Taurus and Tempo declined. LTD Crown Victoria sales rose 6.51 percent this year, despite the fact that it will receive all-new sheet metal in early 1991 and buyers could have been expected to hold back their purchases.

Lincoln Continental sales were up 9.29 percent in the first half. Town Car sales were up 35.55 percent; Mark VII sales were off 16.43 percent.

Sales of all Mercury sales declined in the first half of 1990.

Sales of Ford light trucks dropped 0.72 percent in the first half of 1990, but market share climbed 0.03 of a percentage point. Ford sold 725,417 light trucks in the first six months of 1990 compared to 730,645 last year.

A bright spot was the performance of the new Explorer. Sales of Bronco II and its replacement, the Explorer, increased 27.82 percent. The Explorer went on sale in March.

— Laura Clark

Chrysler Corp.

Chrysler Corp. suffered declines in car and truck sales and in market share in the first half.

The only real winner was the Plymouth Laser, which posted a 175.71 percent increase in sales.

The sporty Eagle Talon helped keep Eagle sales respectable, while the Premier continued to slump.

The only other car lines in the plus column were the Plymouth Acclaim, the Chrysler LeBaron A and the Dodge Spirit.

Sales of Chrysler's trucks — its bread-and-butter vehicles — were down 9.98 percent for the half. The total for Dodge models plus Plymouth and Chrysler minivans was down 7.31 percent, and Jeep sales dipped 18.28 percent.

Only three truck models showed an increase: Dodge Caravan, Dodge pickups and Jeep Wrangler.

Sales of the Plymouth Voyager, the Caravan's minivan counterpart, were off 3.83 percent.

— Kathy Jackson

Asian makes

While new-car and light-truck sales in the United States dropped 3.63 percent, Asian nameplates posted a 6.16 percent increase in the first six months of 1990.

Of the 13 Asian nameplates sold in the United States, seven increased sales: Mazda, Honda, Acura, Toyota, Daihatsu, Isuzu and Mitsubishi.

Nissan, Hyundai, Suzuki and Subaru all suffering double-digit percentage declines.

Lexus and Infiniti, which weren't selling cars a year ago, claimed 37,699 sales in the first half of 1990.

Japan's Big 3 — Toyota, Honda and Nissan — garnered 6.79 percent, 4.99 percent and 4.18 percent of the total car and truck market.

The best seller in the first half was Toyota with 492,907 cars and trucks.

The biggest percentage increase in sales volume went to Mitsubishi, with a 65.29 percent jump.

Isuzu and Daihatsu posted their increases on the strength of trucks. Cars sales declined for each. Suzuki, on the other hand, sold more cars this year, but its sport-utility falloff cut its overall total.

Nissan's 17.30 percent drop in car sales overshadowed a 7.28 percent jump in trucks. Overall, Nissan sales fell 11.46 percent.

Hyundai sales were down 28.91 percent, and Subaru dropped 29.46 percent.

— Kristine Stiven Breese

European makes

Three German importers and one British maker increased U.S. sales in the first half of 1990, while European imports as a group declined 4.52 percent.

The Europeans sold 242,491 cars and trucks in the first half of 1990. Their market share of 3.34 percent was down 0.03 of a point.

Six-month gainers were Jaguar, Porsche, Audi and Mercedes-Benz.

Mercedes-Benz sales rose 2.87 percent with sales topping last year's in every month but January.

Audi showed a year-to-date gain of 19.13 percent; Porsche recorded a six-month increase of 12.67 percent; and Jaguar posted an 85-unit gain.

The biggest-volume European brand, Volkswagen, dropped nearly 1,000 units from its 1989 half-year mark, to 72,105.

Alfa Romeo sales were down 18.64 percent. But with the introduction of the new 164 model, things are looking up. Alfa sales doubled in June to 484.

Range Rover, BMW, Saab and Volvo were down. Volvo, which was the only sizable European importer to post a sales gain in 1989, showed a sales decline in every month but February. Volume was down 7.06 percent through June, to 49,300.

Small-volume importers Sterling and Peugeot had substantially lower sales for the six months. Sterling sales were down 30.29 percent, and Peugeot dropped 22.53 percent.

And Yugo, still struggling after emerging from bankruptcy last January, was down 29.78 percent.

— Jim Henry

SHUTDOWN DATES FOR U.S. TRUCK ASSEMBLY PLANTS

Plant	Model changeover/vacation dates (Tenative)	1991 Product	Days Shut 1990
GENERAL MOTORS			
Baltimore	July 27 to July 28 (RMC)	Chevrolet Astra, GMC Safari Minivans	0
Detroit	July 30 to August 10	commercial, recreational, specialty vehicle chassis	10
Flint, Mich.	July 27 to July 28 (RMC)	Blazer, Jimmy, Suburban wagons	0
Janesville, Wis.	July 16 to July 27	Chevy and GMC medium duty trucks, Chevrolet Kodiak and GMC Topkick	10
Lordstown, Ohio	July 9 to July 27	Chevrolet and GMC vans	15
Moraine, Ohio	Changeover completed December 1989	Chevrolet S-10 and GMC S-15 Trucks	0
Pontiac, Mich.	July 30 to August 7	Chevrolet, GMC light trucks, Chevrolet S-10 Blazer and GMC S-15 Jimmies	6
Shreveport, La.	Changover completed December 1989	Chevrolet S-10, GMC S-15 trucks, Blazer, Jimmy	0
Tarrytown, N.Y.	July 30 to August 17	1990 APV's, Chevrolet Lumina, Oldsmobile Silhouette, Pontiac Trans Sport	15
Ft. Wayne, Ind.	July 27 to July 28 (RMC)	Chevrolet, GMC light trucks	0
FORD MOTOR CO.			
Kansas City, Mo.	July 2 to July 13 (vacation) July 27 (weekend changeover)	F-Series light trucks	10
Kentucky Truck (Louisville)	July 2 to July 13 (vacation) August 10 (weekend changeover)	medium, heavy and extra-heavy trucks	10
Lorain, Ohio	July 2 to July 13 (vacation) August 3 (weekend changeover)	Econoline, Club Wagon	10
Louisville, Ky.	July 2 to July 13 (vacation) August 10 (weekend changeover)	Ranger, Explorer	10
Michigan Truck (Wayne)	July 2 to July 13 (vacation) July 20 (weekend changeover)	Bronco, light trucks	10
Norfolk, Va.	July 2 to July 13 (vacation) July 27 (weekend changeover)	light trucks	10
St. Louis, Mo.	July 2 to July 13 (vacation) August 10 (weekend changeover)	Aerostar minivans	10
St. Paul, Minn. (Twin Cities)	July 2 to July 13 (vacation) August 24 (weekend changeover)	light trucks, Ranger	10
CHRYSLER MOTORS			
Toledo, Ohio	July 2 to July 9 (vacation)	Cherokee, Comanche, Grand Wagoneer, Wagoneer	20
Warren, Mich.	July 9 to July 13	Light-duty trucks, Dakota, standard and mid-size trucks	15
St. Louis, Mo. (No. 2)	July 30 to August 24	Caravan C/V, Caravan, Voyager minivan, Town & Country	20

(RMC) = Rolling Model Change

EXTENDED SERVICE PROGRAM
GALT ENTERPRISES

SHUTDOWN DATES FOR U.S. CAR ASSEMBLY PLANTS

Plant	Model changeover/vacation dates (Tenative)	1991 Product	Days Shut 1990	Days Shut 1989
GENERAL MOTORS				
Arlington, Texas	April 30 to June 27	Cadillac Brougham, Chevrolet Caprice	42	4
Bowling Green, KY	July 30 to August 17	Chevrolet Corvette	15	5
Detroit (Detroit-Hamtramck)	July 16 to August 3 July 2 to July 11 - Allante only	Olds Toronado, Buick Riviera, Cadillac Eldorado & Seville Allante	15 7	15 17
Doraville, Ga.	August 9 to August 13 (RMC)	Oldsmobile Cutlass Supreme	1	25
Flint, Mich. (Buick City)	July 23 to August 3	Buick LeSabre, Oldsmobile 88 Royale	10	18
Janesville, Wis.	July 19 (weekend changeover)	Chevrolet Cavalier	1	3
Kansas City, Mo.	July 30 to August 10	Pontiac Grand Prix	10	30
Lakewood, Ga.	Build out on August 6 Plant indefinitely idled	Buick Estate Wagon	0	0
Lansing, Mich. (Plant A)	July 23 to July 31	Oldsmobile Cutlass Calais, Buick Skylark	6	5
Lansing, Mich. (Plant B)	July 16 to July 20	Pontiac Grand Am	5	18
Lansing, Mich. (Reatta Craft Centre)	July 23 to August 24	Buick Reatta	25	50
Linden, N.J.	July 31 (RMC)	Chevrolet Beretta and Corisca	0	15
Lordstown, Ohio	July 9 to July 17	Chevrolet Cavalier, Pontiac Sunbird	6	5
Oklahoma City, Okla.	July 30 to August 28	Oldsmobile Ciera, Pontiac 6000, Buick Century	21	5
Orion Township, Mich.	July 16 to August 3	Oldsmobile 98 Regency, Cadillac Deville	15	14
Van Nuys, Calif.	Changeover completed February 1990	Chevrolet Camaro, Pontiac Firebird	0	30
Wentzville, Mo.	July 23 to August 3	Oldsmobile 88 Royale, Buick Park Ave., Pontiac Bonneville	10	20
Ypsilanti, Mich. (Willow Run)	Changeover completed December 1989	Chevrolet Caprice	0	140
Wilmington, Del.	August 6 (RMC)	Chevrolet Beretta and Corsica	0	0
FORD MOTOR CO.				
Altanta	July 2 to July 13 (vacation) July 27 (weekend changeover)	Ford Taurus, Mercury Sable	10	10
Chicago	July 2 to July 13 (vacation) August 17 (weekend changeover)	Ford Taurus, Mercury Sable	10	10
Dearborn, Mich.	July 2 to July 13 (vacation) July 16 to July 20 (layoff) August 6 to August 10 (changeover)	Ford Mustang	10 5 5	10
Edison, N.J.	Changeover begins May through September	Changing from Escort to Ranger	70	10
Kansas City, Mo.	July 2 to July 13 (vacation) August 3 (weekend changeover)	Ford Tempo, Mercury Topaz	10	10
Lorain, Ohio	July 2 to July 13 (vacation) July 27 (weekend changeover)	Ford Thunderbird, Mercury Cougar	10	13
Wayne, Mich.	July 2 to July 13 (vacation) Changeover completed February 1990	Ford Escort	10	59
Wixom, Mich.	July 2 to July 13 (vacation) August 24 (weekend changeover)	Lincoln Town Car, Mark VII, Continental	10	10
CHRYSLER MOTORS				
Belvidere, Ill.	July 9 to July 27	Dodge Dynasty, Chrysler New Yorker, New York Salon, New Yorker Landau, Imperial, Fifth Avenue	15	10
Detroit, Mich. (Jefferson, Ave.)	Plant closed February 1990	Dodge Omni, Plymouth Horizon	0	5
Newark, Del.	July 16 to July 20	Dodge Spirit, Plymouth Acclaim, Chrysler LeBaron Sedan	10	10
St. Louis, Mo.	July 16 to July 20 (Closing in September)	Dodge Daytona, Chrysler LeBaron J	10	3
Sterling Heights, Mich.	July 16 to July 20	Plymouth Sundance, Dodge Shadow	10	10
DIAMOND-STAR MOTORS				
Normal, Ill.	July 2 to July 6 (vacation)	Plymouth Laser, Mitsubishi Eclipse, Eagle Talon, Eagle Summit, Mitsubishi Mirage	5	5
HONDA OF AMERICA MANUFACTURING				
Marysville, Ohio	July 2 to July 6 (vacation)	Civic and Accord	5	0
MAZDA MOTOR MANUFACTURING (U.S.A.) CORP.				
Flat Rock, Mich.	July 2 to July 13	Ford Probe, Mazda MX-6, Mazda 626	10	5
NEW UNITED MOTOR MANUFACTURING INC.				
Fremont, Calif.	(RMC)	Chevrolet Geo Prizm, Toyota Corolla FX	0	0
NISSAN MOTOR MANUFACTURING CO. U.S.A.				
Smyrna, Tenn.	July 9 to July 20 (Retooling during night shift)	Sentra	10	10
TOYOTA MOTOR MANUFACTURING U.S.A.				
Georgetown, Ky.	(RMC)	Camry	0	0
SUBARU-ISUZU AUTOMOTIVE INC.				
Lafayette, Ind.	(RMC)	Subaru Legacy	0	N.A.

(RMC) = Rolling Model Change

Model change will be fast, say analysts

By Wes Brown
SPECIAL CORRESPONDENT

With very few exceptions, carmakers will have a relatively short and smooth changeover and vacation schedule this summer. Total car inventory as of July 1 was a 64-day supply, up from 63 days.

Automakers are using other means to keep levels in line.

"Automakers are preferring to have brief, temporary shutdowns instead of lengthening the model changeover shutdown times," said Thomas O'Grady of Integrated Automotive Resources of Wayne, Pa.

He did point out, though, that without a sales pickup, "short shutdowns are not efficient."

Since *Automotive News* published the preliminary car plant changeover schedule May 14, Chrysler Corp. shortened vacation by one week each at three plants.

Meanwhile, Chrysler Motors' St. Louis No. 2 minivan plant in St. Louis will be down 20 work days beginning July 30. The company's minivans are being restyled for the 1991 model year.

General Motor's Reatta Craft Center in Lansing, Mich., will be down 25 work days beginning July 23 for vehicle changeover, a week longer than anticipated. On July 1, there was a 174-day supply of the Buick Reatta.

GM also extended summer shutdowns at the Bowling Green, Ky., and Oklahoma City, Okla., car plants and moved back the shutdown at Wilmington, Del., a week.

The longer light-truck shutdowns include GM's Tarrytown, N.Y., APV plant, which will be down 15 days starting July 30, and its Lordstown, Ohio, van plant, down 15 days beginning July 9.

Ford Motor Co.'s truck plants, which closed for vacation July 2-13, all have weekend model changeovers.

Since the preliminary car schedule, Ford has added a one-week layoff at the Dearborn, Mich., Mustang plant in addition to a two-week vacation.

O'Grady said it is unlikely that UAW negotiations with the Big 3 automakers will result in each company building inventory levels in anticipation of a strike. Negotiations begin Wednesday.

NHTSA turns down 5-mph-bumper plea

WASHINGTON — The federal government has denied another request that it reinstate the requirement that bumpers on new cars sustain virtually no damage in impacts of 5 mph.

Two consumer groups had asked the National Highway Traffic Safety Administration to require stronger bumpers. They based their arguments on insurance crash data. The Insurance Institute for Highway Safety and Consumers Union argued that bumpers must be upgraded because insurance costs have increased as a result of weaker bumpers.

NHTSA said the insurance studies were conducted on a limited number of car models.

The government reduced the bumper standard to 2.5 mph in 1982, saying the savings in repair costs were not worth the extra production costs and the burden on fuel economy.

States hit for generosity with federal funds to transplants

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

A Washington political debate stirred up by a *Reader's Digest* article has stung two Japanese automakers in the United States, but it may end up hurting a group of Chrysler Corp. workers the most.

The U.S. Department of Labor has reprimanded state officials in Kentucky and Indiana for being overly generous in providing federal training assistance money to Japanese transplant automakers.

Kentucky was asked to repay some of the funds it supplied to Toyota Motor Manufacturing U.S.A. Inc. in Georgetown. And Indiana officials believe they may be asked to repay some federal money granted to Subaru-Isuzu Automotive Inc. in Lafayette.

State-level observers say the controversy signals the beginning of a more conservative mood in Washington toward federal employee-training programs. Some believe new, stricter guidelines are coming to programs that have helped place workers at transplant and domestic automakers during the past decade.

The funding issue is already being partially blamed for last month's denial of federal retraining funds for over 4,000 workers at a Chrysler plant in St. Louis scheduled to close in November.

That denial by the Labor Department, which involves money from a separate but similar retraining fund, is being reconsidered after a protest from the Missouri congressional delegation.

The state reprimands came on the heels of a June congressional hearing into the Labor Department's handling of $21 billion in Job Training Partnership Act funds during the past seven years. The Labor Department supplies Job Training Partnership funds to states for use in retraining "economically disadvantaged" workers, loosely defined as those who face barriers to getting a job.

According to a Labor Department spokesman, the hearing was called in response to a March *Reader's Digest* article alleging rampant abuse in the Job Training Partnership system, including money that wasn't used for training and employers who accepted training money for jobs that didn't require training.

Job Training Partnership dollars helped Toyota place 340 eligible workers at its new Kentucky plant. The hearing concluded that almost $2.6 million had been used to train workers Toyota would have hired anyway.

The state, which had provided an extra $48 million of its own to help train all of the plant's 3,100 workers, responded by repaying the money with state funds.

Brad Hughes, a spokesman for Kentucky's state employment office in Frankfort, termed the matter "unfortunate" and said that Kentucky had been given prior Labor Department approval to use the Job Training Partnership funds as it wished.

"To our dying day, it will be our regret that bumbling federal people in Atlanta and Washington encouraged us to use the money in the first place," Hughes said.

The Labor Department has similarly chastised the Indiana Department of Employment Training for committing about $8 million in Job Training Partnership funds to Subaru-Isuzu Automotive Inc. in Lafayette. About $2.5 million of that amount is currently being questioned by the Labor Department, according to a spokesman for Indiana Gov. Evan Bayh.

Indiana suspended Job Training Partnership payments to the carmaker earlier this year after being notified to expect official criticism.

The federal money is just one piece of a $71.9 million training package that Indiana promised Subaru-Isuzu to attract the $550 million car plant in 1986. A final report from the Labor Department later this month may require the state to repay the $8 million.

The governor's spokesman indicated that if Indiana is required to repay, Subaru-Isuzu could be asked to shoulder some of the cost.

"We want to work this out to the satisfaction of all parties," he said. "We're trying to make sure that the (Labor Department) audit doesn't result in the depletion of other state funds. And at the same time, we don't want to impede the profitability of SIA."

Some observers believe the crackdown will lead to a new policy in federal training assistance. Until now, federal dollars have been given to state employment offices and economic recruitment operations to dispense at will. The money typically has been provided directly to employers to support specific plant hiring needs.

Speculation now is that future federal funding will be more restricted to general training programs that do not exclusively benefit specific employers. Such a move would dry up one source of state support to manufacturers.

Although the setback to workers at the LeBaron-Daytona plant in St. Louis involves a different federal retraining fund, officials there say the situation is related.

Chrysler and the UAW had requested money through the federal Trade Adjustment Assistance program, created to aid workers who have been displaced by import competition. The fund supplements laid-off workers' income by about $160 a week to enable them to learn new job skills.

But the Labor Department ruled the closing was the result of purely domestic industry competition and its workers were ineligible for trade adjustment assistance.

JTPA FUNDING IN SELECT RECENT AUTO PLANT PROJECTS

Plant/location	Amount state promised for worker training	Portion to be supplied in JTPA funds
Subaru-Isuzu Automotive Inc./Lafayette, Ind.	$71.9 million	$8 million
Toyota Motor Manufacturing USA/Georgetown, Ky.	$55 million	$6 million
Diamond-Star Motors Corp./Normal, Ill.	$39 million	$512,000
Saturn Corp./Spring Hill, Tenn.	$30 million	0

Source: *Automotive News* research.

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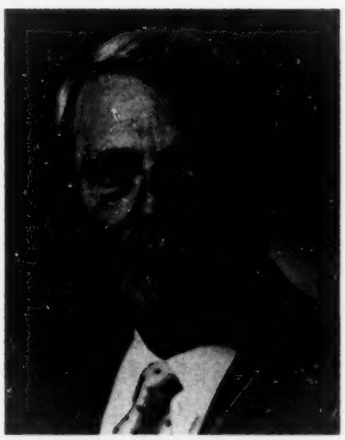

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INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1990 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	July 31*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	July 31*
Dodge trucks	$500-$2,500	2.9	7.9	7.9	10.9	July 31
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	July 31
Jeep	$500-$1,000	2.9	7.9	7.9	10.9	July 31*
Plymouth	$750-$1,800	2.9	7.9	7.9	10.9	July 31*

*Expiration date is Aug. 31 on Chrysler LeBaron, Dodge Shadow and Spirit and Plymouth Sundance and Acclaim. Expiration date is Sept. 30 on Jeep Cherokee Limited and Wagoneer Limited.

Ford Motor Co. (1989-90 models)						
Ford cars*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Mercury*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Continental, Mark VII	$1,500-$2,000					Sept. 26

*Mustang buyers can choose $1,000 rebate with no finance incentive or $700 rebate with cut-rate financing. Probe buyers can choose a $1,500 rebate with no finance incentive, $700 with cut-rate financing or no rebate and 2.9/7.9/7.9/9.9 financing. Tracer buyers can choose $1,500 rebate with no finance incentive or $700 rebate with 6.9/6.9/6.9/10.9 financing.

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Aug. 2
Riviera	$2,000	7.9	7.9	7.9	10.9	Aug. 2
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Olds 88	$1,500 (in specified zones)	7.9	7.9	7.9	10.9	Aug. 2
Olds Silhouette	$1,250	7.9	7.9	7.9	10.5	Aug. 2
Olds Toronado	$2,500	7.9	7.9	7.9	10.9	Aug. 2
Cutlass Ciera	$1,000	7.9	7.9	7.9	10.9	Aug. 2
Pontiac	$750-$2,000**	6.9	6.9	6.9	10.9	Aug. 2
Trans Sport	$1,000	7.9	7.9	7.9	10.9	Aug. 2

*Based on option package selected.
**Dealers contribute $1,000 on Grand Prix in some areas.

General Motors (1991 models)						
Buick Regal Sedan	$500-$1,250*		7.9	7.9	7.9	Aug. 2
Chevrolet Camaro, Caprice	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet S10	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Based on option package selected.

Hyundai (1989-90)	$500-$750					Sept. 4
Mazda (1990 models)						
323, Protege	$500-$750					Aug. 2
MX-6, 626	$500-$1,000					Sept. 5
Trucks	$750					Sept. 5
MPV	$500-$700 discount on option packages					Sept. 5
Mitsubishi (1990 models)						
Cars	$500-$2,000*					Aug. 31
Trucks	$750-$2,000*					Aug. 30

*Payments differ by regions.

Nissan (1990 models)						
Sentra, base pickup	$500-$1,000					Aug. 2
Peugeot (1989-90)	$1,000-$3,000					None
Sterling						
1989 models	$5,000					Sept. 30
1990 models		0.0	0.0			Sept. 15
Subaru						
Justy (1989-90)	$500-$1,000					Oct. 2
Loyale (1990)	$800-$1,200					Oct. 2
Suzuki (1989-90 models)*						
Swift	$400-$2,000					Aug. 2
Samurai	$1,000					Aug. 2
Sidekick	$1,000-$2,500**					Aug. 2

*Customer rebate or dealer rebate; dealer's choice.
**$3,000 in California.

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

INCENTIVES

FROM PAGE 2

1991 Escort they sell during the program. There is no sales qualifier for small dealers.

Also, Ford is offering $2,000 dealer cash on 1989 Taurus SHO and $1,000 on 1990 Taurus SHO models. It is also offering $500 on 1989 Ranger.

Ford is also offering dealer cash incentives on 1989 and 1990 Taurus (excluding SHO) and 1989, 1990 and 1991 LTD Crown Victoria until Aug. 8. If combined Taurus and Crown Victoria sales add up to one or two cars, the dealer receives no rebate. If the combined sales add up to three or four cars, the dealer receives $100 per car. Five to seven sales earn the dealer $300 per car, and eight or more bring the dealer $600 per car. The same program is in effect on Sable and Grand Marquis for Mercury dealers.

Puerto Rico and U.S. Virgin Island dealers will receive $400 per eligible Taurus and Crown Vic on each sale made to a resident of the 50 United States. Those buying on Ford's A, X and Z plans (employees, retirees and suppliers) qualify for $350 on eligible Taurus and Crown Vic models in addition to any other customer cash programs on those cars.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Grand Caravan, Grand Voyager, Town & Country	$500	July 17
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	Aug. 8
Tempo	$250	Aug. 8
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	July 31
Town Car	$1,500-$2,500 based on number sold	Aug. 8
Continental Mark VII	$1,000-$2,000 based on number sold	Aug. 8
Ford Motor Co. (1989-1991 models)		
Taurus, Crown Victoria	$100-$600 based on number sold	Aug. 8
Escort	$200-$500, based on number sold	Aug. 8
Tracer	$200-$500, based on number sold	Aug. 8
Sable, Grand Marquis	$100-$600, based on number sold	Aug. 8
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on number sold	Aug. 10
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98	$750-$1,250, based on number sold	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31
Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	July 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1989-90 models)*		
Swift	$400-$2,000	Aug. 2
Samurai	$1,000	Aug. 2
Sidekick	$1,000-$2,500**	Aug. 2
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volvo (1989-90)	$200-$600, based on number sold	Aug. 31

*Quotas apply on Eclipse and 2wd pickups in some regions.

*Customer rebate or dealer rebate; dealer's choice.
**$3,000 in California

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Ford is offering $75 to $500 in salesperson incentives and $15 to $125 in sales manager incentives on 1991 Escort two-doors (excluding Escort GT) and on 1991 Explorers with manual transmission.

In regional incentives, Ford is offering a $2,000 rebate or financing as low as 6.9 percent on 1989 and 1990 Aerostars. The offer includes Massachusetts, Rhode Island, Connecticut, New Hampshire, Maine, Vermont and the New York state counties of Clinton, Essex, Franklin and Hamilton

Ford is also extending a special Tempo regional customer and salesperson incentive for residents of Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island and Vermont. Buyers of 1989 or 1990 Tempos in those states are eligible for a $900 rebate or financing as low as 7.9 percent for 12 to 48 months.

Salespersons who sell to residents of those states are eligible for a random draw cash incentive of $75 to $500.

Ford is also offering $1,100 or financing as low as 7.9 percent for 48 months on 1989 and 1990 Festivas in Alaska, Washington, Oregon, California and Hawaii.

Ford is offering up to $600 on 1989 and 1990 Taurus (excluding Taurus SHO) and 1989 and 1990 Probes in California depending on the number of units sold. The payments are not retroactive to the first sale.

Small dealers — 300 or fewer units annually — receive $300 per eligible Probe and Taurus sold during the period. Ford dealers in Puerto Rico and the U.S. Virgin Islands receive $400 for each Probe and Taurus sold to a resident or enterprise of California. Those buying under A, X or Z plans receive a $300 cash rebate in addition to any other consumer incentive on eligible Taurus and Probe models.

In addition, customers in California are eligible for a $1,250 rebate or financing as low as 7.9 percent for 48 months on 1989 and 1990 Probe.

As noted, Lincoln-Mercury dealers earn $200 to $500 on 1991 Tracers and $100 to $600 on 1989, 1990 and 1991 Grand Marquis and Sable, depending on the number sold.

The dealer incentive on the 1990 Town Car is $1,500 to $2,500. On 1990 Mark VII and Continental, dealers earn $1,500 to $2,000. Lincoln dealer payments depend on number of cars sold.

Ford Motor Co. has also extended its first-time buyer test-market program to Aug. 8. The program was scheduled to end July 9. Ford is offering first-time buyers who are residents of California, Texas, Florida, Massachusetts, Rhode Island, Connecticut, New Hampshire, Maine and Vermont a $500 cash rebate on 1989, 1990 and 1991 Tempo, Probe, Mustang, Escort, Festiva and Ranger.

The first-time buyer incentive can be used in addition to any other customer incentive available except the college graduate and Ford employee purchase programs.

The first-time buyer incentives are: Festiva, $900; Escort, $1,000; Tempo, $700; Taurus, $900; Thunderbird, $1,300; Crown Victoria, $1,000; Topaz, $700; Sable, $900; Cougar, $1,300; Continental, $1,500; Mark VII, $2,000.

Ford's truck rebates to consumers include: Aerostar, $600; Bronco II, $1,500; Bronco, $1,500; Ranger, $1,000; F-Series, $600; and Econoline/Club, $600.

see INCENTIVES, page 46

PRODUCTION

72,982 cars assembled in slack week

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Last week's targeted domestic auto production remained low with several plants down for model changeover and vacation. Ford Motor Co. and Chrysler Corp. car plants were closed.

U.S. auto output of 72,982 cars was 7.82 percent more than the previous holiday week and 30.47 percent above the year-ago week.

Truckmakers estimated assembly of 41,552 units last week, 7.33 percent above the prior week and 6.94 percent above the 1989 week.

Companies split last week's estimated production as follows: General Motors, 66.64 percent; Honda of America Manufacturing Inc., 11.63 percent; Toyota Motor Manufacturing U.S.A. Inc., 6.03 percent; New United Motor Manufacturing Inc., 5.62 percent; Mazda Motor Manufacturing (USA) Corp., 5.49 percent; Diamond-Star Motors Corp., 3.84 percent; and Subaru-Isuzu Automotive Inc., 0.75 percent.

GM's Willow Run, Mich., and Van Nuys, Calif., plants remain idle until July 23.

Chrysler assembly plants closed last Monday for model changeover with the exception of the St. Louis No. 2 minivan plant and the Warren, Mich., truck plant.

The St. Louis plant will close at month-end for a four-week changeover to restyle minivans. The Warren facility closed June 25 for model changeover and is expected to resume output today.

Chrysler revised the changeover dates originally reported to *Automotive News* and listed on Pages 22-23 of this issue. The revised dates are July 9-20 for the Newark, Del.; St. Louis No. 1; and Sterling Heights, Mich., car plants and June 25-July 13 for Warren Truck.

Ford plants reopened today after a two-week vacation. As previously reported, the Dearborn, Mich., Mustang facility will remain closed an additional week for inventory adjustment.

Diamond-Star and Mazda returned to work last Monday after a one-week changeover.

Nissan closed it's Smyrna, Tenn., plant last week for changeover. It is scheduled to reopen July 23.

Canadian output tops year ago

Canadian makers scheduled 17,906 cars last week 44.51 percent above the prior week and 40.74 percent above the year-ago week.

Last week's estimated truck production of 10,092 was 16.21 percent above the previous week and 56.54 percent above last year.

Ford's Canadian workers returned today from a two-week vacation. Honda's Alliston, Ontario, plant resumed output last Monday after a one-week vacation shutdown.

Canadian production in the first half of this year totaled 543,033 cars, 4.12 percent above 521,536 in 1989. First-half truck output of 472,784 was 10.73 percent below last year's 529,626.

U.S. CAR	Week Ended July 14, 1990	Week Ended July 15, 1989	Week Ended July 7, 1990	to Date	Jan. 1 to July 14, 1990	Jan. 1 to July 15, 1989
Horizon	0	1,172	0	0	4,327	13,941
Sundance	0	0	1,157	1,157	43,433	64,561
Acclaim	0	0	1,607	1,607	55,549	70,752
Total Plymouth	0	1,172	2,764	2,764	103,309	149,254
LeBaron A	0	0	0	0	8,064	0
LeBaron J	0	0	898	898	26,823	55,273
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	0	0	961	961	24,535	57,496
Fifth Avenue	0	0	574	574	10,096	0
Imperial	0	0	122	122	16,672	0
Total Chrysler	0	0	2,555	2,555	86,190	115,715
Omni	0	1,078	0	0	4,078	15,169
Daytona	0	0	639	639	17,869	46,536
Shadow	0	0	1,428	1,428	50,731	61,412
Dynasty	0	0	1,707	1,707	63,416	83,278
Lancer	0	0	0	0	0	1,528
Spirit	0	0	1,018	1,018	51,364	60,292
Total Dodge	0	1,078	4,792	4,792	187,458	268,215
CHRYSLER MOTORS	0	2,250	10,111	10,111	376,957	533,184
Escort	0	0	0	0	107,890	169,288
Mustang	0	0	0	0	77,839	116,716
Tempo	0	0	0	0	71,767	81,238
Taurus	0	0	0	0	188,838	205,266
Thunderbird	0	0	0	0	63,234	88,353
Total Ford Div.	0	0	0	0	509,568	660,861
Topaz	0	0	0	0	27,026	37,232
Cougar	0	0	0	0	42,211	74,071
Sable	0	0	0	0	56,432	66,515
Total Mercury	0	0	0	0	125,669	177,818
Continental	0	0	0	0	31,032	37,593
Mark VII	0	0	0	0	12,540	13,265
Town Car	0	0	0	0	83,864	70,039
Total Lincoln	0	0	0	0	127,436	120,897
Total L-M Div.	0	0	0	0	253,105	298,715
FORD MOTOR CO.	0	0	0	0	762,673	959,576
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	2,002	1,604	1,556	3,558	50,257	34,151
Century	1,603	2,774	1,309	2,912	38,604	69,787
Riviera	434	0	403	837	13,097	11,348
Electra/Park Ave.	2,368	0	1,043	3,411	20,477	43,308
LeSabre (fwd)	3,453	2,925	2,706	6,159	93,697	90,610
LeSabre (rwd)	0	39	0	0	4,022	4,027
Reatta	211	0	0	168	379	5,075
Total Buick	10,071	7,342	7,185	17,256	225,229	265,284
Eldorado	419	0	389	808	12,232	19,103
Seville	1,020	0	940	1,960	22,747	13,997
Brougham (rwd)	0	950	0	0	13,148	22,308
DeVille (fwd)	3,515	0	2,863	6,378	95,924	113,516
Allante	0	75	0	0	2,516	1,768
Total Cadillac	4,954	1,025	4,192	9,146	146,567	170,692
Cavalier	4,720	4,523	6,369	11,089	183,411	209,750
Camaro	0	0	1,504	1,504	36,760	64,591
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	6,220	4,326	4,498	10,718	156,574	229,395
Caprice	1,613	2,884	4,673	6,286	141,693	110,446
Corvette	560	560	455	1,015	13,497	14,853
Total Chevrolet	13,113	12,293	17,499	30,612	531,935	699,384
Calais	2,537	1,995	1,982	4,519	57,216	55,575
Cutlass Ciera	1,903	3,072	1,588	3,491	45,027	50,399
Cutlass Supreme	2,020	0	1,589	3,609	47,615	51,125
Toronado	227	0	222	449	9,491	4,845
88 (fwd)	2,639	817	2,285	4,924	59,943	85,849
88 (rwd)	0	265	0	0	1,214	4,972
98	1,019	0	1,397	2,416	32,798	41,993
Total Oldsmobile	10,345	6,149	9,063	19,408	253,304	294,758
Sunbird	0	0	3,223	3,223	83,181	81,176
Grand Am	4,140	4,808	3,863	8,003	113,753	139,811
Firebird	0	0	949	949	22,935	35,352
Grand Prix	3,273	0	2,592	5,865	66,188	69,565
Pontiac 6000	1,473	1,991	1,176	2,649	33,612	45,304
Bonneville	1,261	0	1,379	2,640	45,630	51,680
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	10,147	6,799	13,182	23,329	365,299	425,579
GENERAL MOTORS	48,630	33,608	51,121	99,751	1,522,334	1,853,697
DIAMOND-STAR	2,806	1,549	0	2,806	67,617	28,140
HONDA	8,490	7,033	0	8,490	230,743	204,887
Civic	1,820	2,534	0	1,820	63,422	69,798
Accord	6,670	4,499	0	6,670	167,321	135,089
MAZDA†	4,007	3,799	0	4,007	90,940	110,848
NISSAN	0	0	1,062	1,062	51,096	61,735
NUMMI	4,100	4,208	3,301	7,401	113,616	108,845
Corolla	2,000	1,778	1,654	3,654	56,913	43,776
Geo Prizm/Nova	2,100	2,430	1,647	3,747	56,703	65,069
SUBARU-ISUZU	549	3,490	420	969	13,894	64,116
TOYOTA	4,400	0	1,676	6,076	117,553	0
Total Cars, U.S.	72,982	55,937	67,691	140,673	3,347,423	3,925,028
Total Cars, Canada	17,906	12,723	12,391	30,297	573,330	542,467
U.S., Canada Cars	90,888	68,660	80,082	170,970	3,920,753	4,467,495
U.S., Canada Cars and Trucks	142,532	113,962	127,482	270,014	6,593,446	7,377,838

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended July 14, 1990	Week Ended July 15, 1989	Week Ended July 7, 1990	to Date	Jan. 1 to July 14, 1990	Jan. 1 to July 15, 1989
Monaco	283	0	372	655	5,804	0
Premier	1,023	0	679	1,702	4,893	22,370
CHRYSLER MOTORS	1,306	0	1,051	2,357	10,697	22,370
Tempo	0	0	0	0	69,481	72,675
Topaz	0	0	0	0	25,040	30,827
Crown Victoria	0	0	0	0	64,122	68,779
Grand Marquis	0	0	0	0	56,568	74,446
FORD MOTOR CO.	0	0	0	0	215,211	246,727
Celebrity	1,185	1,129	1,058	2,243	18,415	13,606
Cutlass Ciera	2,490	2,458	2,213	4,703	49,348	90,875
Lumina	5,412	5,077	3,907	9,319	123,856	70,863
Regal	3,388	1,773	2,381	5,769	50,669	42,208
GENERAL MOTORS	12,475	10,437	9,559	22,034	242,288	217,552
HONDA	2,150	1,581	0	2,150	55,964	44,035
HYUNDAI	745	0	569	1,314	11,181	0
TOYOTA	1,050	525	1,068	2,118	33,096	6,956
VOLVO	180	180	144	324	4,893	4,827
Total Cars, Canada	17,906	12,723	12,391	30,297	573,330	542,467

U.S. TRUCK	Week Ended July 14, 1990	Week Ended July 15, 1989	Week Ended July 7, 1990	to Date	Jan. 1 to July 14, 1990	Jan. 1 to July 15, 1989
Caravan	2,100	1,661	1,751	3,851	63,102	62,196
Dakota	0	0	0	0	37,664	54,919
Caravan C/V	50	0	108	158	3,967	4,518
Ram pickups	0	0	0	0	55,682	55,023
Total Dodge	2,150	1,661	1,859	4,009	160,415	176,656
Cherokee	0	0	0	0	90,190	122,181
Comanche	0	0	0	0	4,241	16,753
Grand Wagoneer	0	0	0	0	3,770	6,279
Wagoneer	0	0	0	0	2,185	4,987
Total Jeep	0	0	0	0	100,386	150,200
Voyager	1,800	1,512	1,419	3,219	59,102	58,813
Town & Country	25	147	25	50	1,998	1,825
Total C-P Div.	1,825	1,659	1,444	3,269	61,100	60,638
CHRYSLER MOTORS	3,975	3,320	3,303	7,278	321,901	387,494
Aerostar	0	0	0	0	107,019	127,712
Bronco	0	0	0	0	28,342	43,085
Bronco II/Explorer	0	0	0	0	88,084	69,685
Econoline	0	0	0	0	103,662	129,119
Mediums/Heavies	0	0	0	0	28,441	34,992
Light trucks	0	0	0	0	241,272	292,860
Ranger	0	0	0	0	153,522	183,701
Total Ford Div.	0	0	0	0	750,342	879,154
FORD MOTOR CO.	0	0	0	0	750,342	879,154
Astro	2,788	2,962	1,521	4,309	65,473	92,245
Blazer	378	665	301	679	9,665	0
Lumina APV	1,968	0	1,609	3,577	54,695	15,779
Mediums/Heavies	333	296	357	690	4,473	1,887
P-Model	591	768	528	1,119	14,419	20,041
Pickups	7,563	6,882	4,460	12,023	224,670	222,128
S-10	4,658	5,136	4,147	8,805	129,595	149,220
S-10 Blazer	3,807	3,890	3,237	7,044	47,846	107,949
Sportsvan/Van	0	1,482	1,172	1,172	37,788	54,374
Suburban	1,490	1,905	1,203	2,693	37,778	44,048
Total Chevrolet	23,576	23,986	18,535	42,111	626,402	707,671
Jimmy	86	189	80	166	3,029	4,679
Mediums/Heavies	483	442	331	814	4,680	2,412
P-Model	109	173	26	135	1,707	2,720
Pickups	2,321	3,580	3,476	5,797	85,875	66,427
S-15	1,190	1,003	537	1,727	30,018	34,614
S-15 Jimmy	1,433	947	960	2,393	16,537	30,040
Safari	972	777	1,387	2,359	25,137	23,937
Suburban	855	672	715	1,570	18,768	17,257
Vandura/Rally Vans	0	1,016	777	777	14,129	14,867
Total GMC	7,449	8,799	8,289	15,738	199,880	196,953
Olds Silhouette	1,293	0	981	2,274	21,274	0
Pontiac Trans Sport	1,160	0	876	2,036	30,007	0
GENERAL MOTORS	33,478	32,785	28,681	62,159	877,563	904,624
NAVISTAR	0	0	0	0	39,919	45,126
NISSAN	0	0	2,618	2,618	81,684	65,298
SUBARU-ISUZU	649	0	664	1,313	14,064	0
AM GENERA*	450	450	450	900	12,240	12,240
MISCELLANEOUS*	3,000	2,300	3,000	6,000	81,600	76,300
Total Trucks, U.S.	41,552	38,855	38,716	80,268	2,179,313	2,370,236

CANADIAN TRUCK	Week Ended July 14, 1990	Week Ended July 15, 1989	Week Ended July 7, 1990	to Date	Jan. 1 to July 14, 1990	Jan. 1 to July 15, 1989
Caravan	0	0	0	0	82,709	80,624
Caravan C/V	0	0	0	0	5,610	7,048
Ram Wagon	376	0	479	855	14,620	15,578
Ram Van	1,532	0	1,081	2,613	35,291	39,800
Total Dodge	1,908	0	1,560	3,468	138,230	143,050
Voyager	0	0	0	0	65,751	71,727
Total Plymouth	0	0	0	0	65,751	71,727
Wrangler	1,354	0	1,653	3,007	33,104	44,644
Total Jeep	1,354	0	1,653	3,007	33,104	44,644
CHRYSLER MOTORS	3,262	0	3,213	6,475	237,085	259,421
FORD MTR (lt. trks.)	0	0	0	0	77,241	89,294
Light trucks	3,460	3,211	1,915	5,375	93,300	89,885
Vans	1,350	1,169	820	2,170	28,714	36,690
Total Chevrolet	4,810	4,380	2,735	7,545	22,014	126,575
Light trucks	1,420	1,545	1,874	3,294	38,805	40,146
Vans	600	522	862	1,462	12,959	18,072
Total GMC	2,020	2,067	2,736	4,756	51,764	58,218
GENERAL MOTORS	6,830	6,447	5,471	12,301	173,778	184,793
NAVISTAR	0	0	0	0	5,276	6,599
Total Trks., Canada	10,092	6,447	8,684	18,776	493,380	540,107
U.S., Canada Trks.	51,644	45,302	47,400	99,044	2,672,693	2,910,343

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Automotive News®

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Chrysler's encore: P-car America

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. will launch 1991 Dodge Shadow and Plymouth Sundance "America" models and market the compacts as the lowest priced air bag-equipped sedans built in the United States.

Chrysler is betting the America marketing strategy will beef up its sales in the bottom end of the market, where volume has sagged since production of the Dodge Omni/Plymouth Horizon subcompacts ended in February.

Dealers said they have told Chrysler executives that the base price of the P-car Shadow/Sundance America models must be less than $8,000. The base retail price for the 1990 Shadow four-door is currently $8,985. The base price of the Sundance is $9,045.

Rick Tomkinson, chairman of the Chrysler-Plymouth National Dealer Council, said the council has asked for a base price of $6,995 on the 1991 Sundance America.

Ken Meade, chairman of the Dodge National Dealer Council, said that the group seeks a base price of $7,395 on Shadow America.

Dealers have not been notified of final pricing, although the company has been determining 1991 pricing in recent weeks. The price of the Shadow and Sundance America models is expected to be identical.

The America strategy relies on simplifying and reducing option offerings. That in turn creates manufacturing cost savings, which permits a lower sticker price.

Dealers said the base America model will be equipped with a manual transmission. Tomkinson said dealers anticipate that when equipped with automatic transmission and air conditioning, the America model will retail for between $8,100 to $8,200.

Chrysler will continue to offer standard versions of the P-car. Dealers have not been notified of 1991 tentative retail prices for those cars.

The America P-cars will be differentiated from the standard versions by the absence of door and body side moldings.

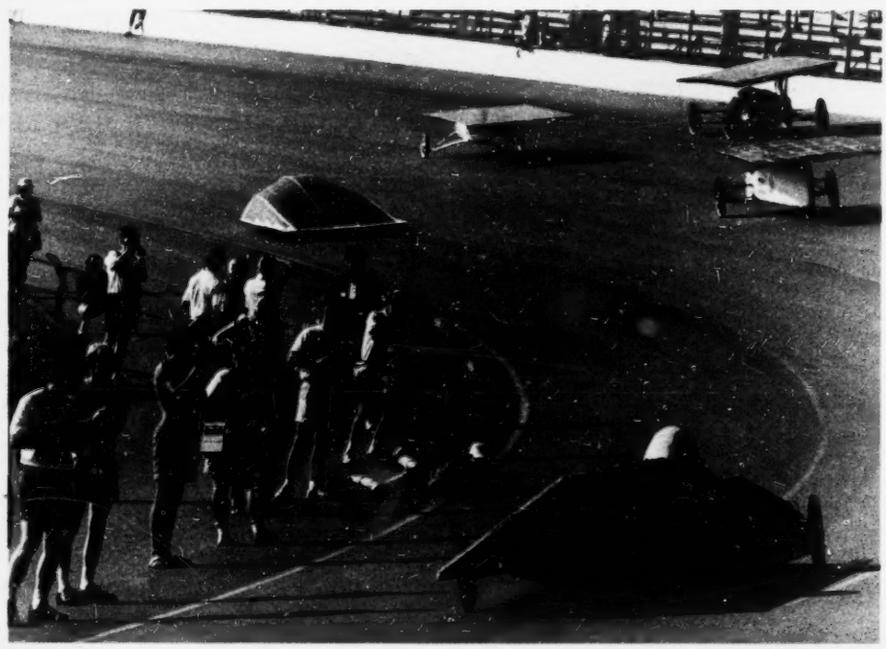
One noticeable difference between the 1991 Sundance America and the 1990 Sundance pictured here will be the absence of body and door side moldings.

All P-cars are equipped with passenger-side air bags.

The imported Geo Metro four-door sedan is now the lowest-priced sedan in America. It has a base retail price of $6,995. Remaining 1990 Omni and Horizon models have a $6,995 sticker price.

The P-cars' domestic sedan competition includes the Chevrolet Cavalier VL, which had a base price of $7,777 in 1990; 1990 Pontiac Sunbird LE, which carries a

see CHRYSLER, page 51



DETROIT FREE PRESS

Hot laps

As part of their 11-day, 1,625-mile adventure, solar-powered cars competing in the GM Sunrayce USA circled the famed Brickyard in Indianapolis, albeit at lower speeds than those posted in May. The University of Michigan entry beat those of 31 other colleges with an average speed of 22 mph. Story on Page 3.

New GM franchise adds dealer clout; NADA hails pact

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors' new franchise agreement promises sweeping changes for resolving disputes and for obtaining dealer opinion in crucial decisions.

GM officials will begin explaining the contract to dealers today.

Dealers who worked on it are hailing the five-year contract, which takes effect Nov. 1, as the most dealer-sensitive in the auto industry.

For the first time, sections of the franchise agreement will differ among GM's five car divisions and GMC Truck. And the contract replaces the current arbitration system, which relies on a company-paid retired judge. Variations of binding or non-binding arbitration will be used to settle disputes between dealers and the divisions.

Ray Green, president of the National Automobile Dealers Association, praised GM for allowing dealers to help write the contract and for providing formal mechanisms for dealer input into company decisions. Those decisions could relate to products and marketing as well as standards for dealership design, equipment and training.

"It's No. 1 in the industry," Green said. "There just isn't any other agreement today that provides for dealer input and dealer decision-making that this does."

Green and other NADA representatives helped put together the agreement. He said it was close to a model agreement he proposed last winter when he took office. He said he will encourage other auto companies to follow GM's approach. Franchise agreements at Ford Motor Co. and Chrysler Corp. have no expiration date.

GM officials and dealers involved in drafting the agreement would reveal few details until it is distributed to GM's 9,595 dealers.

Besides the dispute-resolution process, the agreement traditionally also contains specific sales tar-

see FRANCHISE, page 52

CHANGING GEARS: *Saab's Helling is back, with a steep hill to climb*

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

ORANGE, Conn. — Robert J. Sinclair is handing day-to-day control of Saab-Scania of America Inc. to his long-time No. 2 man, Sten O. Helling, after an up-and-down reign that's lately been going downhill.

Helling, 52, will become president of the importer. He returns after a year of semi-retirement as a full-time Saab marketing consultant.

Sinclair, 58, assumes the newly created position of chairman and chief executive officer.

"This is more than just a paper change," said Sinclair, who has headed Saab since 1979. "It's now his (Helling's) company to run on a daily basis." The two men have worked closely together for 23 years, first at Volvo, then at Saab.

Helling will take over an operation that is trying to put an end to three years of sales bloodshed. Last week, Saab laid off 37 workers at its headquarters in an effort to adjust to lower volume. The company also gave itself a new name: Saab Cars USA Inc., to reflect its divorce from the Scania Truck Division earlier this year.

Helling Sinclair

The shakeup is the U.S. organi-

see SAAB, page 50

Ford's pre-intro '91 prices show hike of $581 on cars

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. announced pre-sell base prices on 1991 cars to its dealers last week. An *Automotive News* analysis shows that the prices are up an average of $581 or 3.89 percent over current stickers of 1990 or spring-launch 1991 models.

The analysis is sales-weighted, but it does not include adjustments for year-to-year equipment changes.

Price increases on 1991 Ford Division cars range from $271 on the Probe GT coupe to $1,048 on the Mustang LX coupe equipped with a 5.0-liter V-8. For Lincoln-Mercury, the range is $217 on the Cougar LS to $1,493 on the Mark VII Bill Blass coupe.

Fall prices for the imported Ford Festiva and Mercury Capri were not announced.

The company raised prices in June on all its cars except Ford Festiva, Escort and Probe and Mercury Tracer. That boost plus last week's hike equals

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ations off and running:
nds, the Big 3 and the UAW opened
ob security is the union's top priority,
's. Story on Page 2.

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Solar car race sparks engineering, financial ingenuity

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

WARREN, Mich. — They looked like fish. They looked like insects. They even looked a bit like ground-bound ultra-light aircraft. They did *not* look like automobiles.

But that is exactly what the sun-powered racers were that hummed and trembled across the finish line at General Motors' Warren, Mich., Technical Center last Thursday. There they ended a 1,625-mile odyssey/race that started in Florida on July 9.

The University of Michigan took first place with a total elapsed time of 72:50:47. Second place went to Western Washington University with a time of 74:10:06. Third was awarded to the University of Maryland with a time of 80:10:55.

"We won because we were reliable," said Jeff Pavlat, team group leader for the University of Michigan car's solar array. "We used a silicon sealer on our solar array so that we were waterproof and could run in the rain. The silicon reduced the efficiency of our array by 5 percent. But some of our closest challengers didn't make their arrays waterproof. There was lots of rain. And we were the only school to finish all 11 legs of the race."

Sponsored by General Motors, Chevrolet, the SAE and the U.S. Department of Energy, GM Sunrayce USA was conceived as an opportunity for students to convert class lessons into rolling reality.

But the race's greater goal is to inspire and encourage a new generation to pursue studies, and ultimately careers, in engineering and science — maybe even electric-car science.

Many automakers are examining quite closely the possibility of producing and marketing electrically powered vehicles. These models would be sold in areas of the country, like the Los Angeles Basin, where emission standards for combustion engines are fast approaching — or will soon exceed — the limits of practical technology.

Engineering students from 32 North American colleges conceived, tested and built cars that made the cross-country trip powered only by sunshine — what little of it there was.

Form follows function. The cars had to be sleek, light and super efficient. But because they were racing on public roads with different surfaces and possibly in foul

see SUNRAYCE, page 49

AUTOMOTIVE NEWS/JOE WILSSENS

Michael Koach applies a rustproof coating at the Tuff-Kote Dinol shop in New Baltimore, Mich. Business at rustproofing shops has declined as automakers have increased the length of their warranties.

Rustproofing business corroding

Improved metals, legal action eat away at dealer profit center

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

New high-tech factory anti-corrosion methods have beefed up vehicle sheet metal's strength against rust's brown bite.

It has also prompted carmakers to ask dealers to refrain from applying aftermarket rustproofing.

This factory resistance to rustproofing — and recent legal action in some states against dealers who rustproof without properly informing customers about factory protection — seriously threatens what has traditionally been a major profit center for new-car dealers, with gross profits typically as much as $100 per vehicle.

Five years ago, 7 million vehicles were rustproofed, representing a $1.4 billion industry, according to Ziebart Corp., but 1990 business may be only half that total.

And the roster of rustproofing's major players has been severely reduced. Since August 1988, Rusty Jones Inc. and Thermo-Guard Inc. — two big players — have filed for bankruptcy protection.

And Tuff-Kote's 130 stores were acquired by Ziebart — which now does about 10 percent of the total retail rustproofing business.

The receding rustproofing business has eroded dealer per-car profits at a time when new-vehicle profits are under terrific pressure.

"To many dealers, what they make on the aftermarket business is the difference between a profit and loss for the entire year," said Frank Soccorsi, national sales program manager for Ziebart.

see RUST, page 33

Toyota's robust U.S. sales expose need for new plant

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Surging U.S. demand is pushing Toyota Motor Co. ever closer to a likely decision: to build more North American factory space.

Toyota sold a record 521,346 cars and trucks in the United States during the first half of 1990, a 19 percent increase over the same period last year.

Although a growing number of those vehicles are being supplied by North American plants, Toyota's capacity is straining to keep pace.

The company's facilities in Georgetown, Ky., Fremont, Calif., and Cambridge, Ontario, will turn out about 376,000 cars this year. The California plant will add 100,000 units of pickup truck capacity next year.

In order to meet its plan to sell 1.5 million vehicles here annually by the mid 1990s — and to build half of them in North America — Toyota would need at least 275,000 additional units of capacity. That's about the yearly output of a typical U.S. assembly plant.

Even if Toyota wanted to rely on imports, it would be difficult. The carmaker's Japanese plants also have little spare capacity.

The commitment to a 750,000-unit North America production level was made earlier this year by Robert McCurry, executive vice president of operations for Toyota Motor Sales U.S.A. Inc.

Company officials acknowledge an increased need for new U.S. production. And there has been increasing speculation — within the company and externally — that a new plant will be announced.

AUTOMOTIVE NEWS / CHARLOTTE WINTER

Toyota's current North American plan is nearly played out:

- The Georgetown plant will build 216,000 Camry sedans this year — 16,000 more than straight-time capacity.
- Next year, Georgetown will add 40,000 more units of capacity to build Camry station wagons by 1992. But at the same time, Toyota Motor Co. has already announced plans to export 40,000 U.S.-built vehicles to Japan. Limited exports have begun from Kentucky and California to Taiwan.
- Both the Canadian plant and the California plant currently build Corollas. Canada recently increased capacity from 50,000 to

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LISTEN, BOB:

Experts tell new GM chairman to focus on quality, listen to customers and workers to ensure success

By Heather Hunt
CRAIN NEWS SERVICE

Stempel

When it comes to offering directions to General Motors, there's no shortage of backseat drivers. Advertising Age, *a sister publication to* Automotive News, *asked experts from different fields if they had any advice for Robert Stempel as he takes over as chairman Aug. 1.*

Ralph Nader, consumer advocate

"Take the technological skills of the company and apply them to engineering greater vehicle safety, fuel efficiency, pollution control and lower repair probabilities.

"Be more of a person-to-person executive. Make up for years of lost time and opportunities. Have meetings with consumer groups to reduce the isolation of the 11th floor."

"Approach Washington with a 'can do' attitude instead of the massive negativism of the General Motors of the 1980s. And stop lathering over Washington."

Al Ries, chairman of Trout & Ries, marketing strategists

"The biggest problem is your loyalty to Roger Smith. To get GM moving again, you have to change Smith's strategy.

"GM doesn't have a product problem; it has a positioning problem that can't be solved by introducing a raft of new models every year. GM has way too many models; every division has an entry-level car and a full line of regular models. This is the classic line-extension trap."

Peters

Tom Peters, co-author of *In Search of Excellence, Passion forExcellence* and *Thriving on Chaos*

"Double your pension and take early retirement.

"Seek a replacement from outside the industry; I suggest PepsiCo's Wayne Calloway, The Limited's Les Wexner, RJR Nabisco's Lou Gerstner or General Electric's Jack Welch. If you stay, move GM headquarters out of Detroit: Try Los Angeles or Atlanta.

"Hire Carl Sewell, president of Sewell Vil-

see ADVICE, page 49

Ford pays $100 million for 10% of Cummins

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

The $250 million investment by Ford, Tenneco and Kubota will also give Cummins a needed financial boost. The company suffered with the overall decline in the heavy-truck market in the late 1980s.

Ford Motor Co. made another move to become a bigger player in the medium- and heavy-truck industry last week by purchasing 10 percent of Cummins Engine Co. for $100 million.

Ford also acquired an option to increase its stake in Cummins to 20 percent in the future.

Tenneco Inc. and Kubota Corp., also purchased equity stakes in Cummins. Tenneco, . farm equipment, construction equipment and auto parts maker, purchased 10 percent. Kubota, a Japanese tractor maker, purchased 5.4 percent.

As part of the deal, Cummins signed a long-term agreement to supply engines for Ford's medium-duty trucks. Published reports indicated that eventually Cummins will supply all of Ford's medium-range engines. Cummins currently supplies 70 percent of Ford's heavy-duty diesel truck engines, or about 8,400 units annually.

Ford spokesman John Emmert would not comment on the company's future product plans.

The equity purchase also gives Cummins future business opportunities with Tenneco and Kubota. Cummins and Kubota plan to expand and strengthen their complementary diesel engine product offerings and plan to set up a joint venture to manufacture small diesel engines in Europe. Cummins already builds a generator designed by Kubota in the United States under a licensing agreement.

Cummins and Tenneco plan to expand their 50/50 joint venture to produce engines for Tenneco's J.I. Case farm equipment subsidiary.

Cummins is one of the few suppliers in which Ford owns a stake. Others are Mazda Motor Corp. (25 percent), which supplies Ford with vehicles, engines and transmissions; Kia Motors (10 percent), the Korean automaker that supplies Ford with the Festiva; and Ford Lio Ho (70 percent), the Taiwanese firm that imports and makes cars for that market.

Ford has until 1996 to increase its share of Cummins to 20 percent. Tenneco and Kubota do not have options to increase their shares.

The $250 million investment by Ford, Tenneco and Kubota will also give Cummins a needed financial boost. The company suffered with the overall decline in the heavy-truck market in the late 1980s and has sought to branch out into the medium- and light-duty markets. The company has restructured to reduce cost and increase efficiency. In the last three years, Cummins has closed a plant, laid off workers and sold its financial subsidiary for $45 million.

The equity position taken by the three companies in Cummins resulted in Moody's Investor Service reviewing Cummins' credit ratings for a possible upgrade.

Ford announced in April that it is discussing a joint venture with Fiat S.p.A. of Italy for heavy trucks. Emmert said the Cummins deal will not interfere with the ongoing talks with Fiat.

JUNE TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1990	TOTAL 1989
FORD	MO	134,884	2,680	0	505	2,415	1,161	141,645	127,641
	YR	710,942	14,475	0	2,525	13,776	6,909	748,627	760,806
FREIGHTLINER	MO	0	0	0	0	0	1,992	1,992	2,147
	YR	0	0	0	0	0	11,778	11,778	12,385
CHEVROLET	MO	113,397	0	13	514	539	0	114,463	112,782
	YR	658,829	0	150	3,503	3,504	0	665,986	663,898
GMC	MO	27,808	0	213	598	1,407	0	30,026	30,012
	YR	168,990	0	1,630	2,588	7,119	0	180,327	190,537
KENWORTH	MO	0	0	0	0	10	1,273	1,283	1,445
	YR	0	0	0	0	203	7,532	7,735	9,092
MACK	MO	0	0	0	95	127	1,536	1,758	2,413
	YR	0	0	0	670	894	7,943	9,507	12,861
MERCEDES-BENZ	MO	0	0	0	77	107	0	184	172
	YR	0	0	0	297	556	0	853	1,078
NAVISTAR	MO	0	13	12	850	2,738	2,569	6,182	7,313
	YR	0	27	63	7,110	14,748	14,071	36,019	40,532
PETERBILT	MO	0	0	0	0	26	950	976	1,369
	YR	0	0	0	0	249	6,180	6,429	8,403
VOLVO/GM HEAVY	MO	0	0	0	0	79	1,161	1,240	1,649
	YR	0	0	0	0	387	7,264	7,651	8,848
HINO	MO	35	0	52	76	94	0	257	217
	YR	180	0	240	317	535	0	1,272	1,162
NISSAN DIESEL	MO	57	0	85	62	52	0	256	171
	YR	368	0	484	256	276	0	1,384	1,159
ISUZU TRUCK	MO	307	45	34	75	38	0	499	512
	YR	3,133	369	205	1,225	310	0	5,242	4,288
MITSUBISHI FUSO	MO	223	0	62	28	47	0	360	289
	YR	989	0	368	135	301	0	1,793	1,730
SCANIA	MO	0	0	0	0	0	13	13	24
	YR	0	0	0	0	0	62	62	58
IVECO TRUCKS	MO	132	42	27	16	0	0	217	259
	YR	717	230	115	75	0	0	1,137	1,134
WESTERN STAR	MO	0	0	0	0	0	85	85	161
	YR	0	0	0	0	0	512	512	827
OTHER TRUCKS	MO	157,550	0	0	0	0	0	157,550	162,827
	YR	884,259	0	0	0	0	0	884,259	935,894
GRAND TOTAL, 1990	MO	434,393	2,780	498	2,896	7,679	10,740	458,986	451,403
	YR	2,428,407	15,101	3,255	18,701	42,858	62,251	2,570,573	2,654,692
1989 YR to DATE		2,388,840	13,902	3,302	20,290	48,828	75,973	2,551,135	

NOTE: Class 1-3 total includes light trucks sold by all makes other than those listed. Class 4-8 reported by Motor Vehicle Manufacturers Association.

Nissan's Irish joint venture to produce 400 trucks yearly

Nissan Diesel Motor Co. Ltd. of Japan will build 400 trucks a year in Ireland starting in 1992 in a joint venture with Ireland's Scania distributor and a Japanese trading company.

It is Nissan Diesel's first production venture in the European Community. In December, Nissan Diesel announced a joint venture with Iveco, the truck subsidiary of Fiat Auto S p.A., to develop a low-pollution diesel engine.

The Irish venture will build 3.5- and 4.0-ton trucks in a Dublin suburb. Although initial production of 400 trucks a year in 1992 is expected to be sold in Ireland, Nissan Diesel and its partners plan to export to continental Europe eventually. They also plan to build a larger truck.

The Saab-Scania distributor, West Ward Group, will be the exclusive sales outlet for trucks from the venture, named UD Ireland Ltd. West Ward will also provide service.

The light and medium commercial trucks, to be badged UD, will complement the heavy Scania trucks already sold by West Ward, said a Nissan Diesel spokesman.

The venture has started with investment of £500,000 ($905,000). Marubeni Corp., the Japanese trading company, owns 30 percent, and West Ward has 70 percent. In 1992, Nissan Diesel will invest an unspecified amount of money in the project, becoming a third partner.

Marubeni brings negotiating experience to the enterprise.

Ireland will contribute training grants worth about $11,700 for each of the 20 workers employed initially.

At the start, the UD trucks will have only 10 percent local content, made up of such parts as tires and batteries. Ultimately, the goal is for more than 60 percent.

Special Correspondent Aidan O. Sullivan in Dublin, Ireland, contributed to this report.

The new and the old

Overnite Transportation Co. of Richmond, Va., bought 80 WhiteGMC Integral Sleeper tractors to replace 80 1984-model Integral Sleepers that had racked up an average of 1.5 million miles in six years. Taking possession of one of the new tractors are, from left, Overnite's Dennis McCurry, maintenance vice president; A.W. Duke Jr., chief operating officer; and Thomas W. Boswell, chief executive officer. Turning over the truck were Eugene L. Tunila, Volvo GM executive vice president for manufacturing, and Terry Young, president of Southern WhiteGMC. The tractor on the right is the new model.

THANKS FOR THE MEMORY

When an automotive engine electronic controller malfunctions, it is typically removed and replaced by the auto dealer's service department. Future engine controllers, rather than being relegated to the scrap heap, may be diagnosed and returned to service at the auto dealership.

A new technology, known as 5V flash electrically erasable/programmable read only memory, allows automotive subsystems like engine and transmission controllers to be programmed or reprogrammed right in the vehicle. Once a proper network is put in place, dealers across the country could have the ability to download the latest engine specifications direct from the auto manufacturer's mainframe computer, right into the EPROM-based engine controllers of their customers cars.

Such a system could have far-reaching benefits to drivers. For example, a person relocating from Miami to Denver could have his car reprogrammed for maximum efficiency in high altitudes once he arrives in Colorado. Or a "software tuneup" could be made a part of every regularly scheduled maintenance visit to the local garage.

According to Texas Instruments Inc.'s Semiconductor Group in Dallas, which manufactures programmable memory devices, automakers are putting plans in place to convert to the new technology. The company expects flash memory-based engine controllers to appear in automobiles within the next two or three years.

MISFIRE DETECTOR EXTINGUISHES ENGINE PROBLEM

An inexpensive early-warning system, developed by engineering researchers at the University of Michigan, may one day protect drivers from an economic and ecological demon hidden under the hoods of their cars. The culprit is "silent" engine misfires which can cause costly and air-polluting catalytic-converter damage.

At a recent demonstration of the new U-M system in Ann Arbor, Mich, William B. Ribbens, associate professor of engineering and director of the university's vehicle electronics laboratory, said, "It's important to detect and correct the problems that cause misfires early because continuous misfires can damage catalytic converters which cost $400 to $700 to replace. When misfires occur, the average driver doesn't even notice. At most, the driver may be aware of a slight drop in acceleration."

According to Ribbens, typical causes of engine misfires include a poorly tuned engine, fuel-injector failure and ignition failure. Misfires occur when fuel is incompletely burned in the engine cylinder. Unburned fuel mixed with air passes into the car's exhaust system where it burns in the converter, causing temperatures to rise to damaging levels.

The U-M system is based on a magnetic sensor in the engine crankshaft that measures slight differences in engine speed (revolutions per minute) caused by combustion events. Based on rpm measurements, the sensor estimates the torque or turning force produced by each cylinder, which can be used to detect misfires through a method developed by U-M.

When one cylinder misfires, the sensor records the drop in torque and sends a signal, activating the dashboard indicator-light and notifying the driver to take the car in for service. Using the computer diagnostics feature, shop technicians can identify the misfiring cylinder and correct the problem.

Ribbens estimates the manufacturer's cost of the U-M system — complete with sensor, custom integrated circuit and associated software — to be about $10 per vehicle. U-M has applied for a patent on the system.

BOOK LEARNING AND SERVICE TRAINING GO HAND IN HAND

General Motors' automotive service educational program was an industry first when it was started by Delta College in University Center, Mich., in March 1980. Today the program is offered at 50 colleges and universities nationwide. Equally impressive, many auto companies now have service-technician training programs patterned after it.

GM's program is a two-year associate's degree program that prepares new service technicians for GM dealerships. Prospective students are sponsored by participating GM dealers. Students split time between the classroom and service department at their GM dealer sponsor.

The curriculum features courses not only in automotive technology and electronics, but also in math, reading and communication skills. GM helps train the college instructors and monitors school performance. The company also provides instructor updates, new vehicles, components and diagnostic equipment to keep prospective technicians abreast of the latest advancements.

AUTO CHEMICALS DEMAND TO NEAR $4 BILLION BY '94

North American automotive chemicals demand will increase 5 percent a year in the period 1989 through 1994 to $3.8 billion, according to a business research report produced by The Freedonia Group Inc. in Cleveland.

Other key conclusions in the report, entitled *Automotive Fluids and Chemicals*, are that a growing and aging vehicle stock, a proliferation of improved products and the growing prevalence of fuel injection will continue to stimulate demand for automotive chemicals; that factors moderating growth will be trends toward smaller engines and the introduction of better-performing, longer-lasting products; that appearance chemicals will remain the fastest-growing industry segment, spurred by slower motor-vehicle turnover and more convenient products with superior performance characteristics; and that automotive chemical demand will slightly lag growth in motor vehicles in use due to improved formulations and technological changes.

Maintenance chemicals will experience growth of nearly 6 percent annually to $620 million in 1994, based upon a large and aging vehicle stock, more convenient products and high new-car prices. Total demand for additives will increase 6.7 percent annually to $460 million.

Functional chemicals will remain the largest ($2.4 billion) but slowest-growing segment of the automotive chemicals industry as a result of improved, longer-lasting products and downsized automobiles requiring reduced quantities of chemicals. Motors oils and antifreeze/coolants will remain the dominant automotive fluids due to their frequency and ease of use. Auto lubes growth will result from continued demand for manual transmissions and applications such as door/hinge greases.

North American Automotive Chemicals by Market (million $)

	1989	1994	2000	% Annual Growth '89-'94
Do-It-Yourself	1,431	1,820	2,375	4.9
Professional	1,342	1,730	2,280	5.2
Orig. Equip. Mfgrs.	209	250	295	3.6
TOTAL	**2,982**	**3,800**	**4,950**	**5.04**

Competing against teams from 49 other states, California's Nathan Griffin, 17, kneeling at left, and David Fellows, 18, kneeling at right, of Morrow Bay High School, won first place in the Plymouth/American Automobile Association Trouble Shooting Contest in Washington. Each will receive a $2,500 scholarship and other prizes. Their instructor is Gary Villa, center. The trophy was presented by George Giek, left, director of AAA automotive engineering, and Lou Bitonti, national merchandising manager for Plymouth.

FEDERAL-MOGUL OBTAINS DAMAGES IN CALIFORNIA COUNTERFEITING SUIT

Federal-Mogul Corp. in Southfield, Mich., on June 5 announced a settlement was reached in a civil lawsuit the company brought against an automotive parts distributor for the passing off of automotive parts in counterfeit packaging.

The settlement in U.S. District Court for the Eastern District of California calls for the distributor, doing business as Mid-Valley Industrial Inc. and Hust Bros. Inc., both in Marysville, Calif., to pay Federal-Mogul damages in an amount described as in the "six-figure range."

Mid-Valley is owned by Sondra Lanza, and Hust Bros. by Roy Lanza. Both companies are operated by Roy Lanza. The Lanzas, along with their companies, were named as defendants in the suit.

The lawsuit resulted from the discovery by Federal-Mogul at a Lodi, Calif., auto parts store of thousands of counterfeit boxes containing oil seals not manufactured by Federal-Mogul. The store's owner had attempted to return most of the counterfeit-packaged oil seals, which were of substandard quality, to Federal-Mogul for credit toward updated inventory. In addition, counterfeit-packaged parts were stocked on the store's shelves for sale to customers.

Under deposition, the store's owner testified that the counterfeit packaging and seals were sold to him by Roy Lanza. At the Lanza operation, federal marshals confiscated tens of thousands of counterfeit oil-seal boxes which had been printed without authorization from Federal-Mogul. Lanza admitted that non-Federal-Mogul parts packaged in look-alike Federal-Mogul boxes had been shipped to his own retail stores and other stores for sale to parts installers and end users. Many of the parts were discontinued lines from other manufacturers and had been bought at auction.

In filing the lawsuit, Federal-Mogul cited violations of U.S. trademark laws, Federal Unfair Competition in violation of the Lanham Act, and State Unfair Competition in violation of the California Business and Professional Code and California Common Law Unfair Competition. The Lanzas and their companies admitted to counterfeiting and unfair competition as charged in the complaint.

No criminal charges were filed. However, criminal penalties can include up to five years in prison and fines of up to $250,000 for individuals and $1 million for businesses dealing in counterfeit goods.

Good Help Is Hard to Find

Survey reveals smaller labor pool, few qualified women in field

By: Al Fleming

Finding, hiring and firing technicians are all part of the day in-day out job of dealership service managers. The service department is his ship and he is the captain.

That's the way it was in the past, that's the way it is today and that's the way it is likely to be in the future, according to the 1990 *Automotive News* survey of dealer service managers.

Asked who hires technicians in their service departments, 87.4 percent of respondents said they do. That is down 4.3 percentage points from last year, but pretty much in the same area as previous surveys when figures ranged from 87.6 percent (1985) to 92.3 percent (1988).

However, the survey also shows that dealership owners are playing a more prominent role in hiring service help this year, while dealership managers are participating less.

According to the survey, 18.9 percent of dealership principals currently are taking part in calling the shots on new hires in their service shops. That is an all-time high and 5.3 percentage points above last year.

The rise in hiring participation by dealership owners reflects a tighter grip by owners on controlling operations in a difficult period of falling sales and profits.

At the same time, service-department hiring by dealership managers fell to 2.5 percent this year from 8.3 percent last year, and represented a low point for them.

Around the country, survey statements by service managers regarding hiring practices leave little doubt who they believe is most qualified to handle that task in their domains. Examples:

- Wichita, Kan.: "The service manager has the hands-on experience. He knows the department needs better than anyone. He's most qualified to do the hiring."
- Charleston, S.C.: "Only I, as service manager, know what I want and where to get it. The service people work for me, not the owner or sales manager."
- Galveston, Texas: "I'm the most qualified to interview technicians. I know a good one when I see one — usually."

But how about finding service help? Is it any tougher or any easier to find competent service technicians in 1990 than it has been in recent years.

The survey indicates skilled people are still plenty tough to come by. Of service managers surveyed, 67.3 percent said it is more difficult to find competent help today than it was a year ago.

There are a number of reasons why getting qualified people remains difficult: There simply are not enough skilled mechanics, particularly with computer and electronics knowledge, to meet demand; the pace of vehicle and service technology is outrunning the pace of training people; and other industries are competing for skilled personnel by offering higher pay and greater benefits.

This hardly bodes well for auto dealerships and the motoring public as vehicles become more electronically sophisticated.

"It's hard to find skilled people who can keep up with today's technology," said a service manager in a Chicago suburb. "You can get less-qualified people, but not enough who are properly schooled and trained. Believe me, good technicians are not walking the streets. Only the bad ones are, and the thieves and crooks."

A service manager in Rochester, N.Y., said, "In my county, there were 6,350 high-school grads in 1985. In the same county in 1990, there were less than 3,200 grads. There's a shrinking labor pool here."

One in Sacramento, Calif., said, "It's hard to find a dedicated technician who will keep abreast of new-car changes and attend technical training programs. We need them because vehicles are more complicated. There's more electronics. But it seems more technicians are leaving the field than entering it."

A service manager in Salem, Ore., put another spin on the subject. "We now drug-test for all new hires, and it's cutting down the number of available applicants," he said.

Meantime, while women car ownership is climbing and females are finding successful careers in many businesses and industries, the auto service bay remains a male's haven.

Only 3.8 percent of service managers surveyed said they have women on their payrolls. The dearth of female mechanics, the survey suggests, boils down to one key reason: There are very few qualified female applicants for auto-service jobs.

A service manager in Sioux City, Iowa said, "I think they could do the work, but there doesn't seem to be any interest by women. I have never had a woman apply. If a qualified woman would apply, I would hire her."

One in Pierre, S.D., said, "Women I've interviewed are interested in automotive careers, but not in repairing vehicles. I have no objections to employing women, but I haven't had any experienced applicants."

One in Wausau, Wis., said, "We have women working in our clean-up department, but there are no trained women technicians in this area that I'm aware of. At least, I haven't found one. I'd take them if I could get them."

Another in Rutherford, N.J., said, "I have had them in the past and expect to have them in the future. I have no problem with them, but I've never yet found one really interested in this field. If a woman were qualified, I'd look at her on the same basis as a man."

But there also are gripes by service managers who have had unhappy experiences.

"I've tried women. They whine too much. They're absent too much. They lower shop productivity, and the male technicians harass me about it," said a service department director in Asheville, N.C.

Another in New Orleans said, "The women complained that we don't have space for a separate dressing room."

Without a doubt, the service department is still a man's world. □

Automotive News Survey of Dealer Service Managers

Note: Figures indicate percent of total responses for each question, each year; in some cases, totals do not add to 100 percent because either multiple responses to a question were given or no response was given. Blank areas indicate questions that are new to that year's survey.

Question 1: What do you consider the business outlook to be for the automobile market in general and your dealership specifically for the next two years?

	Automobile Market 1990	1989	1988	1987	1986
Improve	36.5	34.1	44.3	50.0	61.2
Same	36.5	38.6	39.2	27.9	32.6
Worse	23.3	23.5	12.4	22.1	6.2
	Dealership 1990	1989	1988	1987	1986
Improve	62.9	74.2	78.4	74.3	88.0
Same	24.5	17.4	16.5	20.0	8.0
Worse	6.9	6.1	1.5	5.7	4.0

Question 2: Do you, as a service mnager, feel that your service department offers a potential for increased profits in the future?

	1990	1989	1988	1987	1986
Yes	92.5	95.5	94.8	94.4	98.0
No	5.7	3.0	5.2	5.6	2.0

Question 3: Do you feel that your dealership management believes the service department offers the potential for increased profits in the future?

	1990	1989	1988	1987	1986
Yes	88.7	95.5	92.8	90.0	96.0
No	8.2	1.5	6.2	10.0	4.0

Question 4: Do you, as a service manager, believe your dealership is spending enough on advertising and promotion to improve your service business?

	1990	1989	1988	1987	1986
Yes	67.9	65.9	67.5	62.5	74.0
No	28.9	33.3	30.4	37.5	26.0

Question 5: Who hires the service technicians in your service department?

	1990	1989	1988	1987	1986
Dealership owner	18.9	13.6	11.3	18.1	15.5
Dealership manager	2.5	8.3	5.7	2.7	2.9
Service manager	87.4	91.7	92.3	91.7	88.9
Other	1.3	9.8	10.8	—	—

Question 6: Compared to last year, finding competent service technicians today is:

	1990	1989	1988	1987	1986
Less difficult	6.9	4.5	3.1	—	—
Same	25.2	22.7	23.7	—	—
More difficult	67.3	71.2	71.1	—	—

Question 7: Do you have women service technicians?

	1990	1989	1988	1987	1986
Yes	3.8	1.5	5.2	—	—
No	96.2	98.5	92.3	—	—

Question 8: When your dealership buys new service equipment and services, are you involved?

	1990	1989	1988	1987	1986
Yes	96.2	97.0	96.4	100.0	100.0
No	2.5	2.3	3.6	0.0	0.0

If yes, which one statement below best describes you involvement?

	1990	1989	1988	1987	1986
Originate purchase request	54.1	59.8	57.6	53.5	62.0
Approve makes(s) selected	13.2	9.4	7.6	9.4	8.0
Negotiate terms	6.9	5.0	2.1	1.7	2.8
Give advice on needs	22.6	20.8	19.2	22.2	18.0

Question 9: Does your dealership plan to buy any service equipment this year?

	1990	1989	1988	1987	1986
Yes	60.4	49.2	58.8	59.2	55.0
No	37.7	46.2	38.1	40.8	45.0

If so, what type?

	1990	1989	1988	1987	1986
Tuneup	5.9	5.4	15.8	30.9	24.5
Wheel alignment	9.3	9.6	31.6	21.4	26.4
Wheel balance	2.5	2.3	12.3	14.3	11.8
Brakes	3.8	6.9	15.8	11.9	7.1
Transmissions	2.5	2.7	2.7	2.5	2.9
Engine overhaul	2.1	3.1	1.8	3.5	3.7
Refinishing	2.5	4.6	4.0	4.5	1.8
Frame-body straightening	0.3	0.2	0.7	1.1	0.8
Computerized diagnostic (console)	15.7	17.7	19.7	—	—
Computerized diagnostic (hand held)	9.3	6.2	9.3	—	—
Other	18.2	21.5	25.4	26.6	30.0

Question 10: Are 1990-model cars more profitable to service than those of previous years?

	1990	1989	1988	1987	1986
Yes	9.4	8.3	8.2	12.5	13.7
No	41.5	37.9	43.8	40.3	50.9
Same	47.2	52.3	46.4	47.2	35.4

Continued on page 12i

Calling the Shots

When it comes to buying equipment managers still have the last word

By: Al Fleming

When it comes to purchasing new tools, equipment and machinery for auto dealership shops, service managers are right in the thick of things.

Only 2.5 percent of those surveyed by *Automotive News* said they are not involved in the acquisition of service equipment. That is similar to last year's response (2.3 percent).

More than 96 percent said they participate in buying new equipment, also similar to last year (97 percent).

What's more, service managers are in an equipment-buying mood this year, more so than any time since the mid-1980s, with 60.4 percent saying their dealerships plan to go shopping for service equipment this year. That is up from 49.2 percent a year ago, but down slightly from the peak purchasing-intent year of 1985 (61.5 percent).

Computerized diagnostic equipment heads the list of requirements this year. Of service managers surveyed, 25 percent said they are in the market for this kind of equipment; 15.7 percent said they planned to buy console-type diagnostic units; and 9.3 percent listed hand-held types.

So much for spending money. How about making some? What's the profit outlook for 1990? Are 1990 model cars more profitable to service and repair than those of previous years? And are they more difficult to service than cars of the 1980s?

Of those surveyed, only 9.4 percent said 1990 models are greater profit generators in the service bay than cars of the past; 41.5 percent said they are less profitable, 47.2 percent said they are the same.

What's the problem?

"Electronic diagnostics have not kept up with vehicle electronics," said a service chief in Phoenix. "Manufacturers are late in releasing information. That means diagnosis is more difficult and more diagnostic time is required."

However, another in Lynn, Mass., said, "The newer the car, the more profitable because of the length of warranty periods. It's good business."

Noted a service manager in Boise, Idaho: "We're not having any difficulty with servicing GM products because technically they have changed very little in the past 2-3 years. We are working on the same engines and transmissions with the same scheduled maintenance recommendations."

A Santa Ana, Calif., service manager said, "New cars are less profitable. Service intervals have lengthened, the required services have been decreased, and the complexity of repair makes it more difficult to beat flat-rate times. Vehicle computerization and the complications added by smog regulations have created an electronic nightmare. Although we are finally getting diagnostic equipment and the training to go along with it, there will still be lag times before all technicians are up to speed."

From other parts of the country came these observations:

Provo, Utah: "Today's new cars are too complex to service properly while trying to stay competitive with the mass merchandisers. Cars are becoming electronic toys. It's even too difficult to speedily reach some components."

New Orleans: "The '90 cars are more profitable. It's becoming easier to diagnose problems, and prices for parts and labor are rising. Better equipment makes up

Continued from page 10i

Question 11: Are 1990-model cars more difficult to service than those of previous years?

	1990	1989	1988	1987	1986
Yes	48.4	37.1	40.7	—	—
No	21.4	25.8	25.3	—	—
Same	30.2	36.4	33.0	—	—

Question 12: How many hours per week is your service department open?

	1990	1989	1988	1987	1986
Less than 45 hours	16.4	20.5	12.9	11.1	18.0
45 to 50 hours	40.3	43.9	38.7	54.2	60.0
51 to 55 hours	20.5	15.9	22.7	20.8	14.0
56 to 60 hours	14.5	11.4	11.9	9.7	6.0
More than 60 hours	8.8	8.3	13.9	4.2	2.0

Question 13: How many employees are there in your service department including parts and service personnel?

	1990	1989	1988	1987	1986
1 to 10	26.5	29.5	23.2	25.0	28.0
11 to 20	33.4	34.1	32.0	27.8	18.0
21 to 30	10.1	10.6	15.5	33.4	36.0
31 to 40	14.5	13.6	11.3	6.9	8.0
More than 40	13.7	12.1	17.5	6.9	10.0

Question 14: What is your most profitable service operation?

	1990	1989	1988	1987	1986
Tuneup	30.2	39.4	37.6	50.7	24.0
Wheel alignment	9.7	15.2	12.9	14.5	6.6
Wheel balance	4.5	4.5	8.2	8.7	4.0
Brakes	24.1	28.0	32.0	34.8	25.3
Transmissions	15.0	22.0	13.9	15.9	6.6
Engine overhaul	7.0	15.2	9.8	10.1	13.3
Rustproofing	2.5	3.8	12.9		
Body shop	5.5	7.6	10.3	11.6	9.3
Other	29.1	20.5	14.9	13.0	10.6

Question 15: How much of the following contribute to your service profits?

1990	Significantly	Some	None
New car warranty work	38.4	53.5	4.4
Extended service contracts	31.4	61.0	3.1
General customer drive-in	64.2	32.1	0.0
Special service packages	45.9	40.9	7.5
1989	**Significantly**	**Some**	**None**
New car warranty work	37.9	56.8	1.5
Extended service contracts	25.0	65.2	6.8
General customer drive-in	77.3	21.2	0.0
Special service packages	40.2	51.5	4.5
1988	**Significantly**	**Some**	**None**
New car warranty work	41.2	50.0	7.2
Extended service contracts	36.1	56.2	3.6
General customer drive-in	73.6	23.8	0.0
Special service packages	38.7	46.9	7.7
1987	**Significantly**	**Some**	**None**
New car warranty work	40.3	54.2	5.5
Extended service contracts	34.3	62.9	2.8
1986	**Significantly**	**Some**	**None**
New car warranty work	40.8	48.9	10.2
Extended service contracts	27.0	66.6	6.4

Question 16: Do you subcontract service work to specialists for jobs involving high-tech repair?

	1990	1989	1988	1987	1986
Yes	53.5	41.7	—	—	—
No	45.3	58.3	—	—	—

Question 17: Has your shop had any difficulties with today's high-tech basecoat/clearcoat paints?

	1990	1989	1988	1987	1986
Yes	40.3	40.2	—	—	—
No	56.0	53.8	—	—	—

Question 18: Does your service department offer quick lube/oil change service?

	1990	1989	1988	1987	1986
Yes	44.0	47.7	—	—	—
No	55.3	50.0	—	—	—

Question 19: If not, does it plan to in the near future?

	1990	1989	1988	1987	1986
Yes	20.8	50.0	—	—	—
No	77.2	48.5	—	—	—

Question 20: Does your service department offer detailing to customers?

	1990	1989	1988	1987	1986
Yes	50.9	65.9	—	—	—
No	48.4	32.6	—	—	—

Question 21: If not, does it plan to in the near future?

	1990	1989	1988	1987	1986
Yes	8.8	7.0	—	—	—
No	91.2	93.0	—	—	—

Question 22: What is your age?

	1990	1989	1988	1987	1986
18 to 24	1.3	1.5	2.1	2.9	4.0
25 to 29	3.8	13.6	8.8	9.7	16.0
30 to 34	15.1	13.6	18.6	15.3	16.0
35 to 39	28 9	21.2	20.6	26.4	26.0
40 to 44	20.1	19.7	18.6	20.8	16.0
45 to 49	10.7	14.4	12.9	8.3	10.0
50 to 54	6.3	9.8	8.8	6.9	2.0
55 to 59	6.3	2.3	5.7	6.9	4.0
60 to 64	7.5	3.0	2.1	1.4	6.0
65 or over	0.0	0.0	1.0	1.4	—

Question 23: Before becoming a service manager at your present or at any other dealership what type of job did you have?

	1990	1989	1988	1987	1986
Write-up man	44.0	34.8	34.2	30.6	24.6
Mechanic	27.0	49.2	51.0	43.4	43.4
Parts manager	9.4	15.2	21.1	7.3	8.6
Other	18.9	34.1	37.1	18.7	23.4

Question 24: How many years have you been a service manager (including time spent at previous dealerships)?

	1990	1989	1988	1987	1986
1 to 3	24.0	26.5	24.9	20.8	19.6
4 to 7	25.0	23.5	19.7	19.4	33.3
8 to 11	17.0	23.5	22.3	26.4	17.6
12 to 15	5.7	9.8	12.4	13.9	5.8
16 to 19	10.7	5.3	8.8	8.4	9.8
20 or more	17.0	10.6	11.9	11.1	13.9

Question 25: What was your total compensation last year for being a service manager?

	1990	1989	1988	1987	1986
Less than $15,000	0.0	3.0	0.5	2.7	4.1
$15,001 to $19,999	5.0	5.3	3.1	11.3	4.1
$20,000 to $24,999	8.8	6.8	11.9	14.1	18.7
$25,000 to $29,999	13.2	12.9	11.3	7.0	10.4
$30,000 to $24,999	13.8	14.4	12.9	9.9	8.3
$35,000 to $39,999	9.4	9.1	12.9	12.7	20.8
$40,000 to $44,999	11.3	10.6	9.8	11.3	14.5
$45,000 to $49,999	9.4	7.6	5.7	9.9	6.2
$50,000 or more	27.0	26.5	25.8	21.1	12.5

Question 26: What was your total compensation for being a service manager based on?

	1990	1989	1988	1987	1986
Salary only	13.2	15.2	12.9	15.3	9.4
Salary + overtime	0.0	0.8	0.0	0.0	1.8
Salary + bonus	40.3	34.1	42.8	31.9	26.7
Salary + incentive	39.0	35.6	30.9	41.7	43.6
Salary + stock	0.3	1.5	0.0	1.4	—
Salary + other	6.3	11.4	11.3	9.7	18.5

Question 27: Do you believe your salary and benefits are commensurate with your experience?

	1990	1989	1988	1987	1986
Yes	57.9	56.8	62.9	50.0	48.9
No	39.6	40.9	33.0	50.0	51.1

for the greater complexity of new cars."

South Bend, Ind.: "Less maintenance requirements are reducing profit opportunities. The general public views vehicles as maintenance-free. You must work smarter with each new-car buyer to explain preventive maintenance."

Bayonne, N.J.: "Much of our work is warranty-related. That's less profit for more work. On the other side, new cars are harder for do-it-yourselfers to work on, and we have the advantage of high-tech equipment and training."

The survey indicates an upward trend by dealership service managers in subcontracting out high-tech repair jobs to specialists. This year, 53.5 percent said they ship out various kinds of work, compared to 41.7 percent last year.

"We remove and send out clusters for repair — audio systems, clocks, etc.," said a service director in Wilmington, Del. "We don't do enough dashes to make servicing them profitable in-house."

One in Great Falls, Mont., said, "At present, we have no four-wheel alignment equipment. We also send out instrument clusters and radios. We are not equipped to repair them, nor does the factory offer training."

However, a service manager in Jacksonville, Fla., said, "All work is performed at our dealership. One of our mechanics is John Adams, Toyota's two-time national-champion master technician."

More than 40 percent of those surveyed — the same as last year — said they are having difficulties with high-tech basecoat/clearcoat paints on cars.

"I think a lot of it has to do with not getting proper training," said a service manager in Houston. "Sometimes the factory comes out with new paints and procedures, and we aren't ready for them. The colors are tough to match. That creates problems."

One in Boise, Idaho, said, "Our body-shop, personnel have all received extensive factory training. The only coatings we have trouble with are the pearl colors used by Cadillac Allante. It often takes several tries to get a good match."

According to the survey, tune-ups continue to be the most-profitable service operation. Rounding out the top five profit-makers are transmission work, brake service and repair, wheel alignment and engine overhauls.

New-car warranty work and extended service contracts continue as moderate contributors to dealership profitability, while business from general customer drive-in is declining, and income from special service packages is rising.

Of those surveyed, 64.2 percent said general customer drive-in contributes significantly to profits. That is down considerably from 77.3 percent in 1989 and 73.6 percent in 1988.

However, 45.9 percent said special service packages and promotions are significant contributors to profits. That is up from 40.2 percent last year and 38.7 percent in 1988.

Exactly 44 percent of those surveyed said their dealerships offer quick lube/oil change service, down a bit from 47.7 percent last year.

Those who do not offer this service were asked if they plan to adopt it in the near future. Only 20.8 responded affirmatively, down from 50 percent last year.

Regarding the practice of "detailing" — painstaking cleaning and polishing of vehicles, for which customers are charged upwards of $100 — 50.9 percent of service managers said they offer it. That is down from 65.9 percent last year.

Only 8.8 percent of those who do not offer the special service said they intend to do so in the near future. □

JOE WILSSENS

Gregg Kamsickas, driveability mechanic at Dick Huvaere's Richmond Chrysler-Plymouth-Dodge, hooks up a computerized analyzer to diagnose an engine.

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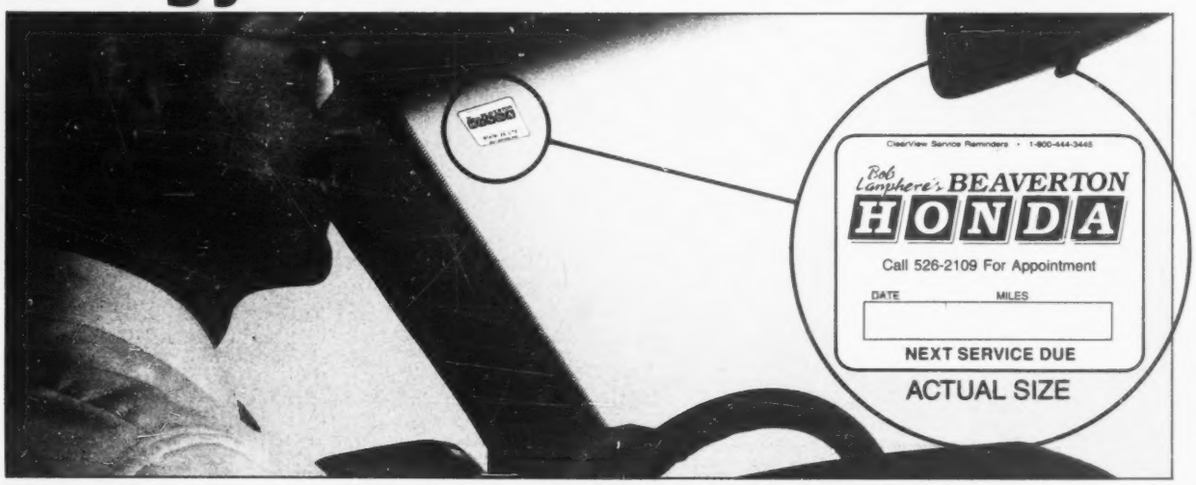

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Circle ReaderService #43

ON ICE: *National TV viewers won't see Capri spots until L-M builds supplies of in-demand ragtop*

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

To make sure their ads don't reach the market before the product is in adequate supply, Lincoln-Mercury is holding release of its national television ads for its 1991 Mercury Capri until mid-August. The car officially went on sale July 19.

While print ads debuted in national magazines last week, and movie goers will see the car when a specially made commercial breaks in movie theaters this Friday, the television ads will roll out Aug. 13.

L-M is delaying the television spots because they have only 3,000 of the Australian-made vehicles in dealer stock.

In 1985, when L-M introduced its now-defunct Merkur brand, the car was heavily advertised before it was readily available. Many dealers felt that limited availability crippled the launch and helped contribute to its demise.

Consumer interest in Capri is high and dealers have ordered 40,000 cars, said Ian McAllister, L-M general marketing manager.

"Dealers report heavy traffic as a result of (stories in) the buff books," said McAllister.

Last week, there were 3,000 Capris in dealer stock. Another 4,500 are expected to arrive by boat by the time the television ads break. McAllister said the campaign's media schedule will be stepped up considerably from that time through September.

Because the cars are in limited supply, regions where small specialty cars like Capri do well will get them first.

McAllister said dealers in the northeast will have first dibs on the cars because of that area's limited convertible-driving season. Dealers on the East and West Coasts and in the Atlanta areas will get cars soon after.

L-M is concentrating its marketing efforts on more than a dozen major cities, including Detroit, Los Angeles, Philadelphia, Dallas, Houston and New York.

The marketing campaign is aimed squarely at buyers under age 30 with an average income of $35,000, said McAllister.

The four television commercials feature a red Capri on a simple white background with animated graphics. One, entitled "Man in Box," stars a "stick man" who breaks out of his box to get behind the steering wheel of a Capri, all to music reminiscent of the 1960s. Another, "Steel Bikini," features the car on a beach blanket soaking up sunshine.

McAllister said the ads are a "very light-hearted way of presenting the product" and are designed to convey that Capri is fun to drive.

In addition to the television and print campaigns, L-M is hoping to tie in to the summer movie craze. Starting July 27, a commercial entitled "Breaking Up" will be shown in about 1,000 Screenvision Cinema movie theaters around the country.

The 60-second spot portrays a young couple ending a romantic relationship. It closes with the woman laughingly riding off in her red Capri convertible. The commercial is so low-key, it is not obvious that it is an ad until the words "Mercury Capri" appear.

The theater ads run until Aug. 23. McAllister said the ads will not appear with movies whose content is offensive to many audiences. Otherwise, L-M has no control over which movies the commercials will be paired with, he said.

He believes the theater is an "excellent place to reach the young audience" that Capri has targeted. "It provides a story that is of interest before you know it's an ad."

McAllister declined to disclose the Capri ad budget. *Advertising Age*, a sister trade publication to *Automotive News*, estimates the figure to be $20 million.

Print ads for the Capri, which officially went on sale July 19, debuted in national magazines on July 16. Lincoln-Mercury is further supporting the campaign with a specially made commercial for movie theaters as well as with billboards and brochures for dealers.

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Circle ReaderService #23

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Circle ReaderService #24

Trucks lead the way as U.S. sales rise

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Early July sales of 254,486 domestic cars and trucks rose 2.69 percent above 1989. Trucks, with an increase of 5.61 percent, accounted for most of the gain. Car sales were up 0.91 percent.

Sales of U.S.-built cars totaled 155,213, the highest for July 1-10 since 1987 when 165,910 were sold.

Trucks added 99,273 units to the early-July sales total.

The July 1-10 period had seven selling days in both 1990 and 1989.

Among the Big 3, gains by General Motors and Ford Motor Co. offset a 16.27 percent decline in Chrysler Corp. car and truck sales.

GM's car-truck sales advanced 6.73 percent in early July.

Chevrolet, Cadillac and Oldsmobile posted car gains, and Chevrolet and GMC notched truck advances. Truck sales were up18.16 percent; cars rose 0.94 percent.

Ford Motor Co.'s total vehicle sales increased 2.82 percent over the year-ago period. Light-trucks were the strong suit with a 6.09 percent increase; cars posted a gain of 0.60 percent.

Lincoln sales continued strong with an early-July increase of 29.60 percent. Mercury sales rose 4.04 percent with gains for Sable and Grand Marquis, while Ford Division slipped 3.84 percent. Escort, Mustang and Taurus sales dropped.

Big 3 combined car and truck sales of 235,940 units in the early-July period were 1.24 percent ahead of 1989.

Four of the five Japanese transplants reported year-to-year sales gains in the July 1-10 period.

Nissan reported the only loss. Its total car-truck sales were off 28.84 percent from last year.

Honda's domestic sales rose 13.50 percent above the comparable period last year, and Mitsubishi Eclipse sales were 8.24 percent above the 1989 period.

Mazda's sales nearly tripled this year, but Mazda now builds both the MX-6 and 626 in the United States. The 626 was not assembled in this country a year ago.

Toyota's domestic-car sales continue to rise. Sales of Camrys and Corollas tripled. The total was 4,930, compared to 1,694 last year.

July 1-10 brought sales of 304 U.S.-built Subaru cars and 79 U.S.-built Isuzu trucks.

So far this year, 3,721,290 U.S.-built cars have been sold, 3.15 percent or 120,942 units below 1989.

Transplants account for 14.63 percent of total car sales to date this year, up from 9.83 percent a year ago. Part of the increase is due to new lines of cars and higher production at plants that were in the startup phase a year ago.

With seven selling days in the July 1-10 period, 36,355 cars and trucks were sold per day, compared to 35,403 in the 1989 period.

10-DAY SALES

DOMESTIC BUILT

	July 1-10, 1990	July 1-10, 1989
CARS		
Eagle	1,166	1,013
Chrysler	5,737	4,440
Dodge	5,744	9,059
Plymouth	3,961	5,937
CHRYSLER MTRS.	**16,608**	**20,449**
Ford	32,932	34,248
Lincoln	5,486	4,233
Mercury	8,841	8,497
FORD MOTOR	**47,259**	**46,978**
Buick	10,072	12,513
Cadillac	5,005	4,148
Chevrolet	36,320	33,747
Oldsmobile	11,470	11,414
Pontiac	12,136	12,482
GENERAL MTRS.	**75,003**	**74,304**
HONDA	**7,517**	**6,623**
MAZDA	**1,154**	**414**
MITSUBISHI	**775**	**716**
NISSAN	**1,663**	**2,639**
SUBARU	**304**	**—**
TOYOTA	**4,930**	**1,694**
U.S. CAR TOTAL	**155,213**	**153,817**
TRUCKS		
Chrysler	53	49
Dodge	10,604	11,102
Jeep	4,126	6,105
Plymouth	3,936	4,488
CHRYSLER MTRS.	**18,719**	**21,744**
FORD MOTOR	**33,917**	**31,969**
Chevrolet	33,923	30,445
GMC	9,223	7,160
Oldsmobile	602	—
Pontiac	686	—
GENERAL MTRS.	**44,434**	**37,605**
ISUZU	**79**	**—**
NISSAN	**2,124**	**2,683**
U.S. TRK. TOTAL	**99,273**	**94,001**
U.S. CAR-TRUCK TOTAL	**254,486**	**247,818**

There were 7 selling days in the period this year and 7 last year.

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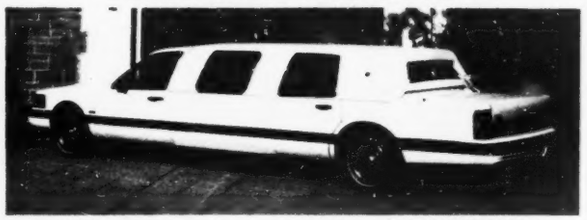

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Circle ReaderService #25

Trooper, Ford van get poor marks

Head injuries 'likely' in head-on 35-mph crash, NHTSA says

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The latest government crash tests show that drivers and front-seat passengers in an Isuzu Trooper II or Ford Club Wagon van would likely sustain head injuries in a head-on collision at 35 mph.

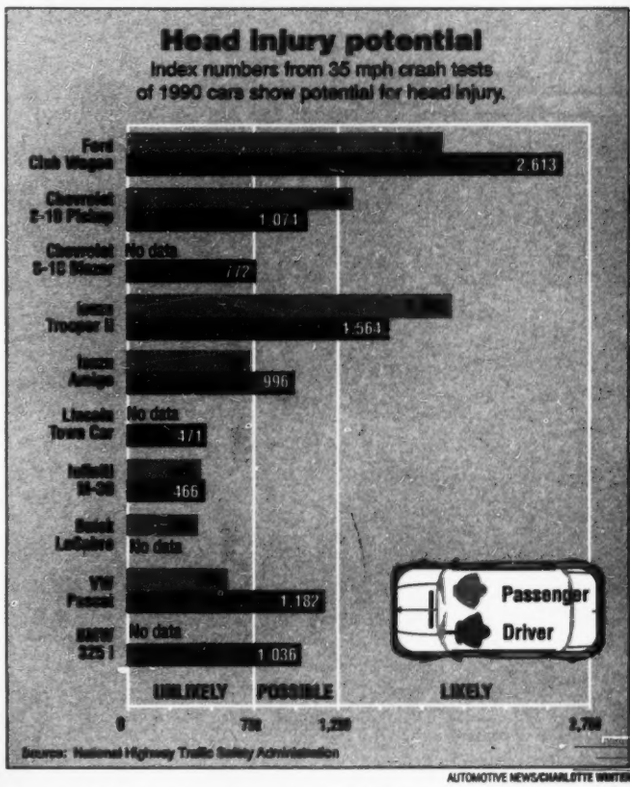
The Trooper's scores of 1,564 for the driver and 1,952 for the passenger are the highest among the four 1990 sport-utilities tested by the National Highway Traffic Safety Administration so far this year.

The latest round of results brings to 26 the number of scores released in the 1990 model year. A total of 36 vehicles will be tested in the New Car Assessment Program.

NHTSA says that a test score above 1,250 indicates head injury is likely; between 750 and 1,250, possible; and below 750, unlikely.

The test is equivalent to a head-on collision between two vehicles traveling at 35 mph.

Two other sport-utilities were tested in the latest round. The Isuzu Amigo's driver score fell in the "possible" range and its passenger score in the "unlikely" range. The Chevrolet S10 Blazer had a "possible" driver-side rating. Passenger scores were not available because of electronic problems during testing, NHTSA said.



AUTOMOTIVE NEWS/CHARLOTTE WHITE

In an earlier round, the Toyota 4Runner received a "likely" score of 1,306 for the driver side and a "possible" 1,133 score for the passenger side.

The Ford Club Wagon van had a head-injury score of 2,613 for the driver and 1,896 for the passenger — both "likely." The Club Wagon is the first 1990 van tested in the program. NHTSA says comparisons are valid only between vehicles of the same size and weight.

The Chevrolet S10 pickup was the only vehicle tested in the light-truck class. It recorded a driver-side score in the "possible" injury range and a passenger score in the "likely" range.

In the passenger-car category, the BMW 325i and Volkswagen Passat were tested as medium-weight cars. The 325 had a driver-side head-injury score of 1,036 — "possible" injury. No passenger-side score was available because the seat belt broke during testing. NHTSA said the belt was not defective.

A Passat driver would suffer "possible" head injury, and a passenger would be "unlikely" to be injured, the test showed.

Three heavy cars also were tested: Buick LeSabre, Lincoln Town Car and Infiniti M30. Head injuries were deemed "unlikely" for front-seat occupants in the Infiniti. Because of electronic problems, only one score is available for the other cars. Injuries would be "unlikely" for a Town Car driver and LeSabre passenger.

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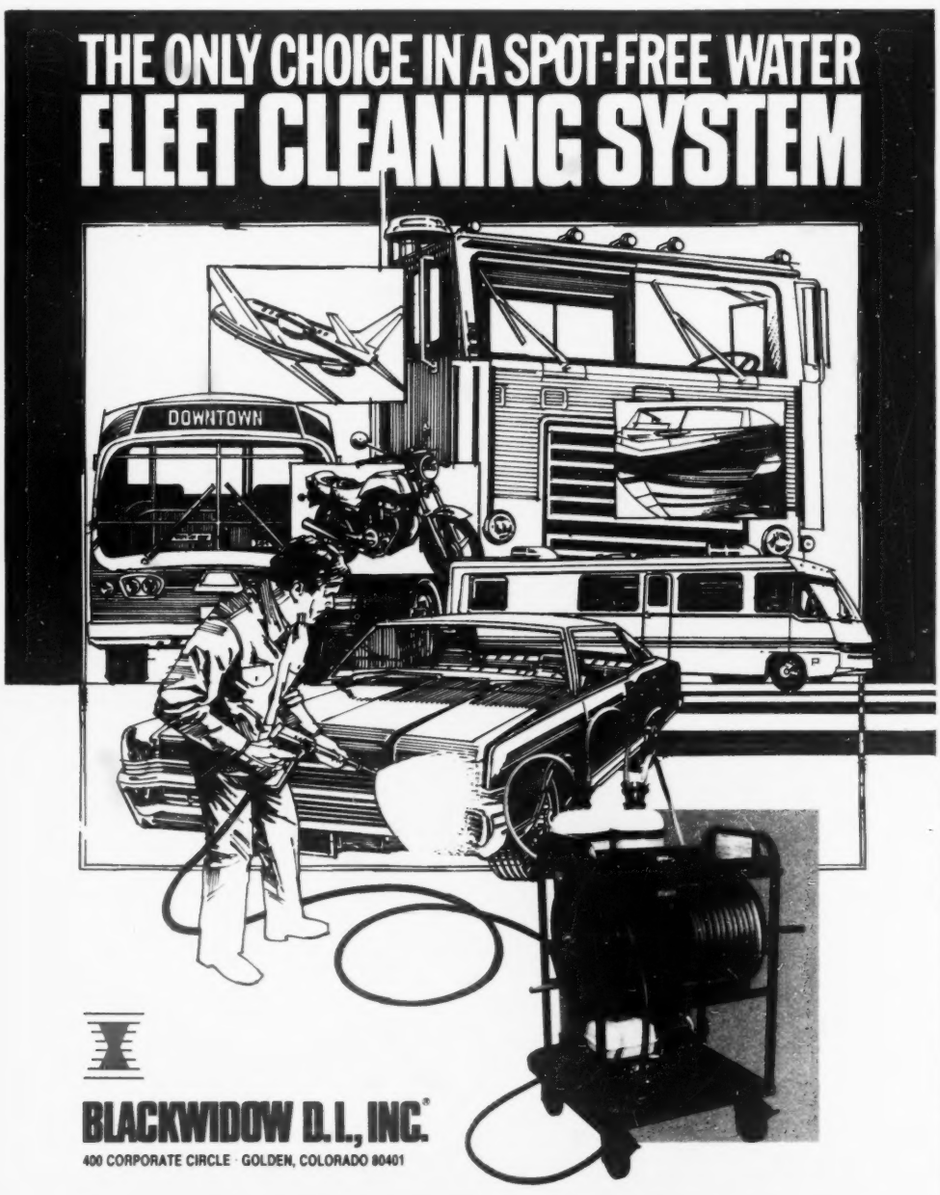

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Circle ReaderService #26

Chrysler targeted for recall

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Center for Auto Safety has asked the federal government to recall 5.5 million front-wheel-drive Chrysler cars and minivans, alleging that they fail to hold the transmission in park.

In its petition to the National Highway Traffic Safety Administration, the center said two deaths and 20 injuries have been attributed to the alleged defect. In all, the center's and NHTSA's files contain 76 complaints of transmissions jumping into gear.

The vehicles covered in the petition are:

- 1981-89 Dodge Aries and Plymouth Reliant
- 1982-87 Dodge 400 and Chrysler LeBaron
- 1983-88 Dodge 600, Plymouth Caravelle and Chrysler New Yorker
- 1984-89 Dodge Caravan and

Chrysler Corp. said the cars are not defective.

"We don't know of any problem that the center may be alleging — all they have is a couple of incidents that they believe a vehicle moved out of park," said Albert J. Slechter, Chrysler's federal government affairs director.

The center said it received several complaints this spring from Chrysler owners and decided to investigate government files. "It became apparent there was a problem," said Michael Johnson, a member of the center's vehicle safety staff.

Johnson said the problem apparently affects Chrysler vehicles based on the K-car platform, with a column-mounted transmission shift lever.

All the vehicles were available with the same engine (2.2-liter) and transmission, Johnson said.

NHTSA is reviewing the petition and will decide whether to open an

June decline pulls Europe's midyear sales below '89

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — After five years of soaring, European new-car sales are beginning to sputter.

Sales in 17 Western European countries fell 10.3 percent in June to 1,086,200 units, according to figures compiled by *Automotive News* from various industry sources. Midway through 1990, the sales pace was running behind last year's, which brought a full-year record of 13.4 million cars. Six-month sales totaled 7,210,300, down a scant 0.3 percent from 7,235,600 during the first six months of 1989.

Europe has seen monthly downturns before during its unprecedented five years of growth, but they have been isolated. Indeed, the June decline followed a 3 percent increase in May.

But a clearly slower trend has emerged. Last month's decline, for example, was felt in all major markets — West Germany, Italy, France, the United Kingdom and Spain.

For the first half, Volkswagen Group held a narrow lead over Fiat Group after being pulled down in June by the declining West German market. The group's VW, Audi and Seat brands were up 2.4 percent for the first half to 1,085,500, or 15.1 percent of the market. But in June, the VW group dipped 10.1 percent to 158,000 units.

Overall West German sales slipped 7 percent in June to 263,000, according to preliminary estimates. But volume remained 2.8 percent above last year's midyear total, at 1,573,700.

For the first half, Fiat Group's sales across Europe fell 0.2 percent below last year's to 1,081,400. That was 15 percent of the market and was within an eyelash of first-place VW.

Italy is by far Fiat's most important market. The group, including Lancia and Alfa Romeo, was hurt by the market's overall 5.7 drop to 208,800 units during June. Italy was 1.8 percent ahead of 1989 at the end of June, with 1,363,100 new-car sales.

Third-place Peugeot S.A., counting the Peugeot and Citroen brands, was down 1.4 percent from last year at 931,000 sales. It held a market share of 12.9 percent at midyear. France's other manufacturer, Renault S.A., was off 0.1 percent in the first six months to 721,400, or 10 percent of the European market.

Sales in France tumbled 9 percent in June to 148,300 units, according to preliminary estimates. But France was still running 5.4 percent ahead of last year, at 1,186,000 sales.

Europe's two American-owned manufacturers, General Motors and Ford, each fell back in June.

GM has been Europe's fastest-growing maker during the past 18 months. In June, it dropped 0.2 percent to 134,000. Still, GM posted the biggest six-month increase among the volume carmakers: a 3.1 percent rise to 859,000 units, good for 11.9 percent of the market.

Ford has been hurt by the continuing slide in its most important European market, the United Kingdom. For the first half, Ford sales declined 2.4 percent to 824,900. Its market share was 11.4 percent.

The total United Kingdom market, where Ford is the unchallenged leader with more than 25 percent of sales, tumbled 18.3 percent in June to 141,700. The downturn now taking hold throughout Europe emerged sooner in the United Kingdom, where high interest rates have dampened consumer demand. Six-month sales were down 10.9 percent at 1,065,100.

Spain, Europe's fifth-largest market, continues to lose ground after a three-year boom that began in 1986. Sales in June dropped 21 percent to 96,800 units and were off 9.9 percent in the first six months at 540,100.

Among Europe's specialist makers, Mercedes-Benz AG was 1.7 percent behind 1989 at 224,600 sales for the first half. Arch-rival BMW AG was down 7 percent at 196,700.

Japanese carmakers combined held 10.8 percent of the Western European market through June on sales of 778,700 cars, a 2.7 percent increase over the year-ago period. Nissan was tops with 199,100, a 2.8 percent share at midyear.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	6 Months 1990	Pct. change vs. 1989
West Germany	1,573,700	+ 2.8
Italy	1,363,100	+ 1.8
France	1,186,000	+ 5.4
United Kingdom	1,065,100	−10.9
Spain	540,100	− 9.9
Netherlands	315,700	0.0
Belgium-Luxembourg	299,400	+ 8.7
Switzerland	196,500	+ 5.1
Austria	164,800	+ 4.5
Sweden	135,400	−17.0
Portugal	102,700	− 6.7
Finland	83,600	−19.0
Ireland	52,700	+ 7.0
Greece	51,200	+37.0
Denmark	47,600	+ 4.0
Norway	32,700	+21.1
Total	7,210,300	− 0.3

EUROPEAN SALES

Manufacturer	6 Months 1990	1990 share*	6 Months 1989	Volume change (%) '90 vs. '89
Volkswagen	1,085,500	15.1	1,060,000	+ 2.4
Fiat Auto**	1,081,400	15.0	1,100,400	− 0.2
Peugeot S.A.***	931,000	12.0	944,000	− 1.4
General Motors****	859,000	11.9	832,800	+ 3.1
Ford†	824,900	11.4	845,600	− 2.4
Renault	721,400	10.0	729,900	− 0.1
Mercedes-Benz	224,600	3.1	228,600	− 1.7
Rover	205,200	2.8	215,900	− 5.0
Nissan	199,100	2.8	216,700	− 7.7
BMW	196,700	2.7	211,400	− 7.0
Toyota	186,200	2.6	180,400	+ 3.2
Mazda	141,600	2.0	122,700	+15.4
Volvo	133,100	1.8	146,400	− 9.1
Mitsubishi	90,300	1.3	89,100	+ 1.3
Honda	79,500	1.1	72,400	+ 9.8
Others	250,800	3.5	240,300	+ 4.4
Total	7,210,300	100.0	7,235,600	− 0.3

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
†Includes Jaguar
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, Saab, North America

ADVICE

FROM PAGE 3

lage Cadillac in Dallas, as vice chairman for dealer relations.

"Spend $10 billion to $20 billion on a massive early retirement program for 60 to 80 percent of all middle managers.

"Cut GM's technology spending by 15 percent and double its training spending.

"Borrow one of my Pathfinders or my wife's Saab and drive it exclusively for a year to get a feel for a great, reasonably priced car."

Robert H. Waterman, Jr., author of *The Renewal Factor*, co-author of *In Search of Excellence*.

"Focus on quality. Listen to your front-line employees and customers.

"Figure out what makes your European operations work so well and import that.

"Give Americans good reasons to prefer GM cars, and I'll be the first in line."

Ann Landers, syndicated columnist

"Pray a lot. The next three years are going to be rough for the automotive industry.

"Meanwhile, go with your gut. It has served you well. Good luck!"

Yokich

Stephen Yokich, director, UAW, General Motors department

"You'll do better if you disregard a lot of what you hear from the Wall Streeters, analysts and others whose vision can't get past a quarterly statement, in favor of soliciting and acting upon the insights available from the hard-working and knowledgeable UAW members who build GM's cars."

TOYOTA

FROM PAGE 3

60,000 units, output that will probably inch higher. In California, New United Motor Manufacturing Inc., a 50-50 joint venture with General Motors, will build about 100,000 Corollas this year, up from about 80,000 last year.

● NUMMI is also expanding to build 100,000 small pickups a year. Considering the obstacles it faced to obtain local approvals for the project, further expansion looks unlikely. The company spent nearly a year satisfying strict air-quality laws — and that was simply to reactivate an unused production line, which was formerly operated by GM.

Toyota declines to speculate about what product a fourth North American plant might build.

The entry-level Tercel would seem a logical choice. In volume terms, it placed third in Toyota's lineup last year (97,577 sales), behind Camry and Corolla. Two Japanese-badged competitors, Honda Civic and Nissan Sentra, are built in the United States.

Another possibility is a full-size pickup. McCurry has been outspoken in his desire for a large, U.S.-made workhorse truck. According to the sales executive, the move would satisfy dealers who say a Toyota entry would score well against Chevrolet and Ford.

Yet another possibility for U.S. production, say company sources, is a car along the lines of the Crown, a six-passenger sedan sold in Japan.

Such a move would bear out indications of growing interest at Toyota in the family-sedan market now dominated by the Big 3.

"Our next move probably will be into the big family-car market, where we've never really been a player," confided one U.S. sales executive.

IMPORTS

FROM PAGE 6

able to compete with Japanese makes," he said. "But I'm quite concerned about the situation after the transition period. We had a period of restrictions in the United States, but they continue year after year."

Japan and the United States agreed to a cap on car imports in 1981. Today Japan unilaterally restricts car shipments to the United States to 2.3 million annually.

"So I'm very much afraid if, for instance, the French manufacturers cannot reach the (competitive) level of the Japanese, they will say, 'Please, continue this restriction for another year,' " Tsutsui said. "I don't know whether they can promise that after three years or five years the market will be completely open."

Osawa of Nissan still holds out hope for a satisfactory resolution.

"There were a lot of reports after the Luxembourg conference that the transition period should be five years," he said. "But I don't think it is definitely and officially decided."

Japanese officials in Europe argue that even in a completely unrestricted environment, they could not quickly increase market share.

"It's not easy to expand a sales network in those (now-restricted) countries," said Tsutsui. "Some dealers don't want to deal with Japanese manufacturers because the situation is still uncertain."

Osawa said it takes several years to build an efficient sales network, "so it is impossible to make a kind of avalanche of Japanese cars in Europe."

Tsutsui also argued that European companies, not the Japanese, will benefit from the opening of the Eastern European markets.

"Compared to the European manufacturers, Japan is quite behind in terms of the East Bloc countries," he said. "We have less chance and maybe no chance to step into the East Bloc countries."

SUNRAYCE

FROM PAGE 3

weather, practicality couldn't be sacrificed for the sake of good aerodynamics, low weight or high efficiency.

To compete, the rules stated that racers had to fit inside a box 19.7 feet long, 6.6 feet wide and 5.2 feet tall. Single-person racers were allowed a 13.7-foot-long solar array. Vehicles with a pilot and passenger were allowed a 19.7-foot-long array. Organizers also required that the cockpit be fully enclosed on the bottom. Seats had to have five-point safety harnesses.

While these requirements hardly affected the creativity of the students or the diversity of the finished racers, they did push designs in a sleek and lean direction.

Excellent aerodynamics were vital to success. While the best production automobiles have drag coefficients between 0.29 and 0.32, sun-powered racers knifed through the air with drag coefficients closer to 0.15. That's about the same as modern fighter aircraft.

Because the cars operate on the smallest trickle of electricity generated by an array of photovoltaic solar cells and stored in batteries to power electric motors, they had to be light. Most of the vehicles were constructed using exotic sandwiches of composite materials and aluminum sheet. Weights ranged between 440 to 750 pounds.

Power produced from the cars' silicon-disc solar panels fell somewhere between 1,000 and 2,000 watts. Experts said a typical solar panel for the vehicles cost teams about $15,000. But some schools budgeted more than $80,000 for their panels.

Most teams used light and powerful silver-zinc batteries to store panel-generated electricity. But some schools tried alternatives. The University of Ottawa used zinc-bromide batteries. And the University of Texas fielded a hydrogen battery.

Power was provided to a small, highly efficient electric motor. As many as 18 of the racers used a direct-current brushless motor built by Unique Mobility of Inglewood, Calif. That motor, which the maker claims is 96 percent efficient, weighs just 13.5 pounds and produces 20 horsepower.

Other racers fitted motors of their own design. One of these provided a peak output of just 3 hp. Although top speeds varied widely, the Pride of Maryland was clocked at better than 50 mph. (Race speed averages ranged between 15 and 30 mph.)

Transmission of the power to the drive wheel was varied. Some racers used tiny versions of continuously variable transmissions with infinite gear ratios. Others used a simple five-speed bicycle hub.

Team budgets were widely different. Highly organized schools, like the University of Michigan, solicited corporate and private sponsorship with a business team and a public relations staff. They were able to raise over $800,000 for their race effort.

Other schools with leaner budgets still managed to field respectable racers and competed strongly. The University of North Texas built its racer with $28,000.

The top three finishers won GM sponsorship to compete in the World Solar Challenge in Australia in November.

SAAB

FROM PAGE 1

zation's first major move since Swedish parent company Saab-Scania AB spun off its passenger-car operations last December to form Saab Automobile AB, a 50-50 joint venture with General Motors Europe. Sinclair said GM had "nothing to do with" the changes.

Helling returns to active duty with a new perspective on how falling sales caught Saab flat-footed after five years in which seemingly nothing could go wrong.

Saab's high-water mark was 1986, when sales reached 47,414, more than triple the 1981 total. Sinclair often recalls that sales set a record every month for 60 consecutive months.

But sales have fallen every year since then. They dropped about 18 percent to 31,576 last year. They were down another 18 percent through June to 13,249.

Saab, like other European importers, was riding high in 1986. Many of the factors that humbled other importers — such as the 1987 stock market crash — also affected Saab. But as a small company, in Sweden and in this country, Saab had less margin for error.

The value of the dollar nosedived, beginning in 1985. Saab prices increased by about half from 1986 to 1989 — despite the protests of the U.S.-based marketing team.

Saab's bread-and-butter model, the 1978-vintage 900, has grown older and older. The 9000 was introduced in 1986, but it was too mainstream for some Saab purists, yet not unusual enough to attract outsiders.

Helling, who had been executive vice president for sales and marketing, said his year as a consultant helped him realize that Saab was still trying to conduct itself like a big car company even though it didn't have the volume to support the organization.

"Our mission here is to sell Saab cars and parts and accessories and to service them," he said. "The typical experience that a growing company has, is you look at a program and you say, 'OK, all right, that looks good, let's do it,' when it doesn't really do anything to pursue your mission."

Now, Helling says he intends to eliminate everything that doesn't directly contribute to Saab's "mission."

The 37 layoffs, ranging from clerical workers to middle management, marked the second time in about a year that Saab has cut its staff through layoffs or early retirements. The two cuts reduced the U.S. work force by about 23 percent.

Saab now has 416 positions — about three-fourths of them are at headquarters and the rest in regional offices. At the end of 1982, it had 254 employees.

Helling was among those who took early retirement last year. Within a month, he was hired as a consultant.

One reason for his departure was his frustration with the Swedish parent company's remoteness t the U.S. market.

"It's not that they don't want to they just don't understand th (U.S.) market," Helling said.

He said he also left because o the uncertainty over who migh buy Saab or form a joint ventur with the company, as Genera Motors Europe eventually did wit Saab's car operation.

Helling said he decided to retur in part because he was impresse with the top management tea GM has sent to Saab Automobil AB, including James P. Crumlish the chief financial officer.

Helling said David Herman president and chief executive offi cer of the joint venture, als "knows his stuff" for the U.S. mar ket.

The Saab Car Division, whic became Saab Automobile AB, los about $344 million in 1989 afte earning a slim profit in 1988. Her man has said he expects it to mak a profit by the end of 1991.

With GM's help, Saab plans t replace the 900 and the 9000, t add a new top-of-the-line car an to add V-6 engines and four-whee drive to Saab's four-cylinder front-drive lineup.

The U.S. name change and th management changes officiall take effect Aug. 15, but Hellin and Sinclair are already takin over their new jobs.

Saab public relations, the corpo rate legal department and the par ent company liaison function wi continue to report directly to Sin clair.

All other functions — includin sales and marketing, finance an administration, human resources service and parts and accessorie — will report to Helling.

The seven executives just belo Helling also get a number of new titles and responsibilities. Among them is William S. Kelly, vice pres ident of sales, who adds nationa marketing manager to his position

Sinclair eases up after decade as Saab U.S. boss

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

ORANGE, Conn. — Robert J. Sinclair is finally taking a breather after more than 10 years of what he calls "playing piccolo in a symphony orchestra that's playing the *1812 Overture*."

That's Sinclair's typically colorful description of what it was like to be president of little Saab-Scania of America, competing against giant car companies with billions of dollars to spend on advertising and rebates.

In his new position as chairman and chief executive officer, the 58-year-old Sinclair will be picking up the conductor's baton and handing the piccolo over to Sten Helling, 52, his friend and colleague for 23 years.

Helling officially takes over Aug. 15. Yet a year ago, he thought he'd said goodbye to Saab with an early retirement.

"I could've gone fishing the rest of my life," Helling said.

But as Sinclair puts it, Helling was hired as a full-time consultant "before his seat had a chance to get cold."

Helling said he hated his time as a consultant: "You can't tell people what to do. You can only suggest, or advise or advise strongly."

Unlike his quotable boss, Helling has shied away from the press. But his tanned, deeply lined face is familiar to dealers and Saab insiders.

Felix Bosshard, president of Charles River Saab in Watertown, Mass., and chairman of the Saab Dealer Advisory Council, said Helling has a good rapport with dealers and has a workhorse reputation. Dealers will welcome Helling back, he said.

"Bob Sinclair and Sten have always made a good team," Bosshard said.

Sinclair and Helling both worked for Volvo for about 17 years.

Sinclair joined Saab in 1979, and Helling followed the next year.

A naturalized U.S. citizen, Helling is a native of Gothenburg, Sweden, the home town of Volvo. He worked for Volvo for two years in Sweden, and has been in this country since 1965.

Sinclair said last week he has no "immediate" plans to retire but his pace will probably slow down.

A motorcycle enthusiast, Sinclair also confesses to having enjoyed jumping into a fast car "and really twisting that car's tail."

> "I love fly fishing. But it takes 10 minutes to tie a fly, and I don't have 10 minutes."
> **ROBERT J. SINCLAIR**
> Saab-Scania of America

He talked last week like someone who has given retirement some thought.

"For 22 years running, I've been in charge of Swedish car sales and marketing organizations in the United States. I'm 58-plus years of age, and I'm at the point where I needed to change my *modus operandi*. I'm approaching the time when I should give up some responsibilities and operate as a CEO at the board level," he said.

There were other considerations, too.

"I spend precious little time on motorcycles," he said. "And I love fly fishing. But it takes 10 minutes to tie a fly, and I don't have 10 minutes."

CONTRACT

FROM PAGE 2

portunity to create more UAW/Ford jobs."

Bieber said that Ford's use of overtime is a "relentless effort to squeeze out costs, encouraging overtime abuses." Ford operates 13 assembly plants on overtime.

On job security, Ford's Pestillo said, "The competitive product is the only real job guarantee."

Pestillo said capital expenditures on plants has increased so much that the company may consider in the future to run its plants "all of the time." But whether or not 24-hour output is necessary today remains to be seen, he said.

Pestillo disputed the UAW's accusation that Ford is the worst offender in global outsourcing. He said Ford's outsourcing level now is about half of the value of every vehicle, or about the same as 1987.

On Friday, the talks moved to Chrysler Corp. in Highland Park, where the union said all it wanted from Chrysler was a pattern agreement with GM and Ford.

Chrysler didn't explicitly say it wanted to break the pattern, but the company did tell the union it wanted to be the strike target.

Anthony St. John, Chrysler employee relations vice president, said, "Being the target would give us a clear shot at being innovative and constructive and leaning toward Chrysler's specific needs."

Chrysler's innovative proposals to the UAW included "gain sharing," a localized form of profit sharing where individual plants are rewarded for local cost and productivity improvements; a multi-employer health care trust to lower health care costs; employee ownership of the company and more flexible work rules.

St. John said Chrysler's employment costs are currently $36 an hour, $3-$6 an hour more than GM and Ford, and some $6-$12 more an hour than the transplants.

Earlier in the week, Robert Lutz, Chrysler Motors president, said Chrysler needs to chart its own path with the UAW to raise its competitiveness. Lutz cited Chrysler's higher ratio of retirees to active employees and the strength of imports and transplants as reasons for avoiding the traditional pattern pact under which the major terms for the Big 3 are virtually identical.

"Any company owes it to itself and its employees both unionized and non-unionized to see if there aren't some trade-offs that we could negotiate that fit our unique situation better," Lutz said.

Bieber said the transplants will have no impact on what the union asks from the Big 3.

The UAW will negotiate concurrently with the Big 3 until about Labor Day when the union's executive board will select a strike target. After that, negotiations at the target company will dominate as both sides attempt to reach agreement before midnight on Sept. 14.

FORD

FROM PAGE 1

$630 or 4.19 percent.

On light trucks, the 1991 hikes include 2.52 percent on the Explorer two-door XL with two-wheel drive and 8.82 percent on the Aerostar wagon regular-length XL with 2wd. Ford increased the price of its base F-series pickup $634 or 5.59 percent to $11,967.

Ford added $1,016 or 8.0 percent to the base sedan in its popular Taurus line. Ford plans to add an electronically controlled automatic transmission and a sequential multi-port electronic fuel-injected V-6 to the 1991 Taurus and its sister car, the Mercury Sable, according to early fleet buyers' guides.

Ford raised the base price about 3 percent on the Crown Victoria, though a restyled model will be introduced early in the 1991 calendar year. The base price of the Crown Victoria standard sedan went up $555. It was the third price hike since Ford Motor labeled the Crown Victoria and Mercury Grand Marquis 1991 models in April. The three hikes total $969 for Crown Victoria and $957 for Grand Marquis.

The 1991 Mercury prices show increases averaging $364 for Tracer, $383 for Topaz and $695 for Sable. For Lincoln, the averages are $606 for Town Car, $843 for Continental and $1,320 for Mark VII.

1991 FORD PRICES — PRE-INTRODUCTION

	1991 Price	Increase over current price
FORD Escort		
Pony 2-dr.	$ 7,924	$ 359
LX 2-dr.	8,614	367
LX 4-dr.	9,042	368
LX wagon	9,627	368
GT 2-dr.	11,430	367
Probe		
GL	11,849	379
LX	13,387	379
GT	14,997	271
Tempo		
GI 2-dr.	9,920	379
GL 4-dr.	10,070	379
GLS 2-dr.	10,762	404
GLS 4-dr.	10,909	403
LX 4-dr.	11,066	403
AWD 4-dr.	11,793	403
Mustang		
LX coupe	10,157	643
LX hatch	10,663	643
LX conv.	15,852	653
LX 5.0L coupe	13,270	1,048
LX 5.0L hatch	13,776	711
LX 5.0L conv.	18,962	721
GT hatch	14,755	711
GT conv.	19,584	721
Taurus		
L 4-dr.	13,717	1,016
L wagon	15,149	816
GL sedan	14,190	1,016
GL wagon	15,599	816
LX sedan	17,057	816
LX wagon	18,648	816
SHO sedan	22,740	1,046
Thunderbird		
Standard	15,783	742
LX	18,199	875
Super coupe	21,233	782
LTD Crown Victoria		
Sedan	18,227	555
Wagon	18,638	555
LX sedan	$18,863	$ 554
LX wagon	19,388	555
Country Squire wgn.	18,890	555
LX Country Squire wgn.	19,640	555
LINCOLN Town Car		
Standard	28,581	472
Signature	31,540	696
Cartier	33,627	650
Continental		
Standard	30,395	850
Signature	32,304	835
Mark VII		
Bill Blass	30,862	1,147
LSC	30,738	1,493
MERCURY Tracer		
4-dr.	9,333	364
LTS 4-dr.	11,583	364
Wagon	10,353	363
Topaz		
GS 2-dr.	10,448	383
GS 4-dr.	10,605	383
XR-5 2-dr.	11,447	383
LS 4-dr.	11,984	383
LTS 4-dr.	13,008	383
Sable		
GS 4-dr.	15,821	695
GS wagon	16,766	695
LS 4-dr.	16,823	695
LS wagon	17,794	695
Cougar		
Standard	16,094	217
XR7	21,139	865
Grand Marquis		
GS 4-dr.	18,741	542
LS 4-dr.	19,241	542
Colony Park GS wgn.	19,461	543
Colony Park LS wgn.	20,033	543

AMERICA

FROM PAGE 1

base of $8,899; 1990 Honda Civic DX, $9,440; and 1990 Geo Prizm, $10,125. The 1991 Ford Escort's base price is $7,924. None of the models are equipped with air bags.

In May 1986, Chrysler created the America model marketing strategy by cutting the price of the Omni/Horizon subcompacts $710, increasing the standard equipment level, and offering the models with only two equipment packages and three free-standing options. Chrysler's share of the subcompact segment rose 3.2 percentage points by the end of December that year.

Buoyed by that success, in August 1987 the company announced Plymouth Reliant and Dodge Aries America models. Prices were cut $1,300 and only two option packages and 12 individual options were offered.

"We have used America successfully before and it has an identity in the market," said a company marketing source.

Dealers support Chrysler's revival of the America name and marketing strategy.

"I think the P-car America will be every bit as popular as the L-body America," Tomkinson said.

Last week, Chrysler said that due to increased dealer orders, it will hike daily production by 17 percent beginning today at its Sterling Heights, Mich., assembly plant. The plant builds P-cars.

In December 1989 Chrysler said it would offer so-called "P-minus" versions of the Shadow and Sundance. The company described the models as a lighter, content-reduced version of the car.

The P-minus cars were planned as 1991 models to be launched in spring 1990. That launch was delayed because the company opted to continue selling the P-car with customer rebates throughout the summer.

Last week, Chrysler Motors President Robert Lutz said the company expects increased P-car sales to help stem Chrysler's market share decline.

Chrysler's share of the U.S. car market dropped from 10.65 percent in the first six months of 1989 to 9.00 percent in the first six months of 1990, in part because of the discontinuance of the Omni/Horizon.

"I think you are going to see some action on our part at the low end of the market, which will definitely put us fully into the running against all domestic and imported small cars," Lutz said.

Jeep-Eagle minivan, Dakota plea reviewed

Chrysler Motors President Robert Lutz said the automaker is considering a plan that would allow Jeep-Eagle dealers to sell a version of the company's minivans. The Jeep-Eagle National Dealer Council has asked for a minivan by Jan. 1, 1991.

Lutz said Chrysler is particularly reviewing the dealers' argument that Jeep-Eagle needs a minivan because minivans are available in a range of competitive import and domestic franchises.

The request has raised the ire of the Chrysler-Plymouth and Dodge dealer networks.

Lutz also said the company is considering the request of Jeep-Eagle dealers to kill the Jeep Comanche and replace it with a version of the Dodge Dakota pickup by the spring of 1991.

But Chrysler has ruled out giving Jeep-Eagle a version of the A-body Dodge Spirit/Plymouth Acclaim/Chrysler LeBaron.

The Jeep-Eagle council had asked for an A-body model to boost the franchise's car lineup.

"Even now in this weak market we're having a worry that we can't produce enough Spirits and Acclaims," Lutz said.

Import sales tumble 9% in first half

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Sales of imported cars declined 10.48 percent in June and 9.33 percent in the first-half of 1990. This year's first-half total was 1,274,613.

The Honda Accord was the best-selling imported model for the month and for the half. Combined sales of U.S.-built and imported Accords make it the nation's best-selling nameplate so far this year.

Japanese imports were down 8.74 percent for June and 5.22 percent for the first half, to 904,410. Increased production at Japanese plants in North America more than made up for those declines.

European imports dipped 9.79 percent in June and 13.26 percent to 251,447 for the first half.

Among the Japanese Big 3 — Toyota, Honda and Nissan — only Honda's import sales improved for the first half. They were helped by a 12.38 percent increase for Accord. In June, Honda's import sales rose 72.83 percent over June 1989.

In the first half, import sales fell — in most cases dramatically — for the other lines in the 50,000-plus volume league at midyear 1989: Hyundai Excel, Nissan Sentra and Maxima, Toyota Corolla and Toyota Camry. All but Excel and Maxima are also produced in the United States.

Nissan's import sales were down 32.21 percent for the month and 20.48 percent for the half. All Nissan import lines except Stanza declined for both periods.

Toyota imports were off 37.90 percent for the month and 17.63 percent for the half. Strong increases were shown by two restyled lines, the Celica and MR2.

Among the Big 3's captive imports, sales of Chevrolet's Geo increased 22.64 percent for June and 39.42 percent for the half.

MARKET SHARES
Domestic, Import cars

	June 1990 Sales	Pct. of Total
Subcompact	206,707	24.12
Compact	231,240	26.99
Intermediate	292,593	34.15
Standard	110,727	12.92
Specialty	15,623	1.82
TOTAL	856,890	100.00

IMPORT SALES BY MODEL

	June 1990	June 1989	6 Mos. 1990	6 Mos. 1989
ACURA	13,617	14,078	71,726	71,060
Integra	8,179	8,808	43,159	39,663
Legend	5,438	5,270	28,567	31,397
ALFA ROMEO	484	241	1,388	1,636
Milano	7	44	29	653
Spider	274	197	1,156	1,053
164	203	0	203	0
ASTON MARTIN*	5	5	30	30
AUDI	2,567	1,899	11,093	9,312
4000	0	54	0	89
5000	0	54	11	248
80	556	342	2,430	2,440
90	425	431	1,867	2,552
V8 Quattro	180	0	883	0
Coupe Quattro	117	0	502	0
100/200	1,090	765	4,468	3,014
100/200 Quattro	199	253	932	969
BMW	5,425	5,841	31,487	34,849
3-Series	2,627	3,069	14,941	17,109
5-Series	1,845	1,792	11,430	10,841
635 CSi	20	171	204	834
7-Series	821	670	4,320	4,959
M3	64	82	418	580
M5	48	29	148	231
M6	0	28	6	295
CHEVROLET/GEO	12,433	10,138	80,053	57,418
Geo Storm/Spectrum	7,751	5,336	49,457	30,195
Geo Metro/Sprint	4,682	4,802	33,232	27,223
CHRYSLER MOTORS	5,731	7,706	32,456	56,984
Colt	3,627	4,249	18,265	31,638
Conquest	168	515	896	3,371
Medallion	126	217	475	3,480
Summit	1,241	1,396	7,777	10,685
Vista	347	1,156	2,948	7,101
TC	222	173	2,095	709
DAIHATSU	715	1,205	5,895	6,827
FERRARI*	80	80	480	480
FORD Festiva	3,799	4,986	29,550	36,426
HONDA	26,080	15,090	124,290	115,780
Civic/CRX	8,251	3,345	34,736	31,598
Accord	11,872	9,136	68,030	60,538
Prelude	5,957	2,609	21,524	23,644
HYUNDAI	11,729	15,537	69,873	98,290
Excel	8,910	12,830	53,807	86,469
Sonata	2,819	2,707	16,066	11,821
ISUZU	345	1,549	1,810	9,593
I-Mark	105	472	932	6,687
Impulse	240	1,077	878	2,906
INFINITI	1,797	0	9,268	0
M30	670	0	3,236	0
Q45	1,127	0	6,032	0
JAGUAR	1,532	1,888	9,450	9,365
XJ6	1,137	1,511	6,910	7,120
XJS	395	377	2,540	2,245
LAMBORGHINI*	13	13	78	78
LEXUS	5,049	0	28,439	0
ES 250	1,773	0	9,382	0
LS 400	3,276	0	19,057	0
LOTUS*	27	27	162	162
MASERATI*	20	24	120	140
MAZDA	13,472	16,690	82,133	90,921
323	1,790	5,603	10,768	39,179
Protege	5,183	0	23,492	0
626	917	5,911	14,282	27,849
MX-6	24	391	94	1,970
Miata	3,440	1,711	19,889	1,756
929	1,329	1,725	8,208	10,576
RX-7	789	1,349	5,400	9,591
MERCEDES BENZ	6,692	7,079	37,307	36,265
190	1,092	1,476	6,371	6,714
300E 2.6/260E	202	523	1,122	2,247
300	2,305	1,977	12,558	11,053
300 SE	545	636	3,389	3,342
350SDL Turbo	168	0	234	1
300SEL	330	381	1,933	2,016
420SEL	569	587	3,362	3,203
560SEL	365	429	2,351	2,467
SL Coupe	778	816	4,387	4,090
560SEC	163	132	908	744
Tourist	175	122	692	388
MERCURY/MERKUR	4,239	7,707	12,117	36,913
Tracer	4,239	7,184	9,495	32,419
XR4Ti	0	308	198	2,683
Scorpio	0	215	2,424	1,811
MITSUBISHI	13,371	6,275	65,737	37,536
Starion	5	37	17	548
Cordia	0	12	0	339
Tredia	0	0	0	10
Mirage	6,140	2,000	35,536	9,383
Galant	6,650	2,035	25,727	16,707
Sigma	208	0	1,186	0
Precis	243	2,026	2,664	9,573
Wagon	125	165	607	976
NISSAN	27,637	40,769	167,846	211,079
Sentra	4,401	11,562	36,119	65,369
Pulsar	233	3,045	3,355	14,054
Stanza	8,154	5,676	37,686	23,967
Maxima	8,049	9,579	51,106	54,121
240SX/200SX	4,949	7,277	25,791	38,417
300ZX	1,641	3,173	11,604	12,753
Hawaii	210	457	1,691	1,759
PEUGEOT	355	501	2,376	3,067
PONTIAC LeMans	4,968	6,160	19,333	26,919
PORSCHE	844	956	5,131	4,554
924S/944	11	5	159	82
944S	226	56	1,131	141
944 Turbo	33	61	429	356
911 4 Coupe/Targa/Cabriolet	382	300	1,956	1,276
911 Turbo	0	143	6	718
911 2 Coupe/Targa/Cabriolet	146	167	1,035	849
928S	46	83	359	453
ROLLS/BENTLEY*	100	100	600	600
SAAB	2,799	2,385	13,249	16,192
900	589	676	2,390	2,737
900S	823	448	2,931	3,423
900 Turbo	735	639	3,967	4,740
9000S	216	207	1,028	1,459
9000 CD	292	178	1,760	1,616
9000 Turbo	126	164	1,095	1,800
Tourist	18	73	74	417
STERLING	311	563	2,336	3,351
SUBARU	8,526	13,235	49,059	73,724
Hatchback	18	668	148	2,000
3-Door	26	3,330	185	6,118
4-Door Sedan	39	3,149	314	23,116
Legacy	4,825	2,202	26,673	5,412
Loyale	2,851	753	12,969	3,155
XT/XT6	138	1,677	815	6,103
Station Wagon	13	1,356	156	17,175
Justy	616	100	7,733	10,645
SUZUKI	589	349	3,157	2,809
TOYOTA	28,536	45,953	185,111	224,722
Corolla	6,581	12,472	45,323	56,495
Tercel	6,095	7,990	48,921	48,070
Celica	7,058	4,932	42,947	28,159
Supra	558	1,365	3,910	8,357
Camry	5,487	16,739	31,825	70,064
Cressida	1,057	1,931	5,261	10,628
MR2	1,700	524	6,924	2,949
VOLKSWAGEN	14,710	15,063	68,448	70,352
Cabriolet	837	1,409	4,486	6,092
Corrado	493	0	2,582	0
Jetta	7,352	6,673	32,984	30,029
Golf/GTI	1,878	2,769	7,806	12,048
Passat	1,467	0	7,109	0
Quantum	1	163	26	847
Scirocco	0	88	9	825
Fox	2,682	3,961	13,446	20,511
VOLVO	8,979	9,695	49,300	53,043
240 Series	3,145	4,394	17,902	21,885
740 Series	4,904	4,208	26,308	23,466
760 Series	644	887	4,082	6,498
780	62	132	419	900
Tourist	224	82	589	282
YUGO	533	1,038	3,725	5,305
TOTAL IMPORTS	228,109	254,825	1,274,613	1,405,782

*Estimate

Compiled by Karen Dobkowski

FRANCHISE

FROM PAGE 1

gets and customer satisfaction performance levels for a dealer, rules for buying and selling the dealership, successor clauses governing transferring a dealership to a family member and detailed requirements for equipment and employee training.

GM officials will begin holding zone meetings today with dealers to explain the agreement.

Each dealer must sign the agreement to continue the franchise. The dealer meetings will continue through early September.

The GM franchise agreement, except for a provision being taken out or added every five years, has remained basically the same since 1956. That year brought a major revision of dealer franchises in the domestic auto industry.

The 1956 changes followed a late-1955 Senate hearing in which a number of GM dealers — both active dealers and those whose franchises had been terminated — trooped to the witness stand to excoriate GM for its treatment of its retailers. The franchise improvements followed, and 1956 came to be known as "be nice to dealers year."

In addition to the more liberal selling agreements, 1956 saw the passage of the Automobile Dealers Franchise Act, better known as the good-faith law, or the dealer day-in-court law.

This year, in a radical departure from the past, each GM division will have a unique section of the agreement. Each division, with a dealer committee, wrote a portion of the agreement that applied to that division.

"Each division is getting its own personality and its own place in the market, so the agreement needs to be different," said Robert H. Ogden, general director of sales operations and dealer relations for GM.

Arbitration to differ among GM divisions

Under the 1990 franchise agreement, General Motors' five car divisions and GMC will use variations of binding or non-binding arbitration to settle disputes between dealers and the divisions.

- At Chevrolet, Pontiac, Oldsmobile and GMC, a dealer may choose to go before a binding arbitration panel; the alternative is a lawsuit.
- The Buick agreement requires a dealer to go before an arbitration panel, but the decision binds neither the dealer nor the company. After exhausting the arbitration process, either side can sue.
- The Cadillac agreement also requires a dealer in a dispute to go before an arbitration panel. The decision of the panel is binding on the division but not on the dealer; the dealer can sue if the decision is unfavorable.
- The Saturn franchise agreement is separate from the overall GM agreement and includes mandatory binding arbitration, which keeps all disputes out of the courts. Mandatory binding arbitration is controversial and unpopular with many dealers, who want to be able to sue, and has been opposed by the National Automobile Dealers Association.

The dispute resolution process was revamped in an effort to provide quick and economical solutions that could avoid lawsuits. Each division selected its own approach.

Under the 1985 agreement, GM has used voluntary arbitration with a GM-hired retired judge as a third-party mediator. A disinterested dealer helped select the judge. The judge's decision was binding on the division, but not on the dealer, who could still sue.

Claude "Bud" Moore, GM vice president of customer sales and service, said dealers often avoided voluntary arbitration because they felt the deck was stacked against them since GM paid the judge.

Dealer-factory disputes commonly arise when:

- The factory wants to appoint another dealer in the vincinity of an existing dealership.
- The automaker pulls a dealer's franchise for not meeting sales or customer satisfaction targets.

Under the 1990 agreement, each division will use an arbitration panel made up of dealers and division representatives. Some divisions also will include an impartial third party. (See accompanying story for details of divisional procedures.)

Also under the new agreement, each division will formalize dealer groups to advise on product, business and marketing decisions as well as on standards for dealership image, design, equipment and training. Some divisions already have committees to advise them on some of those issues.

The committees will be distinct from the existing elected dealer councils.

"The agreement doesn't do anything that will make a dealer more profitable tomorrow morning," Green said. "But in the long term, dealers will have a say in decisions that affect them and their profitability."

Green said NADA is surveying manufacturers to measure dealer profitability.

So far, he said, the survey suggests that about 30 percent of the nation's approximately 25,000 dealers are in the red. In the first five months of this year, 71.2 percent of GM dealers were profitable, up from 63.1 percent in the same period a year ago.

GM divisions developed the 1990 agreement over 18 months with dealer councils and dealer committees established specifically to work on the franchise.

"This is the first time I remember that dealers have had a chance to offer input into the agreement. It's a refreshing change," said Glen Ritchey, president of John Hall Chevrolet-Geo in Daytona Beach, Fla. Ritchey worked on the Chevrolet agreement.

Larry Brostoff, owner of Larry Buick in Long Island City, N.Y., was one of 10 dealers who served on a committee with five Buick officials to work on the Buick portion of the contract.

"We got a consensus on various items," Brostoff said. "In looking at the agreement, most of the points we (dealers) wanted seem to be in there."

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	Aug. 8
Tempo	$250	Aug. 8
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	July 31
Town Car	$1,500-$2,500 based on number sold	Aug. 8
Continental Mark VII	$1,000-$2,000 based on number sold	Aug. 8
Ford Motor Co. (1989-1991 models)		
Taurus, Crown Victoria	$100-$600 based on number sold	Aug. 8
Escort	$200-$500, based on number sold	Aug. 8
Tracer	$200-$500, based on number sold	Aug. 8
Sable, Grand Marquis	$100-$600, based on number sold	Aug. 8
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on number sold	Aug. 10
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98	$750-$1,250, based on number sold	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mazda (1990 models)	$500-$2,500, based on	
929, RX-7	number sold	Sept. 5
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31
*Quotas apply on Eclipse and 2wd pickups in some regions.		
Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	July 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1989-90 models)*		
Swift	$400-$2,000	Aug. 2
Samurai	$1,000	Aug. 2
Sidekick	$1,000-$2,500**	Aug. 2
*Customer rebate or dealer rebate; dealer's choice. **$3,000 in California		
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volkswagen (1990 models)		
Fox	$750-$1,000	Aug. 31
Golf	$1,000, quota	July 31
Corrado	$1,500, quota	July 31
Volvo (1989-90)	$200-$600, based on number sold	Aug. 31

Note: Some makers offer rebates in dealers on sales of 1989 and 1990 models. Most of these programs are

POWER

FROM PAGE 2

"We're trying to cover real costs. A study like the Customer Satisfaction Index costs $400,000 to $500,000."

But some don't think the fees are justified.

An automotive ad director said it appears the fees are out of line with Power's actual costs. "We are already paying for the research itself" separately, he said.

A marketer that wants to cite a Power survey in advertising is required to have subscribed to the survey for the past two years and must commit to buying the survey the following year. The subscription fee is based on a company's size and the number of models it markets, Ferron said.

A large multibrand marketer would pay in "six figures" for a study such as the 300-plus-page report accompanying the Customer Satisfaction Index, Ferron said. He said some companies negotiate a single price to buy all the syndicated studies.

Another agency executive said Power is risking the good will of the auto companies that subscribe to the syndicated research and also hire the consultancy for proprietary research.

"(J.D.) Power is accelerating the demise of his company by abusing the company's customers with too many studies and too many fee charges," he said.

Power already runs four annual car surveys. Besides the Consumer Satisfaction Index and the Initial Quality Survey, the consultancy does the Vehicle Reliability Index after they've owned their vehicles five years, and the Sales Satisfaction Index, based on consumer satisfaction with dealers.

Power also has a separate Initial Quality Survey on trucks and is considering a fifth survey involving car owners after three years of ownership.

Marketers are allowed to advertise a first-place overall finish and a best finish in any category.

So, when the Initial Quality Survey was released, Toyota Motor Sales U.S.A.'s Lexus Division rushed to advertise its first-place brand finish, and Buick soon broke a campaign about being the top domestic brand.

Mazda Motor of America is touting its Miata, its compact pickups and MPV minivan as the most trouble-free vehicles in their classes. Similarly, Chevrolet broke a print ad this month touting its Lumina coupe as "the most trouble-free car in its class." In small print, the class is revealed to be the "mid-size specialty segment."

"I was shocked when I saw that Chevrolet ad," said Automotive Marketing Consultants' Wangers. He noted that Lumina didn't finish in the survey's Top 10 models overall. The ad, he said, was an example of the sort of clutter that diminishes the impact of other ad claims citing Power surveys.

Peter Levin, director of advertising at Cadillac, said consumers interviewed in focus groups are generally aware of the Power name, "but there is some confusion about the various studies."

Cadillac nevertheless will incorporate the Power survey in its sales incentive campaign in August. "If we earn it and don't use it in advertising, it's possible people will think we didn't earn it," he said.

Not all research organizations allow their surveys to be used for promotion. Mitsubishi was refused permission by Maritz Marketing Research to tout the high finish of the Mitsubishi Galant in a recent survey, said Frances Oda, director of national advertising for Mitsubishi Motor Sales of America.

Maritz has held to its policy since beginning its syndicated research in the late 1960s, said Paul Arndt, vice president of research services. Because the auto marketers are footing the bill for the research, "it would be like asking them to pay for their own executioners if their competitors end up using the results as a club against them," he said.

Marketers that cite Power surveys generally support efforts to restrict ad claims.

"If something is worth winning, we don't want it to get diluted," said Jay Qualman Jr., Buick's general director of advertising.

"I'm pleased they're making an attempt to police" ad claims, said Craig Mathiesen, president of Ketchum Advertising in Los Angeles. The office's main client, American Honda Motor Co.'s Acura Division, has used its top ranking in Power's Customer Satisfaction Index for several years.

"If they didn't police the ads, there would be spurious manipu-

Ford's return hikes car, truck build

By Anne Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Car and truck outout rose last week as Ford Motor Co. resumed production following a two-week vacation.

Last week's scheduled car ouput of 89,852 units was 26.50 percent above the prior week and 8.20 percent ahead of the year-ago total.

So far this year, 3,435,325 cars have been assembled, 14.29 percent below last year.

Truck production was scheduled at 74,147, 76.40 percent above the prior week and 0.91 percent ahead of the year-ago figure.

Year-to-date, truckmakers have assembled 2,253,942 units, 7.60 percent below the 1989 total.

Last week's estimated production was split as follows: General Motors, 39.93 percent; Ford Motor Co., 34.03 percent; Honda of America Manufacturing Inc., 9.99 percent; New United Motor Manufacturing Inc., 4.56 percent; Mazda Motor Manufacturing (USA) Corp., 4.46 percent; Diamond-Star Motors Corp., 3.21 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.21 percent; and Subaru-Isuzu Automotive Inc., 0.61 percent.

Ford resumed production last week at all but one assembly plant following a two-week vacation. The Dearborn, Mich., plant (Mustang) is scheduled to resume production today.

Ford slated daily overtime last week at the Wixom, Mich., and Wayne, Mich., car assembly plants and at all truck facilities except Lorain, Ohio, and Michigan Truck (Wayne, Mich.).

GM's Detroit-Hamtramck; Lansing, Mich. (Plant B); Lordstown, Ohio; and Orion Township, Mich., car plants were down last week for model changeover.

The company's Flint, Mich.; Lansing (Plant A and Reatta Craft Centre); and Wentzville, Mo., car plants shut down today for model changeover. The Janesville, Wis., car assembly plant completed model changeover this past weekend with no downtime.

Chrysler's Newark, Del., and Sterling Heights, Mich., car production facilities reopen today. One shift at the St. Louis No. 1 plant returns today following a two-week shutdown for retooling. Some 1,800 workers on the second shift remain on layoff.

Nissan's plant in Smyrna, Tenn., is slated to reopen today following a two-week vacation.

Canadian output trails prior week

Canadian auto output was targeted at 16,214 last week, 12.27 percent below the prior week and 33.99 percent above last year.

Scheduled truck production was 7,055, 14.33 percent below the previous week and 29.09 percent above the year-ago week.

General Motors' Oshawa, Ontario, plant was scheduled to work Saturday overtime last week.

Hyundai's plant in Bromont, Quebec, goes down today for a two-week vacation. The plant is expected to reopen Aug. 6.

U.S. CAR	Week Ended July 21, 1990	Week Ended July 22, 1989	Week Ended July 14, 1990	July to Date	Jan. 1 to July 21, 1990	Jan. 1 to July 22, 1989
Horizon	0	1,055	0	0	4,327	15,213
Sundance	0	0	0	1,157	43,433	64,561
Acclaim	0	0	0	1,607	55,549	70,752
Total Plymouth	0	1,055	0	2,764	103,309	150,526
LeBaron A	0	0	0	0	8,064	0
LeBaron J	0	1,072	0	898	26,823	55,973
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	0	0	0	961	24,535	57,496
Fifth Avenue	0	0	0	574	10,096	0
Imperial	0	0	0	122	16,672	0
Total Chrysler	0	1,072	0	2,555	86,190	116,415
Omni	0	1,295	0	0	4,078	16,347
Daytona	0	650	0	639	17,869	47,036
Shadow	0	0	0	1,428	50,731	61,412
Dynasty	0	0	0	1,707	63,416	83,278
Lancer	0	0	0	0	0	1,528
Spirit	0	0	0	1,018	51,364	60,292
Total Dodge	0	1,945	0	4,792	187,458	269,893
CHRYSLER MOTORS	0	4,072	0	10,111	376,957	536,834
Escort	5,762	8,093	0	5,762	113,652	177,414
Mustang	0	4,053	0	0	77,839	120,803
Tempo	2,981	2,733	0	2,981	74,748	83,999
Taurus	8,025	0	0	8,025	196,863	205,266
Thunderbird	2,986	2,864	0	2,986	66,220	91,282
Total Ford Div.	19,754	17,743	0	19,754	529,322	678,764
Topaz	1,360	1,730	0	1,360	28,386	38,904
Cougar	1,811	2,884	0	1,811	44,022	76,976
Sable	2,664	0	0	2,664	59,096	66,515
Total Mercury	5,835	4,614	0	5,835	131,504	182,395
Continental	1,516	1,189	0	1,516	32,548	38,771
Mark VII	463	365	0	463	13,003	13,646
Town Car	3,009	2,348	0	3,009	86,873	72,382
Total Lincoln	4,988	3,902	0	4,988	132,424	124,799
Total L-M Div.	10,823	8,516	0	10,823	263,928	307,194
FORD MOTOR CO.	30,577	26,259	0	30,577	793,250	985,958
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	1,659	718	2,021	5,236	51,935	34,911
Century	1,625	2,789	1,669	4,603	40,295	72,601
Riviera	0	0	453	856	13,116	11,348
Electra/Park Ave.	2,651	0	1,383	5,077	22,143	43,308
LeSabre (fwd)	3,013	0	3,444	9,163	96,701	90,007
LeSabre (rwd)	0	51	0	0	4,022	4,061
Reatta	202	0	211	581	5,277	3,140
Total Buick	9,150	3,558	9,181	25,516	233,489	266,289
Eldorado	0	0	448	837	12,261	19,103
Seville	0	0	1,079	2,019	22,806	13,997
Brougham (rwd)	393	0	217	610	13,758	21,933
DeVille (fwd)	0	557	3,493	6,356	95,902	114,374
Allante	0	78	0	0	2,516	1,843
Total Cadillac	393	635	5,237	9,822	147,243	171,250
Cavalier	4,487	6,341	5,815	16,671	188,993	216,106
Camaro	0	0	0	1,504	36,760	64,591
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	6,203	0	6,352	17,053	162,909	229,026
Caprice	1,510	1,477	1,543	7,726	143,133	111,500
Corvette	563	560	561	1,579	14,061	15,413
Total Chevrolet	12,763	8,378	14,271	44,533	545,856	706,985
Calais	2,103	911	2,559	6,644	59,341	56,502
Cutlass Ciera	1,928	3,094	1,976	5,492	47,028	53,561
Cutlass Supreme	2,030	1,397	2,002	5,621	49,627	52,630
Toronado	0	0	245	467	9,509	4,845
88 (fwd)	2,047	0	2,553	6,885	61,904	85,904
88 (rwd)	0	188	0	0	1,214	4,877
98	0	188	1,005	2,402	32,784	42,295
Total Oldsmobile	8,108	5,778	10,340	27,511	261,407	300,614
Sunbird	0	2,948	0	3,223	83,181	84,208
Grand Am	0	3,996	4,110	7,973	113,723	143,974
Firebird	0	0	0	949	22,935	35,352
Grand Prix	3,233	2,221	3,223	9,048	69,371	71,775
Pontiac 6000	1,453	1,984	1,439	4,068	35,031	47,070
Bonneville	769	0	1,066	3,214	46,204	51,680
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	5,455	11,149	9,838	28,475	370,445	436,750
GENERAL MOTORS	35,869	29,498	48,867	135,857	1,558,440	1,881,888
DIAMOND-STAR	2,884	1,648	2,445	5,329	70,140	30,038
HONDA	8,980	7,302	8,903	17,883	240,136	212,233
Civic	2,040	2,510	1,995	4,035	65,637	72,404
Accord	6,940	4,792	6,908	13,848	174,499	139,829
MAZDA†	4,008	4,186	3,854	7,862	94,795	114,529
NISSAN	0	2,436	0	1,062	51,096	64,156
NUMMI	4,100	4,118	4,164	11,565	117,780	114,603
Corolla	2,100	1,688	2,119	5,873	59,132	46,204
Geo Prizm/Nova	2,000	2,430	2,045	5,692	58,648	68,399
SUBARU-ISUZU	550	3,525	354	1,324	14,249	67,641
TOYOTA	2,884	0	2,445	7,005	118,482	0
Total Cars, U.S.	89,852	83,044	71,032	228,575	3,435,325	4,007,880
Total Cars, Canada	16,214	12,101	18,482	47,087	590,120	554,877
U.S., Canada Cars	106,066	95,145	89,514	275,662	4,025,445	4,562,757
U.S., Canada Cars and Trucks	187,268	174,089	139,783	454,533	6,777,965	7,547,345

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended July 21, 1990	Week Ended July 22, 1989	Week Ended July 14, 1990	July to Date	Jan. 1 to July 21, 1990	Jan. 1 to July 22, 1989
Monaco	0	0	66	438	5,587	0
Premier	0	0	1,240	1,919	5,110	22,370
CHRYSLER MOTORS	0	0	1,306	2,357	10,697	22,370
Tempo	0	0	0	0	69,481	72,675
Topaz	0	0	0	0	25,040	30,827
Crown Victoria	0	0	0	0	64,122	68,779
Grand Marquis	0	0	0	0	56,568	74,446
FORD MOTOR CO.	0	0	0	0	215,211	246,727
Celebrity	1,146	1,098	1,191	3,395	19,567	14,762
Cutlass Ciera	2,414	2,491	2,554	7,181	51,826	93,333
Lumina	4,888	5,955	5,813	14,608	129,145	75,999
Regal	3,512	230	3,361	9,254	54,154	43,462
GENERAL MOTORS	11,960	9,774	12,919	34,438	254,692	227,556
HONDA	2,150	1,634	1,945	4,095	57,909	45,686
HYUNDAI	724	0	807	2,100	11,967	0
TOYOTA	1,200	513	1,325	3,593	34,571	7,531
VOLVO	180	180	180	504	5,073	5,007
Total Cars, Canada	16,214	12,101	18,482	47,087	590,120	554,877

U.S. TRUCK July	Week Ended July 21, 1990	Week Ended July 22, 1989	Week Ended July 14, 1990	to Date	Jan. 1 to July 21, 1990	Jan. 1 to July 22, 1989
Caravan	1,800	0	2,392	5,943	65,194	62,157
Dakota	200	182	0	200	37,864	55,019
Caravan C/V	50	0	145	303	4,112	4,518
Ram pickups	400	185	0	400	56,082	55,123
Total Dodge	2,450	367	2,537	6,846	163,252	176,817
Cherokee	0	3,503	0	0	90,190	125,081
Comanche	0	353	0	0	4,241	17,053
Grand Wagoneer	0	0	0	0	3,770	6,279
Wagoneer	0	70	0	0	2,185	5,037
Total Jeep	0	3,926	0	0	100,386	153,450
Voyager	1,600	0	2,194	5,213	61,096	58,725
Town & Country	25	0	29	79	2,027	1,872
Total C-P Div.	1,625	0	2,223	5,292	63,123	60,597
CHRYSLER MOTORS	4,075	4,293	4,760	12,138	326,761	390,864
Aerostar	4,531	3,917	0	4,531	111,550	131,692
Bronco	1,082	1,625	0	1,082	29,424	44,405
Bronco II/Explorer	5,544	1,684	0	5,544	93,628	71,290
Econoline	4,099	3,857	0	4,099	107,761	133,044
Mediums/Heavies	1,255	1,288	0	1,255	29,696	36,289
Light trucks	9,562	11,135	0	9,562	250,834	303,776
Ranger	5,311	4,769	0	5,311	158,833	188,540
Total Ford Div.	31,384	28,275	0	31,384	781,726	907,036
FORD MOTOR CO.	31,384	28,275	0	31,384	781,726	907,036
Astro	3,250	3,067	3,542	8,313	69,477	95,199
Blazer	378	597	370	1,049	10,035	16,337
Lumina APV	2,013	0	1,944	5,566	56,684	0
Mediums/Heavies	129	274	319	805	4,588	5,902
P-Model	591	665	646	1,765	15,065	20,771
Pickups	5,963	9,130	5,907	16,330	228,977	228,714
S-10	4,658	4,832	4,808	13,613	134,403	154,040
S-10 Blazer	3,807	4,168	3,991	11,035	51,837	111,745
Sportsvan/Van	0	2,661	0	1,172	37,788	56,148
Suburban	1,490	1,708	1,459	4,152	39,237	45,638
Total Chevrolet	22,279	27,102	22,986	63,800	648,091	730,775
Jimmy	86	171	102	268	3,131	4,836
Mediums/Heavies	191	676	555	1,077	4,943	9,029
P-Model	109	178	77	212	1,784	2,931
Pickups	3,914	1,532	3,930	11,320	91,398	70,076
S-15	1,190	1,333	1,083	2,810	31,101	35,524
S-15 Jimmy	1,432	1,121	1,253	3,645	17,789	31,004
Safari	510	772	216	2,113	24,891	24,722
Suburban	854	582	821	2,390	19,588	17,825
Vandura/Rally Vans	0	139	0	777	14,129	15,836
Total GMC	8,286	6,504	8,037	24,612	208,754	205,842
Olds Silhouette	1,228	0	1,281	3,490	22,490	0
Pontiac Trans Sport	1,163	0	1,141	3,180	31,151	0
GENERAL MOTORS	32,956	33,606	33,445	95,082	910,486	936,617
NAVISTAR	1,582	1,750	0	1,582	41,501	46,876
NISSAN	0	2,105	0	2,618	81,684	67,434
SUBARU-ISUZU	700	0	379	1,743	14,494	0
AM GENERAL*	450	450	450	1,350	12,690	12,690
MISCELLANEOUS*	3,000	3,000	3,000	9,000	84,600	77,900
Total Trucks, U.S.	74,147	73,479	42,034	154,897	2,253,942	2,439,417

CANADIAN TRUCK	Week Ended July 21, 1990	Week Ended July 22, 1989	Week Ended July 14, 1990	July to Date	Jan. 1 to July 21, 1990	Jan. 1 to July 22, 1989
Caravan	0	0	0	0	82,709	80,624
Caravan C/V	0	0	0	0	5,610	7,048
Ram Wagon	0	0	0	479	14,244	15,578
Ram Van	0	0	0	1,081	33,759	39,800
Total Dodge	0	0	0	1,560	136,322	143,050
Voyager	0	0	0	0	65,751	71,727
Total Plymouth	0	0	0	0	65,751	71,727
Wrangler	0	0	1,299	2,952	33,049	44,644
Total Jeep	0	0	1,299	2,952	33,049	44,644
CHRYSLER MOTORS	0	0	1,299	4,512	235,122	259,421
FORD MTR. (lt. trks.)	0	0	0	0	77,241	89,294
Light trucks	3,460	4,907	2,837	8,212	96,137	93,096
Vans	1,485	0	1,522	3,827	30,371	36,743
Total Chevrolet	4,945	4,907	4,359	12,039	26,508	129,839
Light trucks	1,420	288	2,115	5,409	40,920	41,691
Vans	465	0	462	1,789	13,286	18,057
Total GMC	1,885	288	2,577	7,198	54,206	59,748
GENERAL MOTORS	6,830	5,195	6,936	19,237	180,714	189,587
NAVISTAR	225	270	0	225	5,501	6,869
Total Trks. Canada	7,055	5,465	8,235	23,974	498,578	545,171
U.S., Canada Trks.	81,202	78,944	50,269	178,871	2,752,520	2,984,588

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Automotive News®

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AUTOMOTIVE NEWS/JOE WILSSENS

Dealer Al Serra lays the cornerstone at Saturn North, a 14,000-square-foot facility in Clarkston, Mich. More than $2 million is being invested in the 14-acre site and building. Also pictured are Michigan Secretary of State Richard Austin, center, and Don Hudler, Saturn vice president.

Saturn's dealers risk heavenly sums to sell new GM car

By Greg Bowens
SPECIAL CORRESPONDENT

John B.T. Campbell III likes to be first.

The president and chief executive officer of Campbell Automotive Group, which has eight dealerships and 12 franchises in California, was one of the first to put in an 800 telephone number for service customers. His was the first U.S. dealership group to go public, selling half the company to British investors to raise capital for expansion.

Now, he is among the first 104 men and women to gamble on a new car line without a reputation, built by a domestic company without a recognized name — Saturn.

Campbell's group is investing $4.9 million in two new dealership facilities for the new General Motors car and is fighting high overhead costs to achieve its goal: To be one of the first to dig into a possible gold mine.

"But even *our* resources are not endless," he said.

Dealers are spending $2 million to $4 million on new Saturn dealerships. Individual dealership rent factors average $23,100 a month, according to an *Automotive News* survey of 19 Saturn dealerships. That is twice the national average. Yet, Saturn dealers believe they will be profitable the first year.

"We think it's possible to be profitable out of the chute," said Campbell.

He bases his faith on Saturn Corp.'s controlled market approach that gives a dealer a monopoly in a market area.

He said that because of the large areas around Anaheim and Whit-

see SATURN, page 42

Smith drives Job. 1 today

By Phil Frame
and Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTERS

General Motors Chairman Roger B. Smith was to fulfill a goal today by driving the first production Saturn car off the assembly line in Spring Hill, Tenn.

The timing of the birth of the second car remains a mystery.

In a private ceremony, Smith was scheduled to drive Job One off the line at about 11 a.m., said Saturn spokesman Mark Tanner.

see SMITH, page 43

The Colt, a little car, is embroiled in a big argument at Chrysler.

Jeep-Eagle may get Colt; C-P, Dodge deals will fight

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Bowing to pressure from Jeep-Eagle dealers hungry for an entry-level vehicle, Chrysler Corp. is poised to add the Mitsubishi-built Colt subcompact to the franchise's 1991 lineup.

The move is being fought by Chrysler-Plymouth and Dodge dealers who now sell the three-door hatchback imported from Japan.

In another indication of fluctuating Jeep-Eagle product plans, Chrysler last week said the franchise will not sell a version of the Hyundai Sonata compact. Chrysler and the South Korean automaker announced in February 1989 that Chrysler would buy 30,000 units annually of a version of the Sonata built at Hyundai's plant in Bromont, Quebec.

Jeep-Eagle dealers were to begin selling that vehicle in 1991.

A Chrysler statement blamed the demise of the venture on "changing U.S. market conditions." Chrysler

see COLT, page 41

Olds dealers pull Japan-bashing ad; others draw fire

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — A New York-area Oldsmobile dealer group has stopped running a television ad that literally belittled the Japanese.

The ad suggested that Americans should buy American cars, since they're built "for our size families, not theirs," while Japanese cars are built for short people.

Pontiac, Buick add new ad fee, Page 3

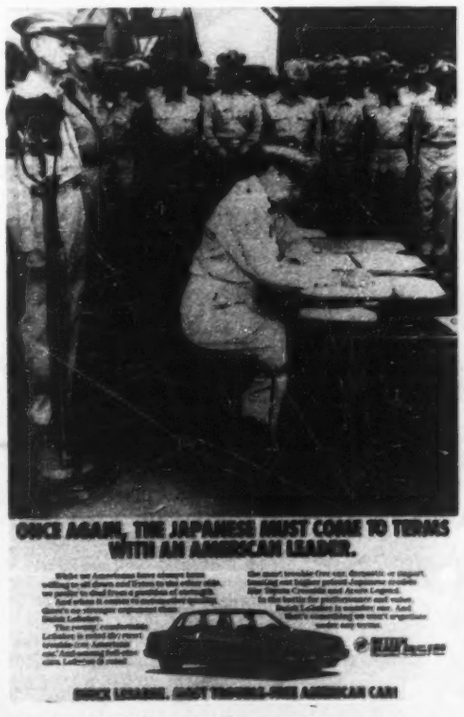
Ross Ruehle, an Oldsmobile spokesman, said the ad had been pulled. Carol Bensky, a spokeswoman for the 115-dealer Good Olds Guys ad group, said only that the ads had run as planned in May and would not be renewed.

The Oldsmobile ad was one of several strongly anti-Japanese car ads that have surfaced this year.

An 85-dealer Pontiac ad group kicked off a controversy here with a television ad that refers to New York City's Rockefeller Center as "Hirohito Center," a sarcastic reference to the late Japanese emperor and the fact that the Tokyo-based Mitsubishi Estate Co. bought a controlling interest in the New York City landmark last fall.

The New York Times ran a front-page story July 11 featuring Japan-bashing car ads, followed by an editorial calling the approach "racism."

see JAPAN ADS, page 43



A newspaper ad from the Chicago-area Better Buick Dealers group last spring shows a picture of U.S. Gen. Douglas MacArthur signing the Japanese surrender documents ending World War II.

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Pontiac, Buick dealers pay ad fees

By Arlene Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Starting Wednesday, Aug. 1, Buick and Pontiac dealers will be assessed 1 percent of the invoice price of vehicles to pay for local advertising.

Buick and Pontiac are joining Chevrolet and GMC Truck, which adopted the fee in 1988, and Oldsmobile and Cadillac, which imposed the fee a year later.

Olds dealers pull ad, Page 1

While dealer reaction was mixed, many dealers have accepted the fee as a necessary evil of doing business.

"It's almost like they've beat us down," says a metropolitan Detroit dealer who did not want to be identified. Dealers say Buick and Pontiac notified them of the change in June.

see AD FEES, page 44

LET'S MAKE A DEAL

Negotiator clears cultural, clerical hurdles to cement GM parts pact with Soviets

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

FLINT, Mich. — Negotiations had gone on for hours. Suddenly, they screeched to a halt.

Negotiators for the Soviet Union's leading auto manufacturer, Volga Auto Works, didn't understand what their counterparts from General Motors meant by "in good faith."

Translators for both sides were stumped. There is no Russian word for faith.

"We went around for hours on the word faith," recalls Jerry D. Florence, director of marketing strategy for AC Rochester Division and GM's lead negotiator in talks with the Soviets. "We finally came up with 'good intentions.' "

Language was one of the most frustrating aspects of GM's deal with the Soviets.

"The most difficult part was that a lot of times philosophically we would be saying the same thing, but we couldn't find the words that matched," says Florence.

Ultimately, GM and the Soviets emerged with a $1 billion deal that represents some firsts. GM became the first U.S. automaker in modern history to establish a working relationship with a Soviet automaker. GM also will become the first U.S. company doing business in the Soviet Union to be paid in U.S. dollars instead of Russian rubles, which are tradeable only in the Soviet Union.

Under the five-year agreement, GM will sell 150,000 engine management systems a year to Volga Auto Works for Lada automobiles. GM will engineer the systems to fit Lada's 1.5- and 1.7-liter, four-cylinder engines. GM also will train Soviet workers to install them.

In addition, GM and Volga Auto Works will negotiate toward a second deal to manufacture catalytic converters jointly in the Soviet Union. Those negotiations also involve GM's access to the Soviet Union's supply of platinum, which is used in making catalytic converters.

The deal turned out to be the most complicated of 41-year-old Florence's seven years of deal-making for GM.

While at GM's Packard Electric Division, Florence negotiated a deal for Packard Electric to set up a division in Brazil to supply parts to GM do Brasil's auto manufacturing.

In 1987, he negotiated with Japanese automaker Suzuki Motor Co. Ltd. for the the first major component contract for CAMI Automotive Inc., GM's joint-venture plant with Suzuki in Ingersoll, Ontario.

And at Packard Electric, he had responsibility for the division's joint-venture operation in South Korea to supply Daewoo Motor Co. Ltd.

But the deal with the Soviets was different.

"It was a lot more comprehensive, and we scaled new ground," says Florence.

As new ground was broken, Florence says he was reminded of a remark by H. Ross Perot, founder of Electronic Data Systems Corp. Perot, while a member of GM's board, criticized the company, saying that bringing about change at GM was like teaching an elephant to tap dance.

"In this case," says Florence, "the elephant did tap dance — and boogaloo and a little bit of everything else."

see RUSSIA, page 41

AUTOMOTIVE NEWS/JOE WILSEMS

Among Jerry Florence's souvenirs of his negotiating visits to the Soviet Union is a red star with a portrait of Vladimir Lenin in the center.

Laforza production stalls as company seeks more cash

Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Laforza Automobiles Inc. has ceased production of its $43,850 sport-utility, and Chairman Joseph Monterosso says he'll know this week if production will resume.

Laforza and C&C Inc. of Brighton, Mich., which puts Ford engines and transmissions into the Italian-built vehicles, agreed to stop producing the vehicles three months ago. While production has been on hold, Monterosso has continued efforts to secure financing and to reorganize the financially strapped company.

Monterosso says his company will receive $2 million to $3 million from sources he would not name if he can successfully renegotiate arrangements with his bank and major supplier.

Monterosso says he is "extremely optimistic" that the deal will pull through. Another source close to the company said the odds were 50-50.

The Laforza sport-utility was designed by Carrozzeria Pininfarina in Turin, Italy. Bodies built in Italy were sent to Brighton, Mich., where C&C Inc. installed Ford Motor Co.'s 5.0-liter V-8 engine and four-speed automatic transmission. Laforza Automobiles is based in Hayward, Calif., and has just moved to smaller quarters in an effort to control costs.

Laforza has 40 dealers, primarily exotic- and specialty-car dealers.

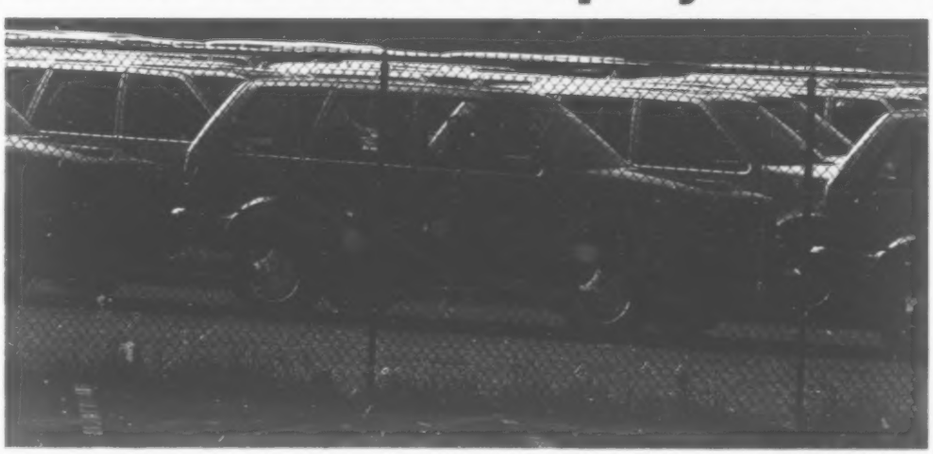
Plagued with lack of funds from its start in 1988, Laforza has barely scratched the surface of its sales projections. In late 1988, when Laforza was preparing to introduce the vehicle, it was projecting 2,000 sales in the first 12 months. The figure was revised downward a number of times as the launch date was moved from November 1988 to March 1989.

The vehicle was first shown at the Greater Los Angeles Auto Show in January 1989 and introduced last July. Fewer than 300 have been sold.

Hundreds remain unsold. Some are in dealer inventories; most are parked at C&C, which delivers the vehicles directly to dealers.

Pininfarina is still dealing with Laforza, although the Italian

see LAFORZA, page 44



AUTOMOTIVE NEWS/JOE WILSEMS

An estimated 200 Laforza sport-utilities are being stored outside C&C Inc. in Brighton, Mich., awaiting dealer orders.

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Mercedes shifts execs, redraws zone boundaries

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

MONTVALE, N.J. — Mercedes-Benz of North America Inc. is shifting manpower and authority from its national headquarters here to four zone offices in an effort to become more responsive to its 422 dealers.

By the end of 1990, the company will consolidate its seven existing zones into four new ones with more people and more decision-making power. The restructuring closely parallels a move made recently by rival BMW of North America Inc., based a few miles away in Woodcliff Lake.

Mid-July sales slide; Big 3 off 13% to 18%

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Sales of transplant vehicles continue to eat away at the popularity of Big 3 models.

For the July 11-20 period, all transplant makers except Nissan sold more vehicles than the year before; General Motors, Ford Motor Co. and Chrysler Corp. were down.

Mid-July car sales totaled 190,503, a decline of 12.87 percent from last year.

Truck sales, which totaled 119,162, were off 12.57 percent; total vehicle sales of 309,665 were down 12.76 percent.

Each selling period had nine days. The daily selling rate was 34,407, compared with 39,649 last year.

Ford suffered the biggest decline in car sales — 23.56 percent.

Combined with a 10.45 percent loss in truck sales, Ford's overall sales were down 18.02 percent.

Chrysler's vehicle sales were down 17.24 percent. The company's car sales skidded 17.88 percent and truck sales fell 16.73 percent.

GM suffered least among the Big 3 with a 13.31 percent overall decline in vehicle sales.

The automaker's sales declined 13.36 percent, and truck sales were off 13.22 percent.

Mazda and Toyota led the way for the transplants.

Mazda's sales soared 70.61 percent with Toyota close behind with a 62.65 percent increase.

Mitsubishi and Honda had modest increases of 6.55 percent and 3.17 percent, respectively.

Nissan's overall sales dropped 0.96 percent with car sales down 1.52 percent and truck sales off 0.51 percent.

10-DAY SALES

DOMESTIC BUILT

	July 11-20, 1990	July 11-20, 1989
CARS		
Eagle	1,948	1,314
Chrysler	5,714	4,428
Dodge	7,589	10,858
Plymouth	4,801	7,819
CHRYSLER MTRS.	**20,052**	**24,419**
Ford	35,154	46,431
Lincoln	4,444	6,184
Mercury	9,929	12,178
FORD MOTOR	**49,527**	**64,793**
Buick	16,156	17,443
Cadillac	6,148	6,880
Chevrolet	38,203	41,599
Oldsmobile	15,120	19,585
Pontiac	15,608	19,800
GENERAL MTRS.	**91,235**	**105,307**
HONDA	**13,583**	**13,175**
MAZDA	**2,276**	**1,334**
MITSUBISHI	**1,057**	**992**
NISSAN	**2,857**	**2,901**
SUBARU	**588**	—
TOYOTA	**9,318**	**5,729**
U.S. CAR TOTAL	**190,503**	**218,650**
TRUCKS		
Chrysler	91	106
Dodge	13,795	15,383
Jeep	6,026	8,689
Plymouth	5,383	6,199
CHRYSLER MTRS.	**25,295**	**30,377**
FORD MOTOR	**42,381**	**47,324**
Chevrolet	36,062	43,633
GMC	9,869	11,435
Oldsmobile	828	—
Pontiac	1,030	—
GENERAL MTRS.	**47,789**	**55,068**
ISUZU	**164**	—
NISSAN	**3,513**	**3,531**
U.S. TRK. TOTAL	**119,162**	**136,300**
U.S. CAR-TRUCK TOTAL	**309,665**	**354,950**

There were 9 selling days in the period this year and last year.

G20 is priced under $20,000 and goes on sale Sept. 25.

INFINITI FOR 1991

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
G-20	100.4	175.0	66.7	54.9	2,535	2.0L, I-4	fwd	4-dr.
M-30	103.0	188.8	66.5	54.3	3,333	3.0L, V-6	rwd	2-dr.
Q-45	113.2	199.8	71.9	56.3	3,950	4.5L, V-8	rwd	4-dr.

G20 joins 1991 Infiniti car line

Kristine Stivin Breese
AUTOMOTIVE NEWS STAFF REPORTER

A new entry-level sedan, a mid-range convertible and performance modifications on existing models constitute the 1991 changes for Infiniti Division of Nissan Motor Corp. in U.S.A.

INTRO 1991

At under $20,000, the new 2.0-liter G20 sedan will give Infiniti dealers a product to show to luxury-car aspirants, including younger buyers and women with less disposable income. The G20 goes on sale Sept. 25.

Although the exterior styling of the top-of-the-line Q45 is unchanged for 1991, two new options will be available — full-active suspension and traction-control.

An M30 convertible will join the sedan in Infiniti's middle line.

G20: The G20 is powered by a 2.0-liter, 16-valve, four-cylinder engine delivering 140 horsepower at 6,400 rpm, and 132 pounds-feet of torque at 4,800 rpm.

The car is offered with either five-speed or automatic transmission; anti-lock brakes are standard. A driver-side air bag is not available.

Q45: The Q45 sedan offers what Infiniti calls the first full-active suspension system available on a production automobile in the United States.

The option, which will cost more than $4,000, uses sensors and hydraulic actuators to control body roll, pitch, brake dive and other handling characteristics.

Electronic traction-control is another Q45 option. The computer system marries electronic throttle control with electronic braking control to moderate wheel spin and grip. The $1,500 traction-control option and the active-suspension system are not available together.

The Q45 transmission has been recalibrated and the central door-locking system has been improved.

M30: The M30 will continue as is, except for new Q45-like scripting on the instrument panel, minor fuel-injection refinements and central door-lock control added to the passenger-side door.

The convertible model is scheduled to go on sale in November. Price is estimated at $30,000-plus.

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VOLUME V (running time: 19 minutes) — Demonstration Rides • How a Demo Car Should Be Equipped Qualifying During Demonstration Ride • Key Questions • Inspecting the Trade-in • Overcoming Objections and Stalls
VOLUME VI (running time: 15 minutes) — How to Use the Order Form as a Sales Tool • Tips on Credit Applications • Use of Bank Information • How to Secure the Best Co-Signer • Closing the Co-Signer • Salvaging Bank Rejects • Getting Deposit • Closing the Sale
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NHTSA upgrades probe of 1989-90 T-bird latches

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The federal government has upgraded its defect investigation into 1989-90 Ford Thunderbird and Mercury Cougar hoods that fly up when the cars are moving.

Both hood latches on the cars appear to fail, said the National Highway Traffic Safety Administration. About 22,500 vehicles could be affected by a recall.

NHTSA also upgraded to engineering analysis its investigation into failing lap seat belt retractors on the 1985-87 Chevrolet Corvette. A recall could affect 100,000 cars.

NHTSA opened several preliminary defect investigations:

- 1986-90 Isuzu Trooper, 3,000 vehicles, for surging diesel engines possibly caused by oil that leaks through the turbocharger oil seal. The oil possibly enters the cylinder and is burned with the diesel fuel. Three complaints.
- 1988-90 Oldsmobile Cutlass Supreme, Buick Regal and Chevrolet Lumina, 763,000 cars, for a faulty switch on the rear brake stop lamps and failure of the cruise control to disengage when the brakes are applied; 12 complaints.
- 1984-85 Ford Mustang, 274,000 cars, for a deteriorating plastic seat belt buckle; 13 complaints.

Mazda recalls 1986-87 626s

IRVINE, Calif. — Mazda Motor of America is recalling 1986 and 1987 Mazda 626 models to check for possible faults in the ignition switch.

Worn-out switches could prevent the windshield wipers and washers, engine cooling fan, heater blower and air conditioner compressor from operating.

Approximately 102,500 vehicles could be affected.

Conn. requires makers to reveal warranty extension

HARTFORD, Conn. — Connecticut Gov. William A. O'Neill has signed into law a bill requiring motor vehicle manufacturers to notify customers within 90 days of instituting a program that expands or extends a consumer warranty or program that offers to pay all or part of the cost of a repair.

The law takes effect Oct. 1.

Ford wants conversions stressed

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. is urging its dealers to become "substantially more active" in retailing conversion vans as part of the changes it is making in its consignment pool van conversion program.

Phillip M. Novell, Ford Division general sales manager, in a July 18 letter to dealers, said Ford's move toward distributing more of its van conversion chassis through pool companies is dependent on its dealers becoming more active in conversion van retailing.

"It's important to remember that because our customer cash and APR (annual percentage rate finance) incentives are available only through Ford dealers (on both pool and non-pool units), remaining non-Ford-dealer retailers of Ford van conversions will have a more difficult time competing effectively," Novell said.

He added that Ford's quality improvement assistance to pool converters "appears to be producing excellent results. Dealers who got out of conversion van retailing in the past due to quality concerns may be pleasantly surprised with today's Ford conversions."

Novell

Novell also pointed out that the most profitable way to retail van conversions is to make a serious commitment to the business.

"Conversions are sold predominantly from stock and are often impulse purchases," Novell said. "Dealers stocking only one or two units normally don't have 'the' vehicle that the customer falls in love with — and they usually can't justify sufficient merchandising and service support.

"So, if you're considering this business, 'go for it.' It can be a major profit contributor to your bottom line."

Novell also noted that Ford converters have responded favorably to a customer survey

"Major quality improvement actions are now under way (as a result of the survey)," Novell said.

Ford engineers have also begun regular visits to pool and pool-applicant converter locations to assess their quality practices.

Converters must demonstrate acceptable and continually improving quality practices to attain or retain pool status, Novell said.

Van conversions mark record May

A big jump in wholesale shipments of van conversions helped the RV industry register an overall increase in shipments during May.

Van conversion shipments set a monthly record in May, according to the Recreation Vehicle Industry Association. Shipments from converters to dealers totaled 20,900 units, up 11.76 percent from a year earlier, RVIA said. For five months of calendar 1990, van conversion shipments totaled 83,500 units, 4.57 percent below a year ago.

But shipments of raw van chassis from Detroit's four van manufacturers to converters in May portended a continued strengthening in the market. Detroit van manufacturers shipped 21,700 van chassis with the seat-delete option to converters in May, nearly equal to the 21,800 of last year.

May's shipments of raw chassis, though off 0.46 percent from last year, represented a sharp improvement over the industry's pace earlier this year. Raw chassis shipments were down 7.40 percent in April and 79.40 percent in January, according to RVIA.

For five months of calender 1990, raw chassis shipments totaled 81,500 units, down 20.02 percent from a year earlier.

The strength of wholesale van conversion shipments from converters to dealers helped boost total shipments of RV products to 38,200 units in May, up 4.95 percent from a year earlier. For five months of calender 1990, total RV shipments of 174,100 units were 4.34 percent below the 1989 figure.

RVIA said consumers reported slightly less favorable attitudes about the long-term outlook for the general economy in its most recent survey, conducted by the University of Michigan's Survey Research Center. The Index of Consumer Sentiment slipped to 90.6 in the May survey, down slightly from April and nearly identical to the 90.7 recorded one year earlier, RVIA said.

John DeWolf, an economic consultant for RVIA, forecast van conversion shipments of just under 190,000 for calendar 1990, a 5.19 percent decline from 1989.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	May 1990	May 1989	% change	5 mos. 1990	5 mos. 1989	% change
Travel trailers	4,800	5,000	– 4.0	27,000	27,200	– 0.7
Park Trailers	700	600	+16.7	3,200	3,300	– 3.0
Travel trailers—fifth wheel	2,600	2,400	+ 8.3	14,300	13,500	+ 5.9
Folding camping trailers	2,500	2,400	+ 4.2	14,700	15,300	– 3.9
Truck campers	1,200	1,200	– 0.0	4,600	4,700	– 2.1
Towable RV total	11,800	11,600	+ 1.7	63,800	64,000	– 0.3
Conventional (type A)	2,800	3,200	–12.5	14,900	17,000	–12.4
Van Campers (type B)	700	600	+16.7	2,700	2,200	+22.7
Chopped vans (all)	2,000	2,300	–30.4	9,200	11,300	–18.6
Motor home total	5,500	6,100	– 9.8	26,800	30,500	– 12.1
Van conversions	20,900	18,700	+11.8	90,600	94,500	– 4.1
TOTAL ALL RVs	38,200	36,400	+5.0	174,100	182,000	– 4.3

Source: Recreation Vehicle Industry Association

Starcraft shoots for big profits

2 presidents get pink slipped in corporation's restructuring

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Starcraft Corp. is shifting gears to become more profitable, following the ouster of two longtime officials.

Dominic D. Cuzzocrea, president and chief executive officer of Starcraft, and Cecil J. Bontreger, president of Starcraft Van Conversions Corp., were "relieved of their duties," July 16, according to Michael Bell, Starcraft board chairman.

A search is under way to replace Cuzzocrea. During the interim, Richard A. Newberry, Starcraft chief financial officer, was named acting chief operating officer. Joe Hartsough, general manager of Starcraft's Delhi, La., plant, was named to replace Bontreger as president of Starcraft Van Conversions.

Cuzzocrea and Bontreger helped engineer a buyout of Starcraft from Lear Siegler Corp. in June 1987 — but recently left it without enough money to service its interest debt.

Bell, whose Southwest Venture Management Co. in San Antonio, Texas, is the largest single investor in Starcraft with about 25 percent, stepped in and took over as chairman earlier this month.

Bell confirmed that Starcraft, which owes $8.5 million in revolving and short term outstanding bank debt, as well as $25 million in debentures remaining from its buyout, failed to earn enough to service its interest payment for its most recent fiscal 1990 year ended June 30.

Starcraft's annual interest burden is about $5.5 million, he added.

He said the company has been renegotiating its loan payment schedule with banks, and would meet with bondholders to renegotiate payment on that interest debt within two weeks.

Starcraft has been profitable, but not enough to meet debt obligations, Bell said.

He blamed Cuzzocrea and Bontreger for being "too much oriented to unit volume and sales revenue and not focused enough on profits and cash flow."

"The company needed to make cost reductions and changes to bring costs in line, and management was not responsive to that," Bell added.

Bell conceded that some of Starcraft's promotions — it typically wines and dines dealers at the Indy 500 race every year, for example — were "necessary and effective."

But he felt that, overall, its promotions, commissions and discounts were excessive.

"We're not going to discount as heavily, even if it means giving up volume," Bell said. "We're not in a race to be No. 1."

Starcraft will sell a little more than 12,200 units for the 1990 model year, and expects to sell 11,000 for the 1991 model year, according to Newberry.

Overseas sales account for about 20 percent of its volume. Starcraft sells vans to Europe, the Middle East and Japan.

Bell cited a softer economy next year and more competition in the international market, as well as cutbacks in discounts and promotions, as reasons for the lower sales volume.

Starcraft is third in volume behind Glaval Inc. of Elkhart, Ind., and first place Mark III of Ocala, Fla.

While vans are its strongest suit, Starcraft also produces campers, trailers and motor homes.

Bell doesn't anticipate selling any of the operations, though they are being reviewed for improvements.

Coachmen's Van Camper

The Van Camper, made by Coachmen Vans, Elkhart, Ind., is 19 feet long, two feet longer than the average van. It is built on the Chevrolet G-30/GMC G-3500 extended van.

Champion posts profit, but loses Wentworth

DRYDEN, Mich. — Clare G. Wentworth, group vice president of Champion Enterprises Inc. and president of Champion Motor Coach Inc., resigned July 23.

His resignation coincided with the restructuring of Champion's Motor Coach operations into two divisions.

Walter R. Young Jr., president and chief executive officer of Champion Enterprises Inc., will temporarily assume Wentworth's responsibilities.

Champion's Motor Home Division, serving the recreational vehicle markets, will be headquartered in Elkhart, Ind.

Dennis Sibrt was promoted to general manager, Motor Home Division, and will report directly to Young on an interim basis.

The Commercial Vehicle Division will consolidate all of its operations in Imlay City, Mich.

Champion plans to set up seperate management teams for each division, according to a company spokesman.

The restructuring will permit Champion to "both expand in the commercial vehicle market and better compete in the recreational vehicle market by focusing our coordinated efforts effectively in these two very different businesses which require very different products, services and marketing," Young said.

Champion posted its first profitable quarter in three years for its most recent reporting period. It had net income of $711,000 during the first quarter of its fiscal 1991 year ended June 1 compared to a net loss of $944,000 a year earlier.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1990 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	July 31*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	July 31*
Dodge trucks	$500-$2,500	2.9	7.9	7.9	10.9	July 31
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	July 31
Jeep	$500-$1,000	2.9	7.9	7.9	10.9	July 31*
Plymouth	$750-$1,800	2.9	7.9	7.9	10.9	July 31*

*Expiration date is Aug. 31 on Chrysler LeBaron, Dodge Shadow and Spirit and Plymouth Sundance and Acclaim. Expiration date is Sept. 30 on Jeep Cherokee Limited and Wagoneer Limited. Interest-free 24-month loans available on some models in all lines.

Ford Motor Co. (1989-90 models)						
Ford cars*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Mercury*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Continental, Mark VII	$1,500-$2,000					Sept. 26

*Mustang buyers can choose $1,000 rebate with no finance incentive or $700 rebate with cut-rate financing. Probe buyers can choose a $1,500 rebate with no finance incentive, $700 with cut-rate financing or no rebate and 2.9/2.9/2.9/8.9 financing. Tracer buyers can choose $1,500 rebate with no finance incentive or $700 rebate with 6.9/6.9/6.9/10.9 financing.

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Aug. 2
Riviera	$2,000	7.9	7.9	7.9	10.9	Aug. 2
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Olds 88	$1,500 (in specified zones)	7.9	7.9	7.9	10.9	Aug. 2
Olds Silhouette	$1,250	7.9	7.9	7.9	10.5	Aug. 2
Olds Toronado	$2,500	7.9	7.9	7.9	10.9	Aug. 2
Cutlass Ciera	$1,000	7.9	7.9	7.9	10.9	Aug. 2
Pontiac	$750-$2,000**	6.9	6.9	6.9	10.9	Aug. 2
Trans Sport	$1,000	7.9	7.9	7.9	10.9	Aug. 2

*Based on option package selected.
**Dealers contribute $1,000 on Grand Prix in some areas.

General Motors (1991 models)						
Buick Regal Sedan	$500-$1,250*		7.9	7.9	7.9	Aug. 2
Chevrolet Camaro, Caprice	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet S10	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Based on option package selected.

Hyundai (1989-90)	$500-$750					Sept. 4
Mazda (1990 models)						
323, Protege	$500-$750					Aug. 2
MX-6, 626	$500-$1,000					Sept. 5
Trucks	$750					Sept. 5
MPV	$500-$700 discount on option packages					Sept. 5
Mitsubishi (1990 models)						
Cars	$500-$2,000*					Aug. 31
Trucks	$750-$2,000*					Aug. 31

*Payments differ by regions.

Nissan (1990 models)						
Sentra, base pickup	$500-$1,000					Aug. 2
Peugeot (1989-90)	$1,000-$3,000					None
Sterling						
1989 models	$5,000					Sept. 30
1990 models			0.0	0.0		Sept. 15
Subaru						
Justy (1989-90)	$500-$1,000					Oct. 2
Loyale (1990)	$800-$1,200					Oct. 2
Suzuki (1989-90 models)*						
Swift	$400-$2,000					Aug. 2
Samurai	$1,000					Aug. 2
Sidekick	$1,000-$2,500**					Aug. 2

*Customer rebate or dealer rebate; dealer's choice.
**$3,000 in California.
Note: Some makers offer rebates to buyers of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

KELPIE

FROM PAGE 2

is in the process of filing a bond prospectus with the Securities and Exchange Commission and prohibited by law from discussing it.

The registration will show Kelpie North American Holdings as the company that is going to pay off the bonds and the Wood County Economic Development Corp. as the issuer of the bonds.

Guarantees for the bonds, such as a letter of credit or bank guarantee, are still being developed, Rosenthal said.

The bonds would be underwritten by a U.S. investment bank.

Linda Amos is county executive of Wood County, Ohio, which would issue the bonds. She said, "We are, by our consitution, not allowed to put any money or risk into this bond.

"If that (outside guarantee) doesn't happen, the project wouldn't happen," she added.

The investor group which formed Kelpie North American Holdings is led by Martin Fife, who will be the company's chief executive officer.

Fife identified himself as a director of the Dreyfus Fund and "most of Dreyfus' flagship fun such as Dreyfus Liquid Assets."

Although North American Ho ings hasn't announced its board directors or key management p ple, Fife said, "The technical te has (a combined) 150 years manufacturing expertise. They very, very qualified."

The plant will consist of th connected buildings on a 70-a site, according to Paul Coop president of Kelpie North Amer Corp. and a former Americ Motors Corp. manufacturing ma ager in Toledo.

Kelpie North America Corp an engineering and manufactur subsidiary of the Australian co pany. It will become a subsidi of Kelpie North America Holdin and will be located in Northwo Another subsidiary, Kelpie No American Sales and Marketing C will be located in an as-yet un termined area around Toledo, C per said.

Cooper projects that the pla will employ 700 workers initia and 1,500 workers at full produ tion. It is also expected to hav support staff of about 250 peopl

Kelpie Holdings North Amer will also retain the small office Warren, Mich., currently opera by Kelpie Industries U.S.A. Inc.

The office now employs ab 15 people who have been do some engineering and prototy work on the vehicles.

Kelpie Industries Ltd. is loca in Matraville, New South Wal Australia. Its chairman, Rob Page, originally developed the K pie for use in his shopping cart trieval business.

In 1988, the Australian compe bought a 360,000-square-foot a plant in Monterrey, Mexico, w the idea of building trucks th for the U.S. market.

But the company decided "really did not have the financ expertise to conclude a project this size. So, it went back to original intention to license co panies with the ability to fina cially exploit the Kelpie techn ogy," said Kim Shipley, Kel Industries Ltd. managing directo

Kelpie Industries has put Mexican plant up for sale.

Kelpie Industries Ltd. would ceive $300 for every pickup sold Kelpie North American Holding

Kelpie Industries is also ne tiating to become a minority sha holder of Kelpie North Americ Holdings.

Vorderburg said that, based market research, the vehicle peals to various pickup and d very groups, such as applian dealers, landscapers, bottling beverage companies and oth who could load and unload m efficiently with the hydraulic tru bed.

It also appeals to recreation who use truck to move ATVs, skis, motorcycles and other o door items.

Wheel wells don't intrude i the truck's bed, which provides cubic feet of cargo space.

The vehicle will be in the 000 to 10,000-pound gross ve cle weight rating range, with a l capacity of 1,800 pounds, acco ing to Vorderburg. That wo make it comparable to a conv tional half-ton pickup like a Do Dakota, Ford F-150 or Chevro C-1500.

Suggested retail price for a st dard eight-foot bed vehicle will $16,500 to $17,900, several th sand dollars more than the aver price of a pickup truck.

The company is planning a range of products between 19 and 1995.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	Aug. 8
Tempo	$250	Aug. 8
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	July 31
Town Car	$1,500-$2,500 based on number sold	Aug. 8
Continental Mark VII	$1,000-$2,000 based on number sold	Aug. 8
Ford Motor Co. (1989-1991 models)		
Taurus, Crown Victoria	$100-$600 based on number sold	Aug. 8
Escort	$200-$500, based on number sold	Aug. 8
Tracer	$200-$500, based on number sold	Aug. 8
Sable, Grand Marquis	$100-$600, based on number sold	Aug. 8
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on number sold	Aug. 10
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98	$750-$1,250, based on number sold	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mazda (1990 models)		
929, RX-7	$500-$2,500, based on number sold	Sept. 5
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31

*Quotas apply on Eclipse and 2wd pickups in some regions.

Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	July 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1989-90 models)*		
Swift	$400-$2,000	Aug. 2
Samurai	$1,000	Aug. 2
Sidekick	$1,000-$2,500**	Aug. 2

*Customer rebate or dealer rebate; dealer's choice.
**$3,000 in California

Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volkswagen (1990 models)		
Fox	$750-$1,000	Aug. 31
Golf	$1,000, quota	July 31
Corrado	$1,500, quota	July 31
Volvo (1989-90)	$200-$600, based on number sold	Aug. 31

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Changeovers at GM cut car output

By Anne Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Auto production dipped last week as General Motors closed seven assembly plants for model changeover.

U.S. automakers scheduled output of 86,517 units, 4.23 percent below the previous week and 2.62 percent above the year-ago week.

Truckmakers planned to produce 85,139 units last week, 7.75 percent above the previous week and 28.88 percent above the same week last year.

Estimated car production last week was split as follows: Ford Motor Co., 39.84 percent; General Motors, 28.37 percent; Honda of America Manufacturing Inc., 10.33 percent; Toyota Motor Manufacturing U.S.A. Inc., 5.09 percent; New United Motor Manufacturing Inc., 4.74 percent; Mazda Motor Manufacturing (USA) Corp., 4.63 percent; Diamond-Star Motors Corp., 3.33 percent; Chrysler Corp., 3.01 percent; and Subaru—Isuzu Automotive Inc., 0.66 percent.

Ford's Atlanta and Lorain, Ohio, car plants and the Kansas City, Mo., and Norfolk, Va., truck facilities were scheduled for weekend changeover last week.

The company slated daily overtime at the Wixom, Mich., and Wayne, Mich., car plants and at the the St. Paul, Minn.; Louisville, Ky.; and St. Louis truck facilities.

In addition to the seven car plants down last week, GM closes four more today for changeover. They are Tarrytown, N.Y; Bowling Green, Ky.; Fairfax, Kan.; and Oklahoma City. Also, the Detroit special vehicle chassis truck facility shut down today for changeover.

The company also scheduled three truck plants for weekend changeover last week: Baltimore; Flint, Mich.; and Fort Wayne, Ind.

Chrysler's Belvidere, Ill., car assembly plant is scheduled to resume production today. The St. Louis No. 2 minivan facility shuts down today for changeover. It is due to resume production Aug. 27.

Chrysler's Jeep plant in Toledo, Ohio, will be closed this week because of a parts shortage.

Nissan's Smyrna, Tenn., auto assembly line was idle last week for retraining following a two-week vacation. The company's truck line resumed production last week as scheduled.

Canada trucks rise; Ford helps

Canadian truck output rose last week as Ford's Ontario truck facility in Oakville returned to work.

Canadian truck production was estimated at 10,135 units, 44.25 percent above the previous week and 19.44 percent below 1989.

Year-to-date Canadian truck makers have assembled 508,684 vehicles, 8.22 percent behind 1989.

Canadian automakers scheduled 17,739 units last week, 12.61 percent below the previous week and 12.62 percent above last year.

So far this year, 611,925 cars have been assembled, 6.95 percent above 1989.

U.S. CAR	Week Ended July 28, 1990	Week Ended July 29, 1989	Week Ended July 21, 1990	July to Date	Jan. 1 to July 28, 1990	Jan. 1 to July 29, 1989
Horizon	0	1,158	0	0	4,327	16,168
Sundance	600	0	0	1,757	44,033	64,561
Acclaim	500	328	0	2,107	56,049	71,152
Total Plymouth	**1,100**	**1,486**	**0**	**3,864**	**104,409**	**151,881**
LeBaron A	0	0	0	0	8,064	0
LeBaron J	0	1,555	0	898	26,823	57,345
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	0	271	0	961	24,535	57,696
Fifth Avenue	0	0	0	574	14,265	100
Imperial	0	0	0	122	12,503	0
Total Chrysler	0	1,826	0	2,555	86,190	118,087
Omni	0	1,192	0	0	4,078	17,642
Daytona	400	1,165	0	1,039	18,269	48,186
Shadow	600	0	0	2,028	51,331	61,412
Dynasty	0	528	0	1,707	63,416	83,678
Lancer	0	0	0	0	0	1,528
Spirit	500	326	0	1,518	51,864	60,392
Total Dodge	**1,500**	**3,211**	**0**	**6,292**	**188,958**	**272,838**
CHRYSLER MOTORS	**2,600**	**6,523**	**0**	**12,711**	**379,557**	**542,806**
Escort	5,997	5,480	5,057	11,054	118,944	182,861
Mustang	3,705	3,880	0	3,705	81,544	125,031
Tempo	2,773	2,311	3,034	5,807	77,574	86,223
Taurus	7,210	7,854	8,059	15,269	204,107	213,160
Thunderbird	3,350	2,726	3,013	6,363	69,597	93,795
Total Ford Div.	**23,035**	**22,251**	**19,163**	**42,198**	**551,766**	**701,070**
Topaz	1,629	1,627	1,316	2,945	29,971	40,675
Cougar	2,275	2,676	1,784	4,059	46,270	79,535
Sable	2,650	2,375	2,657	5,307	61,739	68,909
Total Mercury	**6,554**	**6,678**	**5,757**	**12,311**	**137,980**	**189,119**
Continental	1,529	1,002	1,502	3,031	34,063	39,782
Mark VII	340	348	462	802	13,342	13,977
Town Car	3,002	2,093	2,985	5,987	89,851	74,503
Total Lincoln	**4,871**	**3,443**	**4,949**	**9,820**	**137,256**	**128,262**
Total L-M Div.	**11,425**	**10,121**	**10,706**	**22,131**	**275,236**	**317,381**
FORD MOTOR CO.	**34,460**	**32,372**	**29,869**	**64,329**	**827,002**	**1,018,451**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	1,618	0	1,619	6,814	53,513	34,873
Century	0	2,075	1,668	4,646	40,338	75,345
Riviera	0	0	0	856	13,116	11,348
Electra/Park Ave.	0	0	1,535	3,961	21,027	43,308
LeSabre (fwd)	0	0	3,036	9,186	96,724	90,007
LeSabre (rwd)	0	25	0	0	4,022	4,117
Reatta	0	0	202	581	5,277	3,140
Total Buick	**1,618**	**2,100**	**8,060**	**26,044**	**234,017**	**269,051**
Eldorado	0	0	0	837	12,261	19,103
Seville	0	0	0	2,019	22,806	13,997
Brougham (rwd)	988	0	491	1,696	14,844	21,933
DeVille (fwd)	0	2,272	0	6,356	95,902	117,244
Allante	0	77	0	0	2,516	1,921
Total Cadillac	**988**	**2,349**	**491**	**10,908**	**148,329**	**174,198**
Cavalier	0	6,294	4,362	16,546	188,868	222,750
Camaro	1,775	0	0	3,279	38,535	64,591
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	4,083	0	6,302	21,235	167,091	229,026
Caprice	5,873	1,254	1,504	13,593	149,000	112,997
Corvette	535	560	563	2,114	14,596	15,973
Total Chevrolet	**12,266**	**8,108**	**12,731**	**56,767**	**558,090**	**715,686**
Calais	0	0	2,051	6,592	59,289	56,481
Cutlass Ciera	1,928	2,019	1,982	7,474	49,010	56,485
Cutlass Supreme	1,928	0	1,999	7,518	51,524	52,522
Toronado	0	0	0	467	9,509	4,845
88 (fwd)	0	0	2,282	7,120	62,139	85,904
88 (rwd)	0	0	0	0	1,214	5,065
98	0	796	0	2,402	32,784	43,298
Total Oldsmobile	**3,856**	**2,815**	**8,314**	**31,573**	**265,469**	**304,600**
Sunbird	0	3,499	0	3,223	83,181	87,633
Grand Am	0	0	0	7,973	113,723	143,815
Firebird	1,115	0	0	2,064	24,050	35,352
Grand Prix	3,253	0	3,190	12,258	72,581	71,786
Pontiac 6000	1,453	1,532	1,450	5,518	36,481	49,259
Bonneville	0	0	1,088	3,533	46,523	51,680
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**5,821**	**5,031**	**5,728**	**34,569**	**376,539**	**442,219**
GENERAL MOTORS	**24,549**	**20,403**	**35,324**	**159,861**	**1,582,444**	**1,905,754**
DIAMOND-STAR	**2,884**	**1,889**	**2,998**	**8,327**	**73,138**	**31,690**
HONDA	**8,940**	**7,665**	**8,888**	**26,731**	**248,984**	**219,502**
Civic	1,980	2,872	2,028	6,003	67,605	75,060
Accord	6,960	4,793	6,860	20,728	181,379	144,442
MAZDA†	**4,009**	**4,277**	**3,996**	**11,859**	**98,792**	**118,753**
NISSAN	**0**	**3,192**	**0**	**1,062**	**51,096**	**67,399**
NUMMI	**4,100**	**4,286**	**4,152**	**15,717**	**121,932**	**118,721**
Corolla	2,100	1,781	2,122	7,995	61,254	47,892
Geo Prizm/Nova	2,000	2,505	2,030	7,722	60,678	70,829
SUBARU-ISUZU	**575**	**3,705**	**697**	**2,046**	**14,971**	**71,211**
TOYOTA	**4,400**	**0**	**4,419**	**12,940**	**124,417**	**0**
TOTAL CARS, U.S.	**86,517**	**84,312**	**90,343**	**315,583**	**3,522,333**	**4,094,287**
TOTAL CARS, CANADA	**17,730**	**15,743**	**20,289**	**68,892**	**611,925**	**572,164**
U.S., CANADA CARS	**104,247**	**100,055**	**110,632**	**384,475**	**4,134,258**	**4,666,451**
U.S., CANADA CARS AND TRUCKS	**199,521**	**178,695**	**196,674**	**663,460**	**6,986,892**	**7,728,541**

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended July 28, 1990	Week Ended July 29, 1989	Week Ended July 21, 1990	July to Date	Jan. 1 to July 28, 1990	Jan. 1 to July 29, 1989
Monaco	0	0	0	438	5,587	0
Premier	0	25	0	1,919	5,110	22,370
CHRYSLER MOTORS	**0**	**25**	**0**	**2,357**	**10,697**	**22,370**
Tempo	0	0	0	0	69,481	72,675
Topaz	0	0	0	0	25,040	30,827
Crown Victoria	2,866	2,097	2,739	5,605	69,727	71,179
Grand Marquis	2,414	2,065	2,209	4,623	61,191	76,846
FORD MOTOR CO.	**5,280**	**4,162**	**4,948**	**10,228**	**225,439**	**251,527**
Celebrity	772	501	1,144	4,165	20,337	15,216
Cutlass Ciera	1,733	2,609	2,426	8,926	53,571	95,914
Lumina	3,351	6,066	4,605	17,676	132,213	83,034
Regal	3,014	0	3,582	12,338	57,238	43,462
GENERAL MOTORS	**8,870**	**9,176**	**11,757**	**43,105**	**263,359**	**237,626**
HONDA	**2,150**	**1,750**	**2,104**	**6,199**	**60,013**	**47,410**
HYUNDAI	**0**	**0**	**0**	**1,376**	**11,243**	**0**
TOYOTA	**1,250**	**450**	**1,300**	**4,943**	**35,921**	**8,044**
VOLVO	**180**	**180**	**180**	**684**	**5,253**	**5,187**
TOTAL CARS, CANADA	**17,730**	**15,743**	**20,289**	**68,892**	**611,925**	**572,164**

U.S. TRUCK	Week Ended July 28, 1990	Week Ended July 29, 1989	Week Ended July 21, 1990	July to Date	Jan. 1 to July 28, 1990	Jan. 1 to July 29, 1989
Caravan	1,900	31	1,890	7,933	67,184	62,157
Dakota	800	1,163	282	1,082	38,746	56,101
Caravan C/V	50	2	106	409	4,218	4,518
Ram pickups	1,300	1,157	429	1,729	57,411	56,208
Total Dodge	**4,050**	**2,353**	**2,707**	**11,153**	**167,559**	**178,984**
Cherokee	0	4,040	0	0	90,190	129,434
Comanche	0	517	0	0	4,241	17,506
Grand Wagoneer	0	270	0	0	3,770	6,479
Wagoneer	0	67	0	0	2,185	5,157
Total Jeep	**0**	**4,894**	**0**	**0**	**100,386**	**158,576**
Voyager	1,600	9	1,739	6,952	62,835	58,725
Town & Country	0	2	73	127	2,075	1,872
Total C-P Div.	**1,600**	**11**	**1,812**	**7,079**	**64,910**	**60,597**
CHRYSLER MOTORS	**5,650**	**7,258**	**4,519**	**18,232**	**332,855**	**398,157**
Aerostar	4,975	3,865	4,400	9,375	116,394	135,544
Bronco	878	1,158	1,044	1,922	30,264	45,863
Bronco II/Explorer	5,824	0	5,398	11,222	99,306	71,369
Econoline	4,197	4,130	4,081	8,278	111,940	137,120
Mediums/Heavies	1,306	1,305	1,228	2,534	30,975	37,582
Light trucks	9,109	9,036	9,365	18,474	259,746	312,971
Ranger	5,861	0	5,216	11,077	164,599	188,470
Total Ford Div.	**32,150**	**19,494**	**30,732**	**62,882**	**813,224**	**926,919**
FORD MOTOR CO.	**32,150**	**19,494**	**30,732**	**62,882**	**813,224**	**926,919**
Astro	2,785	2,984	3,319	11,167	72,331	98,266
Blazer	361	535	362	1,394	10,380	16,894
Lumina APV	2,158	0	1,978	7,689	58,807	0
Mediums/Heavies	125	310	85	886	4,669	6,182
P-Model	613	0	535	2,322	15,622	20,749
Pickups	8,133	8,597	9,354	27,854	240,501	237,993
S-10	4,688	5,611	4,933	18,576	139,366	158,975
S-10 Blazer	3,626	3,882	3,960	14,814	55,616	115,918
Sportsvan/Van	0	2,177	0	1,172	37,788	58,582
Suburban	1,470	1,566	1,514	5,646	40,731	47,232
Total Chevrolet	**23,959**	**25,662**	**26,040**	**91,520**	**675,811**	**757,072**
Jimmy	83	156	88	353	3,216	4,996
Mediums/Heavies	204	636	234	1,324	5,190	9,705
P-Model	116	0	182	401	1,973	2,916
Pickups	1,067	1,769	567	9,040	89,118	71,686
S-15/Sonoma	1,160	418	915	3,695	31,986	36,776
S-15 Jimmy	1,608	1,078	1,279	5,100	19,244	32,165
Safari	975	759	601	3,179	25,957	25,494
Suburban	836	546	841	3,213	20,411	18,368
Vandura/Rally Vans	0	280	0	777	14,129	15,914
Total GMC	**6,049**	**5,642**	**4,707**	**27,082**	**211,224**	**212,079**
Olds Silhouette	1,278	0	1,222	4,762	23,762	0
Pontiac Trans Sport	7,014	0	5,785	14,816	42,787	0
GENERAL MOTORS	**38,300**	**31,304**	**37,754**	**138,180**	**953,584**	**969,151**
NAVISTAR	**1,584**	**1,750**	**1,604**	**3,188**	**43,107**	**48,626**
NISSAN	**3,230**	**2,804**	**0**	**5,848**	**84,914**	**70,251**
SUBARU-ISUZU	**775**	**0**	**957**	**2,775**	**15,526**	**0**
AM GENERAL*	**450**	**450**	**450**	**1,800**	**13,140**	**13,140**
MISCELLANEOUS*	**3,000**	**3,000**	**3,000**	**12,000**	**87,600**	**81,600**
TOTAL TRUCKS, U.S.	**85,139**	**66,060**	**79,016**	**244,905**	**2,343,950**	**2,507,844**

CANADIAN TRUCK	Week Ended July 28, 1990	Week Ended July 29, 1989	Week Ended July 21 1990	July to Date	Jan. 1 to July 28, 1990	Jan. 1 to July 29, 1989
Caravan	0	1,677	0	0	82,709	80,624
Caravan C/V	0	3	0	0	5,610	7,048
Ram Wagon	0	0	0	479	14,244	15,576
Ram Van	0	0	0	1,081	33,759	39,800
Total Dodge	**0**	**1,680**	**0**	**1,560**	**136,322**	**143,050**
Voyager	0	1,555	0	0	65,751	71,727
Total Plymouth	**0**	**1,555**	**0**	**0**	**65,751**	**71,727**
Wrangler	0	1,425	0	2,952	33,049	44,644
Total Jeep	**0**	**1,425**	**0**	**2,952**	**33,049**	**44,644**
CHRYSLER MOTORS	**0**	**4,660**	**0**	**4,512**	**235,122**	**259,421**
FORD MTR. (lt. trks.)	**3,496**	**2,921**	**0**	**3,496**	**80,737**	**92,904**
Light trucks	4,231	3,043	4,823	13,806	101,731	97,999
Vans	1,170	0	1,594	5,106	31,650	36,743
Total Chevrolet	**5,401**	**3,043**	**6,417**	**18,912**	**33,381**	**134,742**
Light trucks	642	1,682	62	4,693	40,204	41,983
Vans	371	0	322	2,017	13,514	18,057
Total GMC	**1,013**	**1,682**	**384**	**6,710**	**53,718**	**60,040**
GENERAL MOTORS	**6,414**	**4,725**	**6,801**	**25,622**	**187,099**	**194,782**
NAVISTAR	**225**	**274**	**225**	**450**	**5,726**	**7,139**
TOTAL TRKS. CANADA	**10,135**	**12,580**	**7,026**	**34,080**	**508,684**	**554,246**
U.S., CANADA TRKS.	**95,274**	**78,640**	**86,042**	**278,985**	**2,852,634**	**3,062,090**

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News

August 6, 1990

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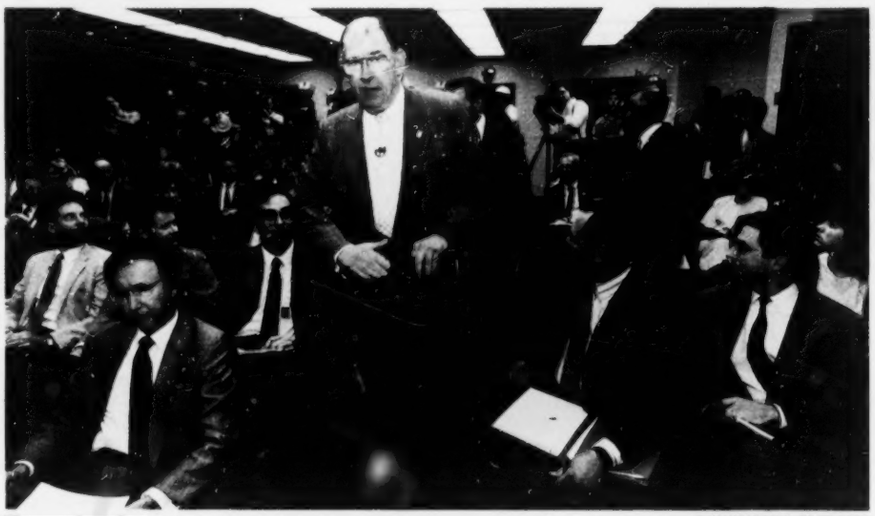

AUTOMOTIVE NEWS/JOE WILSSENS

Team leader

General Motors' new chairman, Robert C. Stempel, center, leads his management team in for its first press conference last Wednesday, one day after Roger B. Smith ended his 9½-year reign. Story on Page 3.

Chrysler restrains 1991 price hike to cut rebate burden

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — In a departure from traditional Big 3 pricing strategy, Chrysler Corp. said it will increase 1991 model domestic car prices less than 1 percent on a comparably equipped basis in an effort to wean the company from incentives and rebates built into higher prices.

Chrysler's strategy assumes that General Motors and Ford Motor Co. will raise 1991 car prices about 3.5 to 4.0 percent and continue to offer hefty buying incentives and rebates.

Chrysler will try to break from the pack by reducing the number and amount of vehicle incentives offered in the 1991 model year and instead rely on sticker prices it hopes will be lower than those of domestic competitors.

"We are trying to take a modest price increase and improve our competitive position and improve our market share," said Bennett E. Bidwell, Chrysler Motors chairman. "And we hope that we can de-escalate incentives and rebates to some degree. Time will tell. The marketplace will tell.

"If the competition increases rebates and beats our brains out, we will have to revisit the subject."

There are no changes in the dealer discount, but the new Dodge Shadow America and Plymouth Sundance America will carry a 10 percent discount, compared with 13 percent on other Shadows and Sundances.

Chrysler said its tentative 1991 domestic car prices are up 0.9 percent over current 1990-model prices on a comparably equipped and sales-weighted basis.

The tentative 1991 model year prices are an average of 1.3 percent higher than comparably equipped

see CHRYSLER, page 42

Growing pains vex transplants

Overcapacity, falling car sales diminish aura of invincibility

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

TRANSPLANTS

Honda of America Manufacturing Inc., that shining example of Japanese manufacturing perfection in the United States, has its headaches, too.

In a few weeks, the Marysville, Ohio, carmaker will launch its 1991 Accord, proudly becoming the first Japanese automaker ever to build a 75 percent domestic content car in the United States.

The milestone means that, under federal government rules, the Accord becomes a "domestic" car — an achievement that follows nearly a decade of political pressures to increase the use of U.S.-made parts.

But as Honda's only domestic car, the Accord must meet EPA fuel-economy requirements alone, without the averages of Honda's other, more fuel-efficient cars. It won't, and next year Honda will be in technical non-compliance with the EPA — another first for a Japanese automaker.

EPA accounting procedures will allow Honda to escape without a fine. But the development does represent a touch of ignominy for the best-selling car in America.

Who says the transplants have it so easy?

By and large, the eight Japanese manufacturers and one Korean

see TRANSPLANTS, page 44

NADA REPORT CARD - 1990

Ray Green
PUPIL'S NAME

SUBJECT	1st semester	2nd semester	TEACHER'S COMMENTS
Dealer-automaker relationships	A+		Works well with others
Modal franchise agreements	A		GM!
Carryover allowance	B+		Part-way back
Fleet buybacks	A+		Big two so far
End rebates	D-		Work harder!
Computer standardization	I		Tough course, but...
Warranty work at retail			
Free floorplanning for 60 days			

A = excellent B = good C = average D = below average F = failure I = incomplete

SAFETY NET: *Web of ownership between banks, auto industry keeps companies alive*

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF WRITER

JAPAN INC.

TOKYO — Isamu Kawai, the new president of Fuji Heavy Industries, has become one of the most scrutinized chief executives in the industry.

Reporters camp on his doorstep, analysts and industry watchers examine every word he says or is quoted as saying. People are expecting major changes or a total remake of Fuji under Kawai's stewardship, and they are looking for the first signs.

Employees query visitors to see if they have any clues on what changes may be in store. It is ironic to call Fuji these days and — when the call is put on hold — to hear the voice of Jay McGovern singing, "Can you hear me, can you hear me, through the darkness, far away."

The expected reformation at Fuji is a case study in how Japan's auto industry takes care of its own. And it illustrates the web of cross-shareholding that characterizes Japanese industry and the benefits that can come from the system.

For most companies, the top 10 shareholders are banks, other financial institutions and life insurance companies, all limited by law to minority positions, and in some cases other automakers. The shareholders, with a vested interest in mutual success, are ready to help out when needed with investment, advice or a new chief executive officer.

Kawai was named to the top

see JAPAN, page 28

Fuji chief tours U.S. operations

Isamu Kawai, 67, the new president of Fuji Heavy Industries, is scheduled to visit North American subsidiaries this week.

He was scheduled to tour Subaru of America Inc. headquarters in Cherry Hill, N.J., late last week for a "courtesy and familiarization" visit, said Subaru spokesman Richard Marshall. His week-long itinerary includes Subaru-Isuzu Automotive Inc., the joint venture in Lafayette, Ind., and Subaru Technical Center in Garden Grove, Calif.

NADA's Green a winner with low-key approach

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Ray Green, the soft-spoken president of the National Automobile Dealers Association, is riding pretty high these days.

His first six months in office have been both bountiful for the association and gratifying for Green himself.

He helped strongarm General Motors into suspending the spread of Delco Tech Service Centers — a thorny issue with GM dealers.

In June, Ford Motor Co. and GM shifted policy on program cars sold to daily rental fleets, in part to mollify dealers who complained that rental companies have an unfair pricing advantage over dealers on the resale of program cars.

The two domestic automakers offered to buy back all 1991 daily rental cars, then sell them to dealers through factory-sponsored auctions. Until now, the Big 3 have been repurchasing about 75 per-

see GREEN, page 42

Automakers roll out their 1991s:

- Audi, Page 41
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- Isuzu, Page 40
- Jeep, Page 11
- Mitsubishi, Page 41
- Plymouth, Page 11

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Stempel urged to be conduit for change at GM

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Robert Stempel had been chairman of General Motors only a few hours last Wednesday before he made the first of what some people hope will be a series of changes in the way GM does business.

While formally presenting GM's new top managers to the news media on the morning of his first day, Stempel also asserted his new role by announcing some organizational changes.

They were small changes, as Stempel himself said, compared with the massive company reorganizations during the 1980s. But that in itself reflected Stempel's assertion that GM made the tough decisions in the 1980s and is poised to reap the benefits in the 1990s.

He said his approach will emphasize team results, rather than the role of any individual.

Stempel and his team must deal with several challenges facing GM, including:

- Raising quality and customer satisfaction.
- Bringing new products to market quicker.
- Increasing North American market share.
- Remaining strong overseas.
- Responding to the needs of constituent groups.

The quality and reliability function is raised a notch in the new structure. Previously lumped with Service Parts Operations and reporting to then-President Stempel, quality and reliability now is separate and reports directly to Chairman Stempel.

Service Parts now is a separate entity reporting to Executive Vice President William Hoglund, along with Power Products and Defense and the Automotive Components Group.

All North American automotive operations now report directly to President Lloyd Reuss, and the materials management staff has been shifted to him from Executive Vice President F. Alan Smith. The new Engine Division, formed early this year from the engine groups at Chevrolet-Pontiac-Canada and Buick-Oldsmobile-Cadillac, remains under Reuss.

John F. Smith Jr. and Robert Schultz assumed their new vice chairman positions last week, but had no changes in their responsibilities. Smith heads International Automotive Operations, and Schultz is in charge of GM Hughes Electronics Corp., Electronic Data Systems Corp. and the Technical Staffs Group.

"Compared to our earlier international and domestic reorganization, those are not major changes, but they're indicative of what we'll be doing in the future," Stempel said. "Rest assured, we're not going to take General Motors apart and put it back together again. For GM, the '90s will be a time of adapting and aggressively building what

see STEMPEL, page 42

L-M boss expects dealers to pick buildout incentives

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Lincoln-Mercury General Manager Ross Roberts predicts dealers probably will choose Ford Motor Co.'s buildout incentive program instead of dealer incentives offered on 1990 models after the Sept. 27 debut.

Roberts said his prediction is based on how dealers are responding to consumer incentives on Lincoln Continental and Mark VII, which run until Sept. 26. Current consumer incentives on Ford and Mercury vehicles expire Aug. 8. Dealer incentives on Ford Motor lines also end Aug. 8. Whether dealer incentives will continue in the buildout period has yet to be determined.

Roberts

According to a program announced to dealers May 10, Ford will offer $400 to $1,000 on 1990 Ford Division cars and trucks and $500 to $1,500 on 1990 Lincoln and Mercury cars sold after the 1991 models are introduced. The offer ends Dec. 31. The post-introduction incentives, which Ford said will likely be in the form of dealer cash, will be given in lieu of a carryover allowance.

Dealers must choose between the post-introduction incentive or more generous rebates for a "major summer balance-out incentive."

If Ford's competition offers cleanup incentives higher than Ford's and Ford must match competition, Ford Motor dealers may have to choose between participating in the summer buildout program or the post-introduction program.

Chrysler extends incentives, Page 43

L-M plans to offer $1,500 in a post-introduction incentive on all three Lincoln models (Town Car, Continental and Mark VII), the May 10 letter said.

Currently, the consumer rebate is $1,500 on the Continental and $2,000 on the Mark VII. No cut-rate financing is currently available on either of the luxury models. In addition, L-M is offering $1,500 to $2,300 in dealer incentives on Town Car and $1,500 to $2,000 on Mark VII and Continental, based on the number of cars sold.

During a Detroit introduction of the Mercury Capri, Roberts denied reports that some California dealers are padding the sticker prices of Capris. "I talked to some Los Angeles dealers last night, and I have zero reports of padding the stickers on the Capri by California dealers," Roberts declared.

He said early showroom traffic for the Capri shows the car is attracting "people we've never seen before" in an L-M showroom. The average L-M buyer is in his or her mid-50s while the Capri's target group is late-20s to mid-30s.

In Isuzu's 1991 model launch ads, a new "character," Harry Murphy, pitches the virtues of products like the new Rodeo sport-utility. In this spot, the Rodeo rescues six picnickers pursued by a swarm of bees.

FAST TALK: *Joe may be gone, but humor hasn't been axed from Isuzu advertising*

By Kristine Stiven Breese and Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTERS

Move over, Joe Isuzu. Here comes Harry Murphy.

American Isuzu Motors Inc. will use a clever, bespectacled commentator to replace Joe Isuzu, its smarmy, fictional huckster for the past five years. And Harry's tales of Isuzu's merits won't be nearly as tall as Joe's.

Rodeo: a poor man's sport-utility, Page 40

Harry will use comparison tests to trumpet Isuzu's virtues through funny and nonsensical vignettes. The ads are in line with Isuzu's aim of retaining humor as a way to tell its story.

In one ad, Harry discusses why Isuzu's pickup would be better than Toyota's should the planet be invaded by giant reptiles. The Isuzu, says Harry, has more cargo space, gets better gas mileage and costs less.

An ad for the Isuzu Trooper sport-utility shows a family escaping an alligator-infested swamp without having to get out and switch into four-wheel drive. Meanwhile, a family in a Toyota 4Runner can't escape because switching to rear-wheel drive requires going outside.

(Actually, not all Troopers have automatic locking hubs, which allow drivers to shift into 4wd from inside. And not all 4Runners have to be manipulated from outside the truck.)

An ad for the new Rodeo sport-utility demonstrates its roominess when Harry releases a swarm of bees during a picnic. The group that climbs into a Rodeo S has all six family members safe and accounted for; the other family can't squeeze all six into its 4Runner.

(Harry doesn't mention that other versions of the Rodeo will

see ISUZU, page 41

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Japanese trader buys deals for market toehold

By Mary Ann Mastony
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — When Nissho Iwai Corp. bought a BMW dealership in California 2½ years ago, some people thought it was funny, a Japanese trading company buying one dealership.

But Toma Masaoka, general manager of the automotive department, says, "To us, it wasn't funny." It was a beginning.

Now, Nissho Iwai owns two dealerships in California, one in West Germany, two in Japan — and counting.

But dealerships themselves are not the goal. "Just owning one dealership does not mean anything" to a trading company that deals in volume, according to Masaoka. "A dealership is just a start to get into the market. We would like to go into other fields."

Nissho Iwai is looking at a much broader involvement in the automotive business, Masaoka says, from trading raw materials to sophisticated electronic components.

It is part of a larger corporate strategy to break away from the traditional dependence on exports from Japan, according to Masaoka.

Traditionally, the trading companies have helped Japanese manufacturers establish footholds in overseas markets. They helped initially in the United States, before most manufacturers set up their own distributor networks, and they still help some of the smaller makers. Traders C. Itoh & Co. and Sumitomo Corp., for example, together own 50 percent of Mazda Motor of America Inc. C. Itoh also operates one dealership in New York state at Mazda's request.

But the primary value of the trading companies is in setting up operations in newer or less developed markets. Nissho Iwai now helps Toyota Motor Corp. sell cars in Poland and in Africa. The trading company performs part of the function of a distributor, bringing cars into the area at its own risk, on consignment. Thus, the local distributor does not need as much money to carry inventory.

Toma Masaoka: Buying dealerships is just part of Nissho Iwai's plan.

Nissho Iwai also has joint ventures with Mitsubishi Motors Corp. to assemble Mitsubishi vehicles in the Philippines and Malaysia. But that is more of the same traditional export business, shipping components for assembly kits, Masaoka says. The export climate is changing, he says, and a trading company's function has to change, too.

In an evolving world market, Japan will be only one source of supply, Masaoka says. He envisions Nissho Iwai becoming a multi-nation export-import business linking the world's auto markets.

Nissho Iwai's first dealership in California, Weatherford BMW, has annual sales of $40 million, he

see TRADER, page 41

Hyundai unfazed by delay in Chrysler deal

Bromont's future won't be affected

By Geoff Crane
SPECIAL CORRESPONDENT

SEOUL, South Korea — Hyundai Motor Co. hasn't given up on its plan to sell 30,000 cars to Chrysler Corp., much less its plant in Bromont, Quebec. What others have seen as reversals, the Korean automaker sees as delays.

And even if the deal with Chrysler ultimately falls through, says Dal-Ok Chung, managing director of export operations for Hyundai, it will not affect the future of the Bromont plant.

Under the agreement announced in February 1989, Chrysler was to begin purchasing 30,000 modified Sonatas a year, starting in September 1991, for its Jeep-Eagle Division. But the U.S. auto market has since gone soft, and Sonata sales have not met Hyundai's original targets.

Last month, Chrysler said it had canceled the 1989 agreement but would consider a more differentiated version of a successor to the Sonata.

As Chung views it, the deal is still on, and only the timing has been affected.

"The negotiations took quite a long time, so we lost preparation time to meet the schedule," he says. "We will launch updated models of the Sonata for North America in September 1992."

Chung expects Chrysler to take a version of that model. He said he is not disheartened by news that Chrysler is poised to add the Mitsubishi Colt to the Eagle line because as a subcompact, Colt addresses a different market segment.

According to Chung, Hyundai and Chrysler have agreed on all the terms in the negotiation except price. Chrysler officials have declined to comment on reports that they are demanding significant price concessions from Hyundai.

The Sonata deal is considered important for the Bromont plant, which has been assembling cars from parts imported from Korea. The plant, which has a capacity of 100,000 cars a year, opened in April 1989 but produced only 14,000 Sonatas last year. It is expected to build about 30,000 cars this year, and 50,000 in 1991, still far below the 75 percent operating ratio considered to be the break-even point.

But Hyundai has big plans for its only offshore manufacturing facility. Construction of a $120 million stamping plant at Bromont is on schedule to open in October, said Chung.

"Even if Chrysler backs out of the deal, that is no problem for the Bromont plant," Chung says. "We need the production capacity."

While U.S. demand has been stagnant, sales are booming in Korea, so one way to use more of Bromont's capacity, said Chung, would be to re-import some Sonatas for the Korean market. Other options include exports to markets besides the United States and, in the long term, retooling the plant to assemble other Hyundai models.

Sagging exports and high interest payments have dulled the shine on Hyundai's financial statements. Hyundai Motor's sales in the United States last year fell 30.66 percent to 183,261 units and continued to decline at about the same rate during the first half of 1990.

Koon-Ho Kim, an automotive analyst with Coryo Research Institute, says declining profits since 1988 have caused Hyundai to skimp on research and on tax-exempt reserves for international marketing.

In 1989, Hyundai's sales were up 7.6 percent to $5.6 billion but net operating income declined 54.6 percent. The drop was due largely to high interest payments on new plant investments, Kim says. He contends that Hyundai was able to report a net profit in 1989 only because it deferred special depreciation.

But as Korea's leading automaker, Hyundai's long-term financial position remains strong. A booming Korean market has provided a cushion to recent export woes. Home-market sales accounted for 73 percent of Hyundai Motor's total sales last year, compared to just 48 percent in 1988.

Wanted: American suppliers

Hyundai Motor Co.'s North American subsidiaries are looking for American suppliers for Sonata components.

Combined with Canadian-made stampings from Hyundai's new stamping plant in Bromont, Quebec, the components would raise North American content of the car beyond 50 percent, enough to allow duty-free import from Canada.

Hyundai hopes to achieve that level in 1995 or 1996, said Greg Young, a spokesman for Hyundai Motor Canada.

The first of two stamping lines at the plant will begin working in October and its twin in December. The plant will turn out exterior body panels, some interior panels, fuel tanks and other parts.

Sporting a rarity

AUTOMOTIVE NEWS/JOE WILSSENS

Stan Evans, chairman of the Concours d'Elegance classic car show held Sunday at Meadow Brook Hall in Rochester Hills, Mich., tries his hand at driving a Morgan Supersport 3-Wheeler.

Chrysler earnings nosedive

High incentives, weak sales blamed

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Plagued by weak sales and the strongest sales incentives of the Big 3, Chrysler Corp.'s second-quarter net earnings plunged 47 percent from 1989 levels.

Chrysler said last week that it earned $180 million, or 81 cents per share, in the second three months of 1990, down from $341 million, or $1.46 per share, last year.

Chrysler's second-quarter sales and revenues were $8.85 billion, down 10.2 percent from $9.85 billion in the same period of 1989. Worldwide factory sales of cars and truck totaled 585,615, off 15.8 percent from last year.

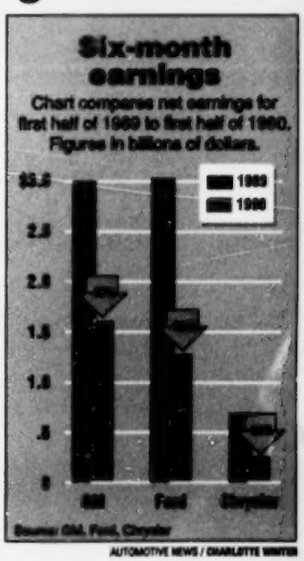
At the same time, per-vehicle incentive costs ballooned. Chrysler said incentive costs in the second quarter of 1990 averaged $1,200 per vehicle, up from $700 per unit a year earlier. Ford reported its incentive costs at $1,050 per vehicle sold in the second quarter, and a GM source said GM's incentive costs were comparable to Ford's.

Chrysler has said it anticipates a "substantial loss" in the third quarter when the company will lose production of 60,000 popular and profitable minivans due to model changeover at two assembly plants.

Company officials have said they expect a recovery in the fourth quarter.

Chrysler's second-quarter results echoed those of General Motors and Ford Motor Co. GM's earnings were off 38 percent, and Ford's dropped 45 percent in the second quarter.

Included in Chrysler's second-quarter results was a one-time charge of $22 million due to cancellation of a joint venture with Regie Nationale des Usines Renault to build a small sport-utility vehicle. Chrysler also listed a one-time charge of $13 million for payments to union-represented employees who opted for early retirement.



AUTOMOTIVE NEWS / CHARLETTE WINTER

The second-quarter results also included a gain of $7 million from operations of Gulfstream Aerospace Corp. Chrysler sold Gulfstream for $825 million in March. The company said the sale resulted in a pretax gain of $40 million that was offset by an equal amount of applicable income taxes.

Chrysler Financial Corp. reported second-quarter earnings of $85 million, or 47 percent of Chrysler Corp.'s profit for the period.

Chrysler Corp. said second-quarter earnings rose substantially over the first quarter, when it earned only $71 million.

The company said its $1.5 billion cost-cutting program "contributed significantly to first-half profitability."

But cost-cutting gains have been offset by weak sales and hefty sales incentives. In addition, Chrysler is the only one of the Big 3 that does not have significant overseas operations to generate profit.

During the second quarter of 1990, Chrysler's car and truck sales in the United States tumbled 21.4 percent from 1989, and its share of the U.S. car and truck market dropped to 11.7 percent, off from 13.9 percent a year earlier.

British aid to Toyota under scrutiny by EC

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — The European Commission is investigating whether Toyota Motor Co. received illegal local government aid in the form of a cut-rate price for an assembly plant site in the United Kingdom.

Meanwhile, an EC Competition Office spokeswoman in Brussels, Belgium, said a separate investigation into government support for Chrysler Corp.'s joint minivan production venture in Austria is continuing. The results were due several weeks ago.

The commission has taken an increasingly hard line on competition issues. It ruled recently that the British government granted £44 million ($82.3 million) in illegal aid when selling the state-owned Rover Group to British Aerospace in 1988. British Aerospace had to return the money.

The Brussels panel is investigating Toyota's purchase of a 280-acre parcel in Derbyshire, England, for the site of a car plant that is scheduled to begin production in late 1992. If it finds that illegal aid was received, it can order Toyota to repay the amount.

The spokeswoman said a local assessor valued the land at £45,000 ($84,150) per acre, or £12.6 million ($23.6 million) for the site. But the property was sold by the Derbyshire County Council for £9.9 million ($18.5 million), or £35,357 ($66,000) per acre — about 22 percent below the assessed value. The commission is also reviewing Toyota's purchase of an adjacent 300-acre parcel.

The EC spokeswoman said "the commission considers that the difference between the assessed value and the price paid constitutes state aid" in a region not eligible for offering support to industry as an incentive.

Derbyshire County officials maintain that the property was sold at the going rate. Toyota officials have said they welcome the EC investigation in hopes of clearing up any remaining controversy over the purchase of the land.

The spokeswoman said "there is no evidence of any central government involvement in determining the price fixed for these land sales."

The EC is also investigating whether the Austrian government provided excessive support to Eurostar GmbH, Chrysler's 50-50 joint venture with Steyr-Daimler-Puch Fahrzeugtechnik in Graz. Eurostar is scheduled to begin producing Voyager minivans there in June 1991.

Federal, state and local government units will pay one-third of the investment cost of the 4.33 billion Austrian schilling ($388 million) project.

Though Austria is outside the European Community, EC officials maintain that because 95 percent of Eurostar production will be exported to EC countries, they have jurisdiction to impose a special tariff in EC member states.

When the investigation was revealed last spring, EC officials said they expected it to be completed by the end of June.

AROUND THE WORLD

Indonesia sales boom; Nissan hopes to boost share

By Stephen Vines
STAFF CORRESPONDENT

JAKARTA, Indonesia — Indonesia's rapidly growing economy is set to create a record year for the country's automakers.

The Indonesia Automotive Industry Association predicts record sales of 240,000 units this year, exceeding the previous record in 1981 during the oil price boom.

Increased demand is coming from middle-class domestic buyers, medium-sized businesses and enterprises by the flood of foreign investors setting up in Indonesia.

Last year 174,849 vehicles were sold. Sales in the first quarter of this year were up by 50 percent, although the year-end increase is estimated to have slipped back to around 37 percent.

Although Indonesia has been liberalizing its import policies over a wide range of products, the auto industry remains behind a high wall of protectionist barriers.

There are very few imports, and all production is derived from cooperation with overseas manufacturers supplying complete knock down kits for assembly by local joint venture companies. Japanese joint ventures account for 92.5 percent of sales.

The government's protectionist policies have encouraged a proliferation of models in this relatively minor market: 26 different marques are being produced.

Indonesia's Big 3

PT Toyota-Astra Motor: 48 percent market share. Assembles and sells Toyota, Daihatsu, Honda, Isuzu, BMW, Peugeot, Fiat and Renault vehicles.

PT Indombil Utama: 26 percent market share. Part of the Salim group. Assembles and sells Suzuki, Mazda, Hino, Volvo and Nissan vehicles.

PT Krama Yudha: 16 percent market share. Assembles and sells Mitsubishi vehicles.

The small scale of production makes it virtually impossible for the Indonesian auto industry to become a world-scale competitor.

But with a population of 175 million, the fifth largest in the world, the home market offers considerable attractions.

Capitalizing on the marked improvement, PT Toyota-Astra Motor, Indonesia's biggest maker, is planning to increase production from 70,000 to 100,000 units a year. By 1992, it aims to have assembly capacity of 120,000 units. Toyota Motor Corp. has 51 percent in Toyota-Astra Motor. The remainder is owned by PT Astra International Inc., one of Indonesia's biggest conglomerates.

Nissan Motor Co., the only major Japanese maker lacking a sizeable presence here, is set for a fresh attempt to boost its market share.

It has shifted its past partnership with Wahana Wirawan to give a license to a new partnership with the Biamantara and Salim groups. The resulting Indo Cirta Buana company will make Nissan cars and components for Indonesia, and eventually for overseas markets.

Fuji Heavy Industries has begun a study to explore the potential for manufacture of small commercial vehicles here. It has yet to be granted a manufacturing license.

The recovery in the Indonesian auto industry has been slow. At its low point in 1985, only 139,400 vehicles were sold.

Only Toyota Astra Motor appears to be a contender in the international marketplace with its Kijang van, which doubles as a passenger vehicle. It shipped some 600 to Brunei and Papua New Guinea last year. PT Indombil has a small contract for supplying Suzuki minibuses to Bangladesh.

But there are more serious prospects of increasing component exports. According to Tungki Ariwibowo, junior industry minister, auto industry exports rose 130 percent in 1989 to $110 million. Tires accounted for 69 percent and batteries nearly 15 percent.

PT Astra International, capitalizing on its links with Japanese and European car companies, is particularly keen on expanding its component export sales. It recently paid $42 million to acquire a Canadian auto parts distributor with a view to enhancing the U.S. and Canadian distribution of its products.

The Indonesians have shunned repeated advances for participation in the Association of South East Asian Nations parts-sharing scheme, aimed at creating economies of scale among members.

The view from Jakarta seems to be that Indonesia has more to lose than gain by allowing access to its potentially vast market, albeit recognizing the possible loss of competitive edge in world markets.

The government is keenly pursuing localization policies, but has faltered on a target for full local manufacture of components. The current target stands at 1991, but is expected to be put back again.

Car production is small. Sales for many years stagnated at around 30,000 units a year, although sales of over 43,000 are expected for this year. Despite expansion, the Indonesian industry suffers from excess capacity and lack of economies of scale.

There is some hope that the wave of economic reform which has led to deregulation in many other sectors may turn in the direction of the motor industry, but the government has given no clear indication of moving in this direction.

Canadian sales dip almost 3% in June

CANADIAN CAR AND TRUCK SALES

North American cars	June 1990	June 1989	6 mos., 1990	6 mos., 1989
General Motors	29,083	26,944	153,914	176,466
Ford	15,885	18,804	82,730	102,514
Chrysler	9,635	11,875	60,352	70,323
Honda	3,219	2,180	17,986	13,785
Mazda	1,935	0	1,935*	0
Hyundai	510	0	3,068	0
Volvo	277	380	1,673	2,010
North American car total	**60,544**	**60,183**	**321,658**	**365,098**
Import cars				
Toyota	6,934	6,605	41,378	41,078
Honda	6,242	6,495	34,188	28,383
Volkswagen	3,647	2,919	17,963	13,805
General Motors	3,563	2,558	13,708	15,557
Nissan	2,967	3,364	13,271	14,754
Chrysler	2,323	2,183	8,674	12,658
Mazda	2,282	3,315	15,302	15,007
Hyundai	1,506	2,620	8,533	13,735
Suzuki	958	922	4,384	3,897
Subaru	759	619	3,746	2,790
Ford	564	680	3,212	4,891
Mercedes-Benz	430	505	2,212	2,175
BMW	400	380	1,917	2,335
Volvo	215	285	1,264	1,508
Jaguar	112	150	632	898
Lada	79	94	350	379
Saab	75	86	457	681
Peugeot	17	41	59	137
Import car total	**33,873**	**34,821**	**171,258**	**174,688**
TOTAL — ALL CARS	**93,617**	**94,004**	**492,908**	**539,786**
North American trucks (including vans)				
GM	13,255	13,261	77,375	87,024
Ford	12,364	14,088	68,562	77,301
Chrysler	8,489	10,541	50,156	57,127
North American truck total	**34,108**	**37,890**	**196,093**	**221,452**
Import trucks (including vans)				
Mazda	1,954	1,610	9,650	9,346
Nissan	1,471	1,556	7,688	6,923
Toyota	1,427	1,616	9,232	8,206
General Motors	1,130	1,066	6,043	4,892
Suzuki	1,017	954	4,148	3,954
Volkswagen	168	96	525	354
Chrysler	112	245	1,048	1,454
Lada	22	19	90	111
Import truck total	**7,301**	**7,162**	**38,424**	**35,240**
TOTAL — ALL TRUCKS	**41,409**	**45,042**	**234,517**	**256,692**
TOTAL — CARS, TRUCKS	**135,026**	**139,046**	**727,425**	**796,478**

*U.S.-built Mazdas sold before June 1989 are included in import car tables.

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — Canadian truck sales sagged in June, and car sales were down a hair. Total new-vehicle sales fell 2.89 percent below the 1989 total.

Sales of imported and North American-built cars and light trucks reached 135,026 units, down from 139,046 in June 1989. Car sales dropped less than a percentage point, but light-truck sales were off 8.07 percent.

Combined car and truck sales wound up the first half of the year at 727,425, 8.67 percent behind 1989's midyear total of 796,458.

Among the Big 3, General Motors of Canada's sales of North American-built cars gained 7.94 percent in June. Bill Atkinson, marketing vice president, said sales of Chevrolet Sprint/Pontiac Firefly were up over 60 percent, and deliveries of Chevrolet Cavalier/Pontiac Sunbird rose over 50 percent.

Ford of Canada's sales of North American cars dropped 15.52 percent in June, and Chrysler Canada suffered an 18.86 percent decline.

Imported cars as a group were down 2.21 percent in June, but Volkswagen continued to show strength. VW sales were up 24.94 percent on the month and 30.12 percent for the year. BMW was the only other European make to gain for the month, but its sales were off 17.90 percent for the first half.

Mazda did well with combined sales of U.S.-built and imported cars. The Miata and the 323 Protege performed well as total June Mazda car sales rose 27.21 percent.

On the North American light-truck side, GM held even in June, Ford slipped 12.24 percent, and Chrysler dipped 19.47 percent.

Imported trucks managed a 2.08 percent gain in June.

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Big 3 wield little influence despite stock holdings

TOKYO — The U.S. Big 3 all have substantial holdings in Japanese automakers and representation on their boards, but none claims any strong influence in the management of those companies.

General Motors owns 38 percent of Isuzu Motors Ltd. and has five people on a board of 40. One of the five, Richard Johnson, executive vice president of GM Overseas Corp. in Japan, says he attends management meetings at Isuzu regularly and that there is a fairly open exchange of information.

GM sold 20 million shares of Isuzu stock last December, reducing GM's share in the company from 40 to 38 percent. The companies have a number of joint ventures worldwide and are perceived as associates.

But, Johnson says, "They don't necessarily do what we tell them to do. They do what is best for their company."

GM owns 3.6 percent of Suzuki Motor Co. but has no representatives on the board and has not sought board seats. Johnson says CAMI Automotive, a GM-Suzuki joint venture in Ingersoll, Ontario, that produces cars and sport-utilities, represents the first major operation between the two companies.

Chrysler Corp. also sold stock last year, reducing its share in Mitsubishi Motors Corp. from 21.8 to 12.1 percent. Board representation was cut from two seats to one.

But J.B. Higgs, managing director for Chrysler's North Pacific Operations, who sits on the Mitsubishi Motors Corp. board, says Chrysler's influence with Mitsubishi is really as a business partner, not as a shareholder. Higgs lists the joint ownership of the Diamond-Star Motors plant in Normal, Ill., and the purchase of Mitsubishi engines and vehicles, as the basis of the relationship.

The shareholding, he says, is just "some of the glue that makes the relationship work."

Chrysler, he says, would not force decisions on Mitsubishi.

Ford Motor Co. seems to have the most direct contact with a Japanese partner. Ford owns 25 percent of Mazda Motor Corp. and has four persons on the board. One of them, Bill Kath, is a full-time director, working in Mazda to represent Ford interests.

Ben R. Lever III, Ford's executive director for North Pacific Business, says board representation gives Ford input at Mazda, but he says he would not equate that with influence in the company.

— Mary Ann Maskery

Cross ownership of the Japanese auto industry

Read across the chart to find out what a company owns. Read down the chart to find out who owns the company. Figures in percent. (Interests of 1% or more)

Owners \ Investments	Mitsubishi Heavy Industries	Daihatsu	Fuji Heavy Industries	Hino Motors	Honda	Isuzu Motors	Mazda	Nissan Diesel	Nissan Motor	Mitsubishi Motors	Suzuki	Toyota	General Motors	Ford Motor	Chrysler	Sanwa Bank	Tokai Bank	Nippon Life Insurance	Dai-ichi Life Insurance	Tokio M. & F. Insurance	Fuji Bank	Mitsubishi Trust	Asahi Life Insurance	Industrial Bank of Japan	Chuo Trust	Toyo Trust	Sumitomo Bank	Sumitomo Trust	Sumitomo M. & F. Ins.
Mitsubishi Heavy Industries										28.4										1.8		2.7		1.1					
Daihatsu																													
Fuji Heavy Industries																													
Hino Motors																													
Honda																													
Isuzu Motors																													
Mazda																													
Nissan Diesel																													
Nissan Motor			4.2					40.2													1.8			2.2					
Mitsubishi Motors																													
Suzuki																													
Toyota		14.0		10.1												2.2	5.2												
General Motors						38.0					3.6																		
Ford Motor							25.0																						
Chrysler										12.1																			
Sanwa Bank		4.8			2.5	1.7						4.8																	
Tokai Bank					3.6						3.8	4.8																	
Nippon Life Insurance	2.0	4.4	3.1	5.4			2.2	5.8	4.1		2.7	3.6				4.6	2.8				2.9			4.4			6.1		2.2
Dai-ichi Life Insurance		2.8				2.5		3.6	5.6		2.6					2.7	2.3				3.0			2.9					
Tokio M. & F. Insurance	2.0			2.0	3.4		2.3			2.2												1.9							
Fuji Bank			1.9	4.4				2.0	4.5																				
Mitsubishi Trust	6.9		3.0		5.1	1.7	3.0	2.0	2.1	3.8										4.5									
Asahi Life Insurance			2.0	5.2		2.5					2.6																		
Industrial Bank of Japan		3.0	4.0		2.5	2.1		2.2	4.5																				
Chuo Trust			2.6								3.5																		
Toyo Trust		2.5	1.9		2.6																								
Sumitomo Bank							3.4		2.6																		3.3	4.1
Sumitomo Trust				1.9			3.7																				2.4		4.9
Sumitomo M. & F. Ins.							2.3																						

Source: Automotive News, Japan Company Handbook — Summer 1990 published by Toyo Keizai Shinposha

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1990 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	Aug. 10*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	Aug. 10*
Dodge trucks	$500-$2,500	2.9	7.9	7.9	10.9	Aug. 10*
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	Aug. 10*
Jeep	$500-$1,000	2.9	7.9	7.9	10.9	Aug. 10*
Plymouth	$750-$1,800	2.9	7.9	7.9	10.9	Aug. 10*

*Expiration date is Aug. 31 on Chrysler LeBaron, Dodge Shadow and Spirit and Plymouth Sundance and Acclaim. Expiration date is Sept. 30 on Jeep Cherokee Limited and Wagoneer Limited. Interest-free 24-month loans available on some models in all lines.

Ford Motor Co. (1989-90 models)						
Ford cars*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Mercury*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Continental, Mark VII	$1,500-$2,000					Sept. 26

*Mustang buyers can choose $1,000 rebate with no finance incentive or $700 rebate with cut-rate financing. Probe buyers can choose a $1,500 rebate with no finance incentive, $700 with cut-rate financing or no rebate and 2.9/2.9/2.9/8.9 financing. Tracer buyers can choose $1,500 rebate with no finance incentive or $700 rebate with 6.9/6.9/6.9/10.9 financing.

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Sept. 26
Riviera	$2,000	7.9	7.9	7.9	10.9	Sept. 26
Reatta	$3,000	7.9	7.9	7.9	10.9	Sept. 26
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Oldsmobile	$750-$2,000	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$750-$2,000**	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$1,500**					

*Based on option package selected.
**Dealers contribute $1,000 on Grand Prix, $500 on Trans Sport.

General Motors (1991 models)						
Buick Regal Sedan	$500-$1,250*	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet Camaro, Caprice	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet S10	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Pontiac Firebird	$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Based on option package selected.

Hyundai (1989-90)	$500-$750	Sept. 4
Mazda (1990 models)		
323 SE	$750	Oct. 2
MX-6, 626	$500-$1,000	Sept. 5
Trucks	$750	Sept. 5
MPV	$500-$700 discount on option packages	Sept. 5
Mitsubishi (1990 models)		
Cars	$500-$2,000*	Aug. 31
Trucks	$750-$2,000*	Aug. 31

*Payments differ by regions.

Nissan (1990 models)		
Sentra, base pickup	$500-$1,000	Aug. 2
Sterling		
1989 models	$5,000	Sept. 30
1990 models	0.0 0.0	Sept. 15
Subaru		
Justy (1989-90)	$500-$1,000	Oct. 2
Loyale (1990)	$800-$1,200	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$800	Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to buyers of 1990 and 1991 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

Chrysler, GM, imports extend incentives

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Several automakers announced new or extended customer and dealer incentives last week.

Chrysler Corp. extended through Aug. 10 its consumer incentives on a wide range of 1989 and 1990 models that were scheduled to expire July 31. It also increased incentives on standard-sized Dodge Ram vans and wagons from $500 to $1,000 and incentives on standard Ram van conversion units from $1,000 to $1,500.

The company also said zero percent financing for up to 24 months continues on the 1989-90 Dodge Shadow, Spirit, Monaco, Dynasty, Dakota and Ram two-wheel-drive and 4wd pickups; Plymouth Sundance and Acclaim; Chrysler LeBaron sedan, Fifth Avenue, Imperial and New Yorker Landau and Salon; Eagle Premier; and Jeep Comanche, Cherokee and Wagoneer.

Buick's incentive program on most of its 1990 models was extended from Aug. 2 to Sept. 26. The division expanded the program by announcing a $3,000 consumer rebate on the 1990 Reatta.

Pontiac and Oldsmobile consumer programs, scheduled to expire Aug. 2, also were extended through Sept. 26.

Pontiac adjusted its program by increasing the rebate on the Trans Sport from $1,000 to $1,500 by adding a $500 contribution from participating dealers. Pontiac also added a $1,000 rebate on 1991 Firebirds.

Oldsmobile added customer rebates on several car lines: Cutlass Calais, $750; Cutlass Supreme, $2,000 at participating dealers; Custom Cruiser, $1,000; and 98 Touring Sedan, $1,000.

Among the imports, Suzuki and Mazda announced revisions and extension of their consumer rebate programs, and Volkswagen altered its dealer incentives.

Suzuki extended its rebates, scheduled to expire Aug. 2, to Oct. 2. It added paybacks of $500 to $600 on 1991 Sidekick models and reduced the range of rebates on the Swift from $400-$2,000 to $400-$1,500. The Suzuki program allows dealers to keep the rebates or pass them on to buyers.

Mazda extended until Oct. 2 its incentives on the Protege SE and LX and 323-SE. The 323 carries a $750 cash rebate, while the Protege offers an automatic transmission or air conditioner at no charge.

VW extended dealer rebates on Golf and Corrado to Aug. 31 and cut the Golf payment in half, to $500. The Corrado rebate remains at $1,500. The Fox rebate, which stays at $750 to $1,000, also expires Aug. 31.

Special Correspondent Wes Brown contributed to this report.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	Aug. 8
Tempo	$250	Aug. 8
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	Aug. 8
Town Car	$1,500-$2,500 based on number sold	Aug. 8
Continental Mark VII	$1,000-$2,000 based on number sold	Aug. 8
Ford Motor Co. (1989-1991 models)		
Taurus, Crown Victoria	$100-$600 based on number sold	Aug. 8
Escort	$200-$500, based on number sold	Aug. 8
Tracer	$200-$500, based on number sold	Aug. 8
Sable, Grand Marquis	$100-$600, based on number sold	Aug. 8
General Motors (1990 models)		
Corvette	$2,000-$4,000 based on number sold	Aug. 10
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mazda (1990 models)		
929, RX-7	$500-$2,500, based on number sold	Sept. 5
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31
Peugeot (1989 models)		
405	$2,500-$3,500	None
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	Aug. 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$800	Oct. 2
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volkswagen (1990 models)		
Golf	$500	Aug. 31
Fox	$750-$1,000	Aug. 31
Corrado	$1,500	Aug. 31
Volvo (1989-90)	$200-$600, based on number sold	Aug. 31

*Quotas apply on Eclipse and Zwd pickups in some regions.
*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to dealers on sales of 1990 and 1991 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

GREEN

FROM PAGE 42

Tonkin and others in bringing dealer concerns into sharp focus.

But he bristles at the notion that many of the gains NADA has made recently would have happened anyway.

"Many things have happened on my watch as president," he says. "But they are happening faster because I am able to go to the factory. I talk to them directly and tell them what I want. I don't dictate issues — I negotiate them."

Still, there's no doubt Green must share some of the credit for his successes with Tonkin.

"Doors were opened to Green by the manufacturers after Tonkin bashed them down," said James A. Willingham, chief executive officer of Boulevard Buick-GMC in Long Beach, Calif.

But dealers quickly add that Green's style, his willingness to negotiate and his understanding of manufacturers' problems have been the keys to his success.

"I don't think you have seen any year where NADA has had three big wins in a row — buybacks, dealer advisory boards and the 5 percent carryover," Brooks said.

Since the 1950s, GM paid dealers 5 percent of sticker for all cars left in stock when the new model year begins. In recent years, because of high inventories, GM has held promotions to clear vehicles and has reduced or eliminated the payment. This year, GM will pay the 5 percent on carryover models sold between intro day and Dec. 31 unless dealers choose to surrender all or part of it by participating in a cleanup promotion.

Not everyone associated with the automobile business is so laudatory. Raphael Cohen, former new-car dealer, chief executive of Affordable Used Cars and publisher of *Automotive Dealers Digest* newsletter, called Green ineffective. He added that NADA has lost the vitality that Tonkin gave it.

"I would not give him (Green) high marks," said Cohen. "He is not addressing dealer problems. The dealer input part of the new GM agreement is couched in language that is ambiguous."

Output tops 6 million; trails 1989

By Anne Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. car and truck producers assembled their six-millionth vehicle of the year last Thursday. Last year, the six-millionth vehicle was built June 27.

Year-to-date, U.S. car and truck production is 6,040,060, 10.66 percent below last year. This year's total consists of 3,630,794 cars and 2,409,266 trucks.

U.S. makers scheduled output of 98,167 cars last week, 1.40 percent above the previous week and 15.49 percent above the year-ago week.

Truckmakers scheduled 71,415 units, 9.65 percent below the previous week and 4.25 percent below the same week in 1989.

Last week's targeted auto production was split as follows: Ford Motor Co., 34.96 percent; General Motors, 28.53 percent; Chrysler Corp., 11.10 percent; Honda of America Manufacturing Inc., 9.15 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.42 percent; New United Motor Manufacturing Inc., 4.18 percent; Mazda Motor Manufacturing (USA) Corp., 3.80 percent; Diamond-Star Motors Corp., 3.25 percent; and Subaru-Isuzu Automotive Inc., 0.61 percent.

Last week, Ford scheduled five plants to work daily overtime: the Wayne, Mich.; and Wixom, Mich., auto assembly plants and the Twin Cities (St. Paul, Minn.); Louisville, Ky.; and St. Louis truck facilities. St. Louis also was scheduled for Saturday overtime.

GM reopens four car assembly plants today following shutdown for model changeover. They are: Flint, Mich.; Detroit-Hamtramck, Mich.; Orion Township, Mich.; and Wentzville, Mo.

The Wilmington, Del., car plant is scheduled for a rolling model changeover today.

GM closed its Lakewood, Ga., car assembly today; it is scheduled to be down indefinitely. The Buick Estate Wagon was produced there.

Chrysler has scheduled two eight-hour daily shifts at five plants this week: the Belvidere, Ill.; Newark, Del.; and Sterling Heights, Mich., car facilities and the Toledo, Ohio; and Warren, Mich., truck facilities.

Nissan's Smyrna, Tenn., auto assembly line was idle again last week for retraining and is not expected to resume production until later this month.

GM on vacation; Canada plunges

Canadian car and truck production dropped last week as General Motors closed all its car and truck facilities for a two-week vacation.

Canadian auto production was scheduled at 9,685 units, 39.81 percent below the previous week and 23.10 percent below the year-ago week.

Truckmaker's targeted production of 4,324 last week was 57.73 percent below the previous week and 51.65 percent below this week last year.

U.S. CAR	Week Ended Aug. 4, 1990	Week Ended Aug. 5, 1989	Week Ended July 28, 1990	July Est.	Jan. 1 to Aug. 4, 1990	Jan. 1 to Aug. 5, 1989
Horizon	0	1,208	0	0	4,327	17,426
Sundance	1,900	87	951	2,868	46,284	64,661
Acclaim	1,600	2,222	989	3,236	58,138	73,580
Total Plymouth	**3,500**	**3,517**	**1,940**	**6,104**	**108,749**	**155,667**
LeBaron A	0	0	0	0	8,064	0
LeBaron J	1,100	2,069	877	2,215	28,800	60,000
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	300	630	0	1,081	24,835	58,567
Fifth Avenue	500	0	4	778	14,769	800
Imperial	0	0	0	122	12,503	0
Total Chrysler	**1,900**	**2,699**	**881**	**4,196**	**88,971**	**122,313**
Omni	0	1,172	0	0	4,078	18,934
Daytona	700	1,364	598	1,517	19,167	49,651
Shadow	1,700	105	805	2,913	53,236	61,512
Dynasty	1,500	1,636	0	2,307	64,916	85,906
Lancer	0	0	0	0	0	1,528
Spirit	1,600	1,196	1,008	2,666	53,972	61,318
Total Dodge	**5,500**	**5,473**	**2,411**	**9,403**	**195,369**	**278,849**
CHRYSLER MOTORS	**10,900**	**11,689**	**5,232**	**19,703**	**393,089**	**556,829**
Escort	6,459	5,221	5,404	13,045	124,810	188,074
Mustang	3,705	4,234	3,537	5,019	85,081	129,081
Tempo	2,750	2,961	2,732	6,866	80,283	89,165
Taurus	7,229	7,706	7,285	18,236	211,411	221,020
Thunderbird	2,984	2,224	3,176	7,383	72,407	96,400
Total Ford Div.	**23,127**	**22,346**	**22,134**	**50,548**	**573,992**	**723,740**
Topaz	1,655	1,132	1,675	3,653	31,672	41,826
Cougar	1,907	2,194	2,168	4,715	48,070	82,091
Sable	2,546	2,389	2,636	6,311	64,271	71,330
Total Mercury	**6,108**	**5,715**	**6,479**	**14,679**	**144,013**	**195,247**
Continental	1,539	1,069	1,555	3,673	35,628	40,836
Mark VII	457	0	37	682	13,496	13,978
Town Car	3,088	2,105	3,052	7,272	92,989	76,569
Total Lincoln	**5,084**	**3,174**	**4,644**	**11,627**	**142,113**	**131,383**
Total L-M Div.	**11,192**	**8,889**	**11,123**	**26,306**	**286,126**	**326,630**
FORD MOTOR CO.	**34,319**	**31,235**	**33,257**	**76,854**	**860,118**	**1,050,370**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	961	0	0	5,580	52,856	34,873
Century	0	1,505	1,592	6,238	41,930	75,358
Riviera	0	0	0	856	13,116	11,348
Electra/Park Ave.	0	1,429	0	3,961	21,027	44,824
LeSabre (fwd)	0	0	0	9,186	96,724	90,007
LeSabre (rwd)	0	0	0	0	4,022	4,102
Reatta	0	0	0	581	5,277	3,140
Total Buick	**961**	**2,934**	**1,592**	**26,402**	**234,952**	**270,565**
Eldorado	0	0	0	837	12,261	19,103
Seville	0	0	0	2,019	22,806	13,997
Brougham (rwd)	980	0	945	2,045	15,781	21,933
DeVille (fwd)	0	2,676	0	6,356	95,902	120,078
Allante	89	79	89	125	2,694	1,998
Total Cadillac	**1,069**	**2,755**	**1,034**	**11,382**	**149,444**	**177,109**
Cavalier	4,137	6,337	2,414	20,615	195,419	228,635
Camaro	2,048	0	1,923	4,246	40,731	64,591
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	1,355	0	4,024	21,718	168,387	229,026
Caprice	5,863	0	6,276	16,341	155,266	112,761
Corvette	0	333	584	2,163	14,645	16,533
Total Chevrolet	**13,403**	**6,670**	**15,221**	**65,083**	**574,448**	**721,895**
Calais	1,061	0	0	7,016	60,350	56,481
Cutlass Ciera	0	771	1,890	7,436	48,972	55,842
Cutlass Supreme	1,985	0	2,017	8,401	53,598	52,522
Toronado	0	0	0	467	9,509	4,845
88 (fwd)	0	0	0	7,120	62,139	85,904
88 (rwd)	0	0	0	0	1,214	5,065
98	0	950	0	2,402	32,784	44,292
Total Oldsmobile	**3,046**	**1,721**	**3,907**	**32,842**	**268,566**	**304,951**
Sunbird	3,413	2,923	2,795	7,383	89,389	90,475
Grand Am	4,800	246	2,863	12,756	121,386	143,815
Firebird	1,313	0	1,154	2,628	25,402	35,352
Grand Prix	0	0	3,116	12,121	72,444	71,786
Pontiac 6000	0	821	1,383	5,448	36,411	49,159
Bonneville	0	1,824	0	3,533	46,523	53,609
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**9,526**	**5,814**	**11,311**	**43,869**	**391,555**	**445,887**
GENERAL MOTORS	**28,005**	**19,894**	**33,065**	**179,579**	**1,618,965**	**1,921,467**
DIAMOND-STAR	**3,195**	**2,479**	**2,757**	**9,478**	**76,286**	**34,155**
HONDA	**8,979**	**7,289**	**9,055**	**30,438**	**258,078**	**227,207**
Civic	2,040	2,602	2,247	7,086	69,912	77,804
Accord	6,939	4,687	6,808	23,352	188,166	149,403
MAZDA†	**3,731**	**2,843**	**4,066**	**13,408**	**182,580**	**121,387**
NISSAN	**0**	**1,878**	**0**	**1,062**	**51,096**	**69,383**
NUMMI	**4,190**	**4,190**	**4,185**	**17,442**	**126,117**	**123,087**
Corolla	2,100	1,741	2,143	8,878	63,397	49,673
Geo Prizm/Nova	2,000	2,449	2,042	8,564	62,720	73,334
SUBARU-ISUZU	**800**	**0**	**759**	**2,470**	**15,755**	**0**
TOYOTA	**4,338**	**3,701**	**4,435**	**14,710**	**128,799**	**74,991**
TOTAL CARS, U.S.	**98,167**	**84,998**	**98,811**	**385,144**	**3,630,794**	**4,178,736**
TOTAL CARS, CANADA	**9,685**	**12,594**	**16,091**	**71,127**	**619,971**	**582,143**
U.S., CANADA CARS	**107,852**	**97,592**	**112,902**	**436,271**	**4,250,765**	**4,760,879**
U.S., CANADA CARS AND TRUCKS	**183,591**	**181,119**	**282,172**	**730,548**	**7,173,134**	**7,909,893**

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Aug. 4, 1990	Week Ended Aug. 5, 1989	Week Ended July 28, 1990	July Est.	Jan. 1 to Aug. 4, 1990	Jan. 1 to Aug. 5, 1989
Monaco	333	0	0	571	5,920	0
Premier	722	1,055	0	2,208	5,832	23,266
CHRYSLER MOTORS	**1,055**	**1,055**	**0**	**2,779**	**11,752**	**23,266**
Tempo	0	3,249	0	0	69,481	75,363
Topaz	0	1,370	0	0	25,040	32,267
Crown Victoria	2,866	2,537	2,787	6,672	72,514	73,456
Grand Marquis	2,414	2,541	2,339	5,514	63,530	79,091
FORD MOTOR CO.	**5,280**	**9,697**	**5,126**	**12,186**	**230,565**	**260,177**
Celebrity	0	0	754	4,147	20,319	15,231
Cutlass Ciera	0	0	1,649	8,842	53,487	95,976
Lumina	0	0	3,358	17,683	132,220	81,640
Regal	0	0	2,958	12,282	57,182	43,462
GENERAL MOTORS	**0**	**0**	**8,719**	**42,954**	**263,208**	**236,309**
HONDA	**2,150**	**1,842**	**2,066**	**6,975**	**62,079**	**49,160**
HYUNDAI	**0**	**0**	**0**	**1,376**	**11,243**	**0**
TOYOTA	**1,200**	**0**	**0**	**4,173**	**35,871**	**8,044**
VOLVO	**0**	**0**	**180**	**584**	**5,253**	**5,187**
TOTAL CARS, CANADA	**9,685**	**12,594**	**16,091**	**71,127**	**619,971**	**582,143**

U.S. TRUCK	Week Ended Aug. 4, 1990	Week Ended Aug. 5, 1989	Week Ended July 28, 1990	July Est.	Jan. 1 to Aug. 4, 1990	Jan. 1 to Aug. 5, 1989
Caravan	0	1,191	1,762	7,795	67,046	62,688
Dakota	1,100	1,619	1,003	1,725	40,049	57,764
Caravan C/V	0	15	3	362	4,171	4,520
Ram pickups	1,700	1,623	1,512	2,621	59,323	57,865
Total Dodge	**2,800**	**4,448**	**4,280**	**12,503**	**170,589**	**182,837**
Cherokee	0	4,116	0	0	90,190	133,924
Comanche	0	472	0	0	4,241	18,023
Grand Wagoneer	0	315	0	0	3,770	6,849
Wagoneer	0	77	0	0	2,185	5,224
Total Jeep	**0**	**4,980**	**0**	**0**	**100,386**	**164,020**
Voyager	0	1,020	1,588	6,940	62,823	59,234
Town & Country	0	0	3	130	2,078	1,874
Total C-P Div.	**0**	**1,020**	**1,591**	**7,070**	**64,901**	**61,108**
CHRYSLER MOTORS	**2,800**	**10,448**	**5,871**	**19,573**	**335,876**	**407,965**
Aerostar	5,785	4,000	4,854	11,568	122,058	139,494
Bronco	991	1,401	951	2,391	31,328	47,307
Bronco II/Explorer	5,755	2,099	5,749	13,449	104,986	73,471
Econoline	4,049	4,210	3,986	9,687	115,778	141,262
Mediums/Heavies	1,144	1,158	1,367	3,053	32,180	38,815
Light trucks	9,110	8,940	8,925	21,934	268,672	322,010
Ranger	5,901	4,019	5,937	13,513	170,576	192,339
Total Ford Div.	**32,735**	**25,827**	**31,769**	**75,595**	**845,578**	**952,698**
FORD MOTOR CO.	**32,735**	**25,827**	**31,769**	**75,595**	**845,578**	**952,698**
Astro	2,977	2,977	2,247	11,820	74,770	101,240
Blazer	369	530	374	1,555	10,762	17,426
Lumina APV	0	0	1,904	7,435	58,553	0
Mediums/Heavies	302	270	159	1,041	5,005	6,486
P-Model	0	0	492	2,201	15,501	20,749
Pickups	8,038	7,451	9,251	32,187	249,657	246,852
S-10	4,736	4,864	4,551	20,333	143,965	164,665
S-10 Blazer	4,079	3,895	3,562	16,382	59,631	119,725
Sportsvan/Van	0	1,391	0	1,172	37,788	60,202
Suburban	1,607	1,544	1,478	6,297	42,346	48,687
Total Chevrolet	**22,108**	**22,922**	**24,018**	**100,422**	**697,978**	**782,313**
Jimmy	107	153	83	396	3,323	5,157
Mediums/Heavies	434	673	151	1,445	5,571	10,341
P-Model	0	0	206	491	2,063	2,916
Pick-ups	1,157	2,342	289	8,725	89,497	73,133
S-1/Sonoma	978	1,188	1,312	4,238	33,116	37,471
S-15 Jimmy	1,185	1,116	1,636	5,602	20,457	33,284
Safari	842	772	1,456	3,997	27,280	26,263
Suburban	779	505	857	3,546	21,211	19,022
Vandura/Rally Vans	0	1,083	0	777	14,129	16,740
Total GMC	**5,482**	**7,832**	**5,980**	**29,216**	**216,647**	**218,386**
Olds Silhouette	0	0	1,152	4,636	23,636	0
Pontiac Trans Sport	0	0	1,069	8,871	36,842	0
GENERAL MOTORS	**27,590**	**30,754**	**32,229**	**143,145**	**975,103**	**1,000,699**
NAVISTAR	**1,580**	**1,745**	**1,606**	**3,842**	**44,709**	**50,376**
NISSAN	**2,450**	**2,360**	**3,200**	**6,798**	**87,334**	**72,425**
SUBARU-ISUZU	**810**	**0**	**915**	**3,239**	**16,476**	**0**
AM GENERAL*	**450**	**450**	**450**	**1,980**	**13,590**	**13,590**
MISCELLANEOUS*	**3,000**	**3,000**	**3,000**	**13,200**	**90,600**	**84,600**
TOTAL TRUCKS, U.S.	**71,415**	**74,584**	**79,040**	**267,372**	**2,409,266**	**2,582,353**

CANADIAN TRUCK	Week Ended Aug. 4, 1990	Week Ended Aug. 5, 1989	Week Ended July 28, 1990	July Est.	Jan. 1 to Aug. 4, 1990	Jan. 1 to Aug. 5, 1989
Caravan	20	2,033	0	8	82,729	84,064
Caravan C/V	0	119	0	0	5,610	7,158
Ram Wagon	0	12	3	482	14,247	15,578
Ram Van	0	193	3	1,084	33,762	39,800
Total Dodge	**20**	**2,357**	**6**	**1,574**	**136,348**	**146,600**
Voyager	19	1,949	0	8	65,770	74,732
Total Plymouth	**19**	**1,949**	**0**	**8**	**65,770**	**74,732**
Wrangler	564	1,655	44	3,222	33,657	47,446
Total Jeep	**564**	**1,655**	**44**	**3,222**	**33,657**	**47,446**
CHRYSLER MOTORS	**603**	**5,961**	**50**	**4,803**	**235,775**	**268,778**
FORD MTR. (lt. trks.)	**3,496**	**2,732**	**3,311**	**4,709**	**84,048**	**95,863**
Light trucks	0	0	4,858	14,433	102,358	97,446
Vans	0	0	1,448	5,384	31,928	36,743
Total Chevrolet	**0**	**0**	**6,306**	**19,817**	**34,286**	**134,189**
Light trucks	0	0	170	4,221	39,732	42,381
Vans	0	0	166	1,812	13,309	18,057
Total GMC	**0**	**0**	**336**	**6,033**	**53,041**	**60,438**
GENERAL MOTORS	**0**	**0**	**6,642**	**25,850**	**187,327**	**194,627**
NAVISTAR	**225**	**250**	**227**	**542**	**5,953**	**7,393**
TOTAL TRKS. CANADA	**4,324**	**8,943**	**10,230**	**35,905**	**513,103**	**586,661**
U.S., CANADA TRKS.	**75,739**	**83,527**	**89,270**	**303,277**	**2,922,369**	**3,149,014**

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Oil shock puts industry on crisis alert

AUTOMOTIVE NEWS-JOE WILSSENS

Price pangs

Don Clapp raises gasoline prices at Dick's Sunoco, New Baltimore, Mich., for the third time since the Aug. 2 Iraqi attack on Kuwait.

Car sales periled as gas prices rise

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The movement of one army in the Middle East again has brought the auto industry face-to-face with a double-edged sword: higher gasoline prices and the prospect of recession.

The slumping U.S. industry was already helping to drag the U.S. economy toward a standstill. And with Iraq's invasion of Kuwait, economists began dusting off formulas concerning the impact of rising fuel prices on car sales.

The scenarios weren't promising. Prices of crude oil rose by almost 50 percent as the world boycotted oil from Iraq and Kuwait, which together last year had 7.37 percent of the world's production. A week after the invasion, prices for self-serve unleaded gasoline had risen an average of 16.2 cents per gallon nationally. If the increase holds, it could cost the U.S. industry a half-million sales annually, according to General Motors economists who say that for every 15-cent increase in gasoline prices, vehicle sales drop by 500,000 units.

The possibility of prolonged Middle East instability and an era of tighter oil could also alter the ground rules for automotive sales success.

To be sure, minicar specialists such as Daihatsu Motor Co. have reason to smile. And prospects for BMW's V-12 models have hardly been enhanced, despite claims by some experts that buyers who shell out $70,000 for a car don't pay attention to gas prices.

But the consensus among analysts is that there is far more competitive balance — but not parity — among the world's automakers than there was in the 1970s, when U.S. buyers flocked to fuel-efficient Japanese

see CRISIS, page 4

No effect yet, dealers say

By Greg Bowens and Wes Brown
SPECIAL CORRESPONDENTS

An *Automotive News* survey of 47 dealers nationwide indicates there will be no surprises in the 10-day sales report due Tuesday.

Five of the 13 dealers who reported a drop in sales blamed the Iraq crisis.

Joe Gentile, owner of a Barrington, Ill., Chrysler dealership, said, "I think people are apprehensive because they don't know what's going to happen."

Meanwhile, 14 dealers reported an increase in traffic last week, and 20 said there was no change in sales or showroom traffic. Nissan-Jeep-Eagle dealer Trevor Rolfe of Carson City, Nev., summed up the majority opinion of dealers on the effect of the crisis on sales: "It's just too early to tell."

Stempel wand gives new look to GM staffs

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Erdman

Whitman

Katko

For a new chairman who said major changes in the organization weren't needed, Robert C. Stempel's version of General Motors already looks different from the GM that Roger B. Smith left behind.

In a string of important moves during Stempel's first full week on the job, GM announced:

- A major shakeup in its marketing, public relations, product planning and economics staffs.
- The creation of a GM Supplier Policy Forum to improve communications between the corporation and its suppliers. The group is modeled after the GM-Dealer Policy Committee, a group of GM dealers that works with the company on policies affecting dealers.
- The appointment of Michael

see REORGANIZE, page 44

1995 Chrysler compact pushes luxury car aside

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

TRAVERSE CITY, Mich. — Chrysler Corp. will delay development of its new luxury-car platform in favor of the 1995 replacement for its bread-and-butter car lines.

Chrysler had considered introducing in about the 1995 model year a rear-wheel-drive luxury car powered by a V-8 engine. The program's code name is LX.

But Glenn Gardner, Chrysler general manager of new platform engineering, said that instead, the company will focus on engineering its new compact platform.

Gardner identified the platform that will receive the extra attention — code-named JA — as mid-sized, but declined to provide additional details. However, Chrysler previously has identified its upcoming LH platform as mid-sized, and company sources have identified JA as a compact platform.

The new JA platform has been scheduled for a 1995 model-year introduction. It will replace Chrysler's A-body Dodge Spirit, Plymouth Acclaim and Chrysler LeBaron sedans and the J-body Chrysler LeBaron coupe and convertible.

The company's decision signals its intent to try to regain market share in the heart of the car market. Chrysler has been roundly criticized by analysts for relying on Jeep and minivans for corporate profits while tolerating weak car sales. In the first half of 1990, Chrysler's share of the U.S. new-car market dropped to 9.0 percent from 10.65 percent for the first-half of 1989.

Gardner, speaking to reporters at the University of Michigan Management Briefing here, said Chrysler will introduce its new mid-sized LH platform in the 1993 model year. The compact JA platform will bow two years after LH, he said.

Gardner said Chrysler decided to delay the limited-volume luxury LX because "it is one of those products that you could do or not do and it would not make or break the corporation."

But mid-sized and compact products are vital to Chrysler, he said. And dealers have told the company that "they must be protected in that market," Gardner said.

He would not say how long LX will be delayed. The program had not received final corporate approval, but the program was anticipated for the 1995 model year. LX was planned as a stretched de-

see CHRYSLER, page 6

Golden parachutes protect Subaru execs

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Four top Subaru of America Inc. executives have secured "golden parachutes" worth three years of salaries and benefits if they are fired after Fuji Heavy Industries Ltd. takes over Subaru.

Chairman Harvey H. Lamm, 54, and his three-man management team declined to say last week whether their severance agreements mean they are more or less likely to leave the company. Lamm, a co-founder of the distributor in 1968, had said earlier they planned to stay after the merger, which is scheduled for Sept. 30.

Agreements have been negotiated for Lamm; Thomas R. Gibson, 47, president and chief operating officer; Marvin S. Riesenbach, 60, executive vice president and chief financial officer; and Philip L. Lustbader, 40, group vice president and general counsel.

see PARACHUTES, page 6

NEWSPAPER

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tte July
were the only losers among domestic
the last 10 days of July as car and
8 percent over 1989. Story on Page 42.

Mercedes still thrills owners, Power finds

By Kristine Stiven Breese and Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTERS

Mercedes-Benz took the J.D. Power and Associates' Car Sales Satisfaction Index crown for the fourth straight year, while Infiniti and Lexus debuted near the top.

The survey measures consumers' perception of quality in three areas: initial product quality, in which Mercedes-Benz ranked highest; salesperson performance, in which Infiniti placed first; and delivery, in which Saab ranked highest.

Salesperson performance is weighted most in the index.

Toyota finished ahead of Honda for the first time in the four years of the survey. Porsche fell mightily, from a tie with Buick for third last year to somewhere below average. Power did not release the Porsche score.

Also released last week was the Power 1990 New Compact Truck Sales Satisfaction Index Study. Scores above the industry average of 93 were: Ford and Pontiac, 103; Chevrolet, 102; Oldsmobile, 100; GMC, 99; Toyota, 97; Chrysler, 95.

More than 100,000 owners of new cars, trucks and minivans were surveyed three months after their purchases.

1990 CAR SALES SATISFACTION INDEX

1989 Rank	1990 Rank	Nameplate	1990 Score	Change from 1989
1	1	M-B	145	+ 8
—	2	Infiniti	143	—
2	3	Cadillac	138	+ 2
—	4	Lexus	136	—
3	5	Buick	134	+ 5
5	6	Lincoln	130	+11
7	7	Oldsmobile	125	+11
5	8	Mercury	123	+ 4
9	8	Jaguar	123	+13
b/a	10	BMW	114	+ 9
b/a	11	Saab	113	+11
b/a	12	Audi	112	+19
8	13	Chrysler	111	– 1
12	14	Ford	110	+ 4
12	14	Toyota	110	+ 4
9	16	Chevrolet	109	– 1
		Average	**109**	**+ 3**
9	17	Honda	108	– 2
3	b/a	Porsche		–21*

* Or more; figure not released.
b/a Below average
SOURCE: J.D. Power and Associates

Bidwell, Jeep-Eagle dealer spar over product allocation

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

In what seemed like verbal volleys before a barroom brawl, a dealer zone chairman and Chrysler Motors Chairman Bennett Bidwell sparred over the allocation of products to the company's Jeep-Eagle franchise.

It began when New Orleans Jeep-Eagle zone chairman Johnny Beck criticized Chrysler and its management in a letter to all dealers in the zone, which includes Mississippi, Alabama, Louisiana and the tip of northern Florida.

Somehow, Bidwell got a copy of the letter. And that prompted Bidwell to fire back a reply to those same dealers.

The underlying issue is Chrysler's product allocation to the Jeep-Eagle network, which was created with Chrysler's purchase of American Motors Corp. in 1987.

Caught in the crossfire, dealers glimpsed a rare public display of temper between the factory and one its retailers.

For example, Beck's three-page message to all dealers in the zone claims that "Chrysler Corporation does not give a damn about your individual success as a Jeep dealer. This means the great Chrysler Corporation does not care about your company, you as a dealer or your family. The only exception would be something that directly benefits them."

Beck further charges that in the wake of the AMC purchase, Chrysler Corp. chairman Lee Iacocca "flat out right lied" to Jeep-Eagle dealers about future product plans.

In a reference to Chrysler's recent decision to sell the three-door Mitsubishi-built Colt subcompact

see BRAWL, page 44

AUTOMOTIVE NEWS/JOE WILSEREIS

> "Mr. Iacocca flat out right lied to pull the Jeep dealers together when Chrysler bought out Jeep/Renault."
>
> **Johnny Beck**
> New Orleans Jeep-Eagle zone chairman

> "I will not personally sit by and let a great American and a lot of dedicated people be demeaned by a tin-horn mudslinger."
>
> **Bennett Bidwell**
> Chrysler Motors chairman

GM eyes throwaway video as direct mail of the future

By Kathy Jackson and Phil Frame
AUTOMOTIVE NEWS STAFF REPORTERS

It may become the ultimate junk mail, but Chevrolet thinks disposable videocassettes could trash catalogs as direct-mail marketing tools.

Chevrolet's use of throwaway cassettes is 18 months to two years away because the technology must be developed further, said Michael Erdman, outgoing Chevrolet general marketing manager.

"We've done a lot of research, and I think there's a good possibility (of using video) if you get the cost down," Erdman said.

Erdman, who becomes vice president of marketing for General Motors of Canada Sept. 1, said Chevrolet could aim videocassettes at one million homes annually. Studies estimate that 62 percent of U.S. households have at least one videocassette player.

The campaigns could be used to promote Chevrolet's total vehicle line or just new vehicles, he said.

Erdman said such plans would depend on more development of the cardboard cases and paper-based videotape that are key to disposable cassettes. Videos now are made of plastic and Mylar tape.

Disposable tape supposedly would cost less and could be viewed eight to 12 times before the image began to wash out.

Erdman said the cost of sending out four- to six-page catalogs is about $12 per piece. He estimated that the cost of sending a marketing message via disposable videocassettes could be $8 per piece.

Chevrolet, like some other car companies, already distributes videos, generally to dealers or buyers of certain vehicles.

Chris Hudson, senior design manager for Carlson Marketing Group, a video production company in Troy, Mich., said the cost to duplicate current cassettes is $3 to $4 each. Hudson said disposable tapes would reduce the duplication cost to about $2 each.

Erdman said he anticipates the costs for production, postage and buying mailing lists would be the same for catalogs and disposable videos. The savings in disposable videos would be in duplication and materials, he said.

Videos could have a bigger impact than printed matter, at least at the outset, Erdman said.

If Chevrolet does distribute a million videocassettes, video company executives say it would be the biggest campaign ever with that technology.

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A Bugatti worker is shown with the 60-valve V-12 engine that will utilize four turbochargers, develop 550 horsepower and push the supercar beyond 210 mph.

TERRA FIRMA: *Bugatti venture appears solid after a failed palace coup*

By Richard Johnson and Luca Ciferri
AUTOMOTIVE NEWS STAFF

CAMPOGALLIANO, Italy — Despite a thwarted takeover attempt by its managing-technical director last month, the fledgling Bugatti supercar venture here has every appearance of being on solid ground.

Compared to the usual hand-to-mouth look of independent carmaking startups, the size and grandeur of this enterprise is startling.

Bugatti Automobili S.p.A. Appears to have no lack of resources. For an outfit that hasn't begun road testing its first prototype, Bugatti has a dazzling new set of modern buildings and is still adding to its supercar campus in Campogalliano, about six miles northwest of Modena. And this Xanadu is made all the more intriguing by dint of its mysterious financial backing.

The first Bugatti model, expected to cost almost $650,000, is still unseen by the outside world. But it is understood to be a mid-engine, four-wheel-drive two seater. Power will come from a 60-valve V-12 engine that utilizes four turbochargers, develops 550 horsepower and pushes the car beyond 210 mph. Road tests will start either this month or next on a remote Michelin test track in southern Spain.

The group picks up the mantle of legendary Franco-Italian carmaker Ettore Bugatti, who died in 1947 at age 66 after producing reliable, enduring and beloved

see BUGATTI, page 26

AROUND THE WORLD

Peugeot and GM lead European productivity gains

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Peugeot S.A. and General Motors Europe, which have added market share faster than other European auto companies in recent years, emerged in the late 1980s as Europe's most efficient carmakers, according to a new study.

The report also says that despite a 32.70 percent hike in productivity from 1982 to 1987, European carmakers still lagged well behind the Japanese. The report cited separate figures, which show the Japanese at 16.27 vehicles per employee in 1988.

London-based Euromotor Reports Ltd.'s extensive "European Car Factory Report" includes a detailed directory of 68 assembly plants and 169 component and design facilities. The report forecasts several trends, including the emergence of "hyperplants" with twice the capacity of the average European plant today.

It also contains the first major, independent attempt to gauge capacity in Europe.

The Peugeot Group, including the Peugeot and Citroen brands, topped productivity tables at the conclusion of the study period in 1987 with output of 17.36 cars per employee annually.

GM was next at 15.82 cars.

Since then, GM and Peugeot have led Europe in market share growth, and profits have increased sharply for both.

EUROPEAN CAR ASSEMBLY PRODUCTIVITY

Cars produced per employee annually

	1982	1983	1984	1985	1986	1987	%change 82-87
Peugeot Group	10.54	11.26	11.69	12.76	14.30	17.36	64.71
GM	11.64	14.11	12.37	14.64	15.31	15.82	35.93
Fiat	9.86	11.79	13.44	14.66	14.74	15.16	53.80
Ford	10.12	11.44	11.65	12.35	13.80	14.52	43.44
Renault	12.19	11.64	10.12	10.67	12.75	13.96	14.54
Rover	4.89	6.01	5.54	8.26	7.63	13.09	167.80
Volvo	10.74	12.25	11.53	11.23	11.47	11.41	6.17
VW-Audi	8.94	9.13	9.66	10.68	10.26	11.06	23.76
Saab	7.93	8.80	8.27	8.21	8.62	8.53	7.67
BMW	8.90	9.44	9.23	9.21	8.52	8.07	-9.33
Daimler-Benz	4.41	4.52	4.35	4.79	5.10	5.05	14.43
Jaguar	2.25	3.23	3.50	3.68	3.61	3.84	50.93
Total	9.27	10.05	9.88	10.83	11.35	12.30	32.70

SOURCE: Euromotor Group

Peugeot and GM Europe also have embarked on a three-pronged strategy recommended by the study's authors:

- Rehabilitating existing plants.
- Breaking down bottlenecks.
- Selective use of three-shifting instead of building new plants.

The report warns that "capital should only be committed to new factory construction to replace completely uneconomic facilities."

GM Europe has pioneered three-shift scheduling, and Peugeot is considering round-the-clock operations at key plants. In addition, Peugeot's upgrading of its 78-year-old plant in Sochaux, France, is cited as a prime example of "grayfield" rehabilitation.

"PSA has shown a dramatic productivity increase," according to the Euromotor analysis.

The report says Peugeot increased its ratio of cars per year per employee by 64.71 percent to 17.36 cars in the 1982-87 period, while GM improved 35.93 percent to a 15.82 ratio.

Among other full-range manufacturers, Fiat Auto S.p.A., excluding Alfa Romeo, gained 53.80 percent to 15.16 vehicles per employe per annum. Ford of Europe improved 43.44 percent to 14.52 cars; Renault S.A. rose 14.54 percent to 13.96; and Volkswagen AG rose 23.76 percent to 11.06.

BMW AG productivity declined 9.33 percent during the study period to 8.07 cars per employe per year. It was the only company to suffer a decline. But the drop was attributed to the increasing complexity of BMW cars. The figure was still well above Daimler-Benz AG's 5.05 cars and Jaguar plc's 3.84 in 1987.

In 1982 the 12 largest automakers in European countries built an average of 9.27 cars per employee annually. By 1987, the average had risen to 12.30.

The report says overall productivity in the United Kingdom rose 114 percent to 10.27 cars in the five-year period, still below the industry average. Productivity in West Germany gained a modest 4.28 percent to 8.50 cars. But the lower West German figure reflects high volume of high-option-content cars, distorting direct comparisons.

Euromotor concludes that Japanese manufacturers — which according to separate data produced 16.27 vehicles per employee in 1988 — enjoy a healthy advantage over the Europeans in productivity.

The report says Europe will have usable capacity of 13.8 to 14.4 million cars annually by the mid-1990s, or "close to the range of anticipated demand." But it also concludes that increasing use of three-shift operations could boost capacity by two million units annually.

Furthermore, it warns that "new East European ventures, including a commitment by GM to increase (European) capacity by 25 percent, will put additional pressure on the industry's ability to keep capacity in line with demand." GM has said it plans to increase its European capacity from 1.5 million units to two million by the mid-1990s.

The findings also point to a possible "hyperplant" trend in Europe. Such large complexes could produce 400,000 to 500,000 cars per year, double the annual average European auto plant output of 231,662 cars.The report says hyperplants "will be magnets for services and for the operations of suppliers providing just-in-time delivery service."

The findings also point to a possible "hyperplant" trend in Europe. Such large complexes could produce 400,000 to 500,000 cars per year, double the annual average European auto plant output of 231,662 cars.

European Car Factory Report

Soft sell.

NISSAN

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INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1990 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	Aug. 10*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	Aug. 10*
Dodge trucks	$500-$2,500	2.9	7.9	7.9	10.9	Aug. 10*
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	Aug. 10*
Jeep	$500-$1,000	2.9	7.9	7.9	10.9	Aug. 10*
Plymouth	$750-$1,800	2.9	7.9	7.9	10.9	Aug. 10*

*Expiration date is Aug. 31 on Chrysler LeBaron, Dodge Shadow and Spirit and Plymouth Sundance and Acclaim. Expiration date is Sept. 30 on Jeep Cherokee Limited and Wagoneer Limited.
Interest-free 24-month loans available on some models.

Ford Motor Co. (1990 models)						
Ford cars*	$700-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Mercury*	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Continental, Mark VII	$1,500-$2,000					Sept. 26
Ford Motor Co. (1991 models)						
Crown Victoria	$750	7.9	7.9	7.9	10.9	Sept. 26
Grand Marquis	$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Finance incentive is 4.8 percent for 48 months on Ford Taurus and Thunderbird and Mercury Sable and Cougar.

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Sept. 26
Riviera	$2,000	7.9	7.9	7.9	10.9	Sept. 26
Reatta	$3,000	7.9	7.9	7.9	10.9	Sept. 26
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Oldsmobile	$750-$2,000	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$750-$2,000**	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$1,500**					

*Based on option package selected.
**Dealers contribute $1,000 on Grand Prix, $500 on Trans Sport.

General Motors (1991 models)						
Buick Regal Sedan	$500-$1,250*	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet Camaro, Caprice	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet S10	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Pontiac Firebird	$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Based on option package selected.

Hyundai (1989-90)	$500-$750	1.0	4.9	4.9	10.9	Sept. 4

Mazda (1990 models)		
323 SE	$750	Oct. 2
MX-6, 626	$500-$1,000	Sept. 5
Trucks	$750	Sept. 5
MPV	$500-$700 discount on option packages	Sept. 5
Mitsubishi (1990 models)		
Cars	$500-$2,000*	Aug. 31
Trucks	$750-$2,000*	Aug. 31

*Payments differ by regions.

Nissan (1990 models)		
Sentra	$1,000-$1,200	Oct. 2
Trucks	$1,000	Oct. 2
Sterling 1989 models	$5,000	Sept. 30
1990 models		Sept. 15
Subaru		
Justy (1989-90)	$500-$1,000	Oct. 2
Loyale (1990)	$800-$1,200	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to buyers of 1989 and 1990 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

Ford, Mercury cleanup rebate is $1,000

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

For Ford and Mercury buyers, $1,000 is the magic number in the cleanup rebate derby. Eleven Ford and Mercury 1990 car lines carry that payment in a revised incentive program announced last week.

Nissan Motor Corp. in U.S.A. placed new buyer incentives on pickup trucks and Sentra cars and dealer rebates on pickups and Stanza cars. Hyundai added cut-rate financing to its program.

Chrysler Corp. extended its buyer incentives until Tuesday. They had been been scheduled to expire last Friday.

Ford Motor Co.'s $1,000 rebates cover Ford 1989-90 Escort and 1990 Probe, Mustang, Tempo, Taurus, Thunderbird and Crown Victoria models and Mercury Topaz, Sable, Cougar and Grand Marquis cars. There's also a $750 rebate on 1990 Ford Festiva and 1991 Crown Victoria and $1,000 on 1991 Grand Marquis.

Instead of cash, buyers can choose finance rates of 7.9 percent for contracts up to 48 months and 10.9 percent for 60-month loans. The up-to-48-month rate is 4.8 percent on Taurus, Thunderbird, Sable and Cougar.

Remaining in effect are the previously announced customer rebates of $1,500 on the Lincoln Continental and $2,000 on the Lincoln Mark VII.

All Ford Motor Co. incentives for buyers expire Sept. 26.

Special finance rates on 1991 Ford Escort and Mercury Tracer are being offered through regional programs for a limited time.

Ford extended its incentives to truck buyers through Sept. 26. The program offers a choice of 7.9 percent to 10.9 percent financing or rebates of $600 on the Aerostar, F-series pickup and Econoline Van and Club Wagon, $1,000 on the Ranger and $1,500 on the Bronco and Bronco II.

Ford dealer incentives include $2,000 on the Taurus SHO and $300 on the Crown Victoria. Lincoln dealers pick up $1,500 to $2,500 on the Town Car and $1,000 to $2,000 on the Continental and Mark VII based on the number of units sold. The dealer program also runs through Sept. 26.

Nissan's new plan pays consumers $1,000 on the 1990 Sentra standard model, $1,200 on all other Sentras and $1,000 on all trucks through Oct. 2.

Nissan's dealer incentive program pays $100 to $1,000 on the 1990 Stanza based on the number of units sold through Oct. 2. Until Nov. 2, Nissan is paying dealers $100 to $200 on 1990 and 1991 trucks, based on the number sold.

Hyundai, which has been offering rebates of $500 to $750 on its 1989 and 1990 models, expanded the program to give buyers a choice of taking the cash rebate or financing of 1.0 percent for 24 months, 4.9 percent for 36 months, 7.9 percent for 48 months and 9.9 percent for 60 months. The offer runs through Sept. 4.

Special Correspondent Wes Brown contributed to this report.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$2,000	Sept. 26
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	Sept. 26
Crown Victoria	$300	Sept. 26
Town Car	$1,500-$2,500 based on number sold	Sept. 26
Continental Mark VII	$1,000-$2,000 based on number sold	Sept. 26
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mazda (1990 models)		
929, RX-7	$500-$2,500, based on number sold	Sept. 5
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31

*Quotas apply on Eclipse and 2wd pickups in some regions.

Nissan		
Stanza (1990)	$100-$1,000, based on number sold	Oct. 2
Trucks (1990-91)	$100-$200, based on number sold	Nov. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	Aug. 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volkswagen (1990 models)		
Golf	$500	Aug. 31
Fox	$750-$1,000	Aug. 31
Corrado	$1,500	Aug. 31
Volvo (1989-90)	$200-$600, based on number sold	Aug. 31

Note: Some makers offer rebates to dealers on sales of 1989 and 1990 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

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SALES

Sales rise in late July

But cars, trucks decline 2% for month

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. and Ford Motor Co. were the only losers among domestic car builders during the last 10 days of July as car and truck sales rose 4.38 percent over 1989.

The crisis in the Mideast, which began in August, had no effect on July 21-31 sales of 374,704 cars and trucks. Car sales rose 0.22 percent; truck sales increased 11.29 percent. The selling period had nine days each year.

Chrysler, which has not had a winning 10-day period since the end of May, suffered most among domestic carmakers in late July. Chrysler's car and truck sales declined 7.42 percent. Sales rose for the Eagle and Chrysler nameplates, but Dodge and Plymouth faltered.

Car sales dipped for both of Ford Motor Co.'s divisions for a combined 12.98 percent drop, the biggest decline for the 10-day period. Ford's 11.73 percent increase in truck sales helped limit the overall sales decline to 2.98 percent.

General Motors reported increases in both car and truck sales for a combined gain of 15.64 percent in the period.

Mazda had the biggest increase

see SALES, page 44

DOMESTIC Market Shares

	July Sales	Pct. of Total
Subcompact	81,967	13.88
Compact	180,832	30.62
Intermediate	222,201	37.63
Standard	101,778	17.24
Speciality	3,698	0.63
TOTAL	590,476	100.00

DOMESTIC CARS, DAYS' SUPPLIES

	Aug. 1 1990	July 1 1990	Aug. 1 1989
Talon	73	59	—
Premier	41	194	97
Total Eagle	**54**	**89**	**97**
Horizon	65	105	71
Laser	92	79	51
Sundance	83	96	90
Reliant	—	—	99
Acclaim	38	40	52
Total Plymouth	**63**	**62**	**72**
LeBaron A	56	43	—
LeBaron J	48	73	88
LeBaron GTS	—	—	190
Fifth Avenue (rwd)	—	—	72
Fifth Avenue (fwd)	105	95	—
Imperial	140	147	—
New Yorker C	36	45	63
Total Chrysler	**57**	**62**	**79**
Omni	72	114	78
Shadow	61	88	63
Monaco	38	79	—
Daytona	94	125	69
Aries	—	—	89
Lancer	—	—	175
Spirit	48	51	63
Dynasty	64	55	53
Total Dodge	**62**	**69**	**67**
CHRYSLER MTRS.	**60**	**66**	**72**
Escort	67	62	62
Mustang	71	87	53
Tempo	55	75	67
Taurus	63	65	48
Thunderbird	75	97	100
Probe	34	57	77
Crown Victoria	63	61	57
Total Ford Div.	**60**	**69**	**62**
Topaz	54	74	67
Sable	50	87	55
Cougar	59	75	89
Grand Marquis	61	69	47
Total Mercury	**56**	**76**	**63**
Continental	51	58	56
Town Car	52	41	49
Mark VII	56	80	50
Total Lincoln	**52**	**48**	**51**
Total L-M Div.	**54**	**64**	**60**
FORD MOTOR CO.	**59**	**68**	**62**
Skyhawk	—	39	79
Somerset/Skylark	41	32	43
Century	80	83	83
Regal	70	83	97
LeSabre	65	77	54
Reatta	97	174	74
Electra/Park Ave.	57	119	71
Riviera	67	92	63
Total Buick	**65**	**74**	**68**
Allante	60	95	76
Seville	26	19	98
DeVille	85	89	78
Brougham	69	93	91
Eldorado	61	64	95
Total Cadillac	**71**	**70**	**83**
Geo Prizm/Nova	39	56	119
Cavalier	56	59	69
Camaro	39	58	61
Celebrity	26	30	56
Corsica/Beretta	49	48	56
Lumina/Monte Carlo	53	60	82
Caprice	67	78	61
Corvette	45	39	91
Total Chevrolet	**49**	**55**	**68**
Calais	43	54	87
Cutlass Ciera	81	45	90
Cutlass Supreme	125	110	93
88	64	113	66
98	62	107	54
Toronado	44	63	158
Total Oldsmobile	**70**	**75**	**81**
Sunbird	46	51	64
Firebird	72	81	48
Grand Am	30	35	72
Pontiac 6000	119	72	70
Grand Prix	75	63	102
Bonneville H	105	106	78
Safari/Parisienne	—	—	64
Total Pontiac	**58**	**56**	**73**
GENERAL MTRS.	**58**	**62**	**72**
HONDA	**20**	**25**	**25**
MAZDA	**45**	**85**	**45**
MITSUBISHI	**66**	**45**	**24**
NISSAN	**79**	**106**	**72**
TOYOTA*	**52**	**58**	**34**
SUBARU	**112**	**145**	**—**
DOMESTIC TOTAL	**56**	**62**	**65**
Subcompact	**44**	**50**	**47**
Compact	**50**	**59**	**62**
Intermediate	**61**	**64**	**60**
Standard	**69**	**79**	**62**
Specialty	**58**	**62**	**66**

*Estimate

LIGHT-DUTY TRUCK SALES

	July 1990	July 1989	7 Mos. 1990	7 Mos. 1989
Vans	15,265	15,731	95,589	103,775
Aerostar	16,528	18,175	114,044	119,540
Club Wagon	1,550	2,200	13,316	16,395
Ranger	25,886	25,668	170,560	163,348
Bronco	3,974	5,168	32,606	35,560
Bronco II/Explorer	18,397	10,003	86,585	63,348
Pickups	46,453	48,670	340,770	354,294
Ford	**128,053**	**125,615**	**853,470**	**856,260**
Vans	10,599	13,055	66,143	69,446
Sportsvan	943	1,035	6,027	8,113
Geo Tracker†	3,198	779	20,148	5,250
Astro	11,262	16,880	78,500	86,913
Lumina APV	6,873	68	39,072	68
S-10	21,038	18,249	116,495	132,914
S-10 Blazer	14,439	14,595	88,718	100,149
P Model	1,284	3,155	1,284	22,716
Blazer	1,334	1,589	10,928	12,845
Suburban	4,886	5,519	35,687	37,525
Pickups	41,509	41,922	311,286	296,702
Chevrolet	**117,365**	**116,778**	**774,288**	**772,573**
Pontiac Trans Sport	**2,959**	**0**	**18,582**	**0**
Olds Silhouette	**2,441**	**0**	**13,900**	**0**
Vans	5,621	6,164	36,543	46,431
Ram Wagon	1,991	2,248	15,494	16,327
Voyager	15,121	17,130	109,684	115,461
Caravan	16,887	18,161	124,774	124,780
Caravan C/V	733	1,130	8,458	9,379
Town & Country	232	253	1,777	253
Ram 50	785	2,205	7,548	17,907
Raider	0	963	1,092	4,791
Ramcharger	1,096	1,530	7,021	12,655
Dakota	5,863	6,447	47,645	54,066
Pickups	7,288	5,450	58,807	51,517
Chrysler	**55,617**	**61,681**	**418,843**	**453,567**
Vans	4,015	3,928	23,538	25,135
Safari	3,708	3,333	21,012	19,488
S-1/Sonoma	4,442	4,067	25,911	29,733
S-15 Jimmy	3,802	3,476	21,961	24,271
Jimmy	370	535	3,165	3,752
Suburban	2,270	1,898	14,921	13,190
Pickups	13,597	12,603	88,661	90,504
P Model	205	239	1,609	2,230
W-4	107	81	728	769
GMC	**32,516**	**30,160**	**201,506**	**209,072**
Wrangler	5,478	5,277	32,600	32,185
Wagoneer	288	468	2,065	3,809
Cherokee	10,329	14,803	73,657	91,481
Grand Wagoneer	723	980	4,020	6,337
Comanche	1,201	2,018	8,869	16,002
Jeep	**18,019**	**23,546**	**121,211**	**149,814**
Daihatsu	**467**	**0**	**2,850**	**0**
Isuzu*	**5,329**	**8,851**	**62,019**	**53,215**
Mazda	**9,750**	**10,506**	**74,639**	**69,781**
Mitsubishi	**3,807**	**3,377**	**25,817**	**23,367**
Nissan*	**16,470**	**13,872**	**104,031**	**95,298**
Range Rover	**452**	**356**	**2,526**	**2,758**
Suzuki*	**1,801**	**1,898**	**9,262**	**14,850**
Toyota	**25,319**	**21,832**	**157,891**	**148,090**
Volkswagen	**710**	**571**	**4,367**	**3,318**
Imports	**63,295**	**60,963**	**443,312**	**410,681**
Industry Total	**426,208**	**418,443**	**2,848,112**	**2,851,967**

*—Includes domestic vehicles †Includes imported Tracker Compiled by Karen Dobkowski

DOMESTIC CAR SALES

	July 21, to July 31, 1990	Same Period, 1989	July 1990	Same Month, 1989	Jan. 1 to July 31, 1990	Same Period, 1989
Talon	911	0	2,248	0	16,828	0
Premier	1,435	1,238	3,212	3,565	10,236	34,266
Total Eagle	**2,346**	**1,238**	**5,460**	**3,565**	**27,064**	**34,266**
Horizon	328	2,336	746	4,036	10,510	19,968
Laser	1,230	804	2,904	2,097	27,216	10,915
Sundance	1,993	3,300	4,505	6,752	34,725	46,810
Reliant	0	1,151	0	2,991	2,371	22,468
Acclaim	2,766	2,538	6,924	8,009	61,200	51,086
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**6,317**	**10,129**	**15,079**	**23,885**	**136,022**	**153,423**
LeBaron A	1,285	0	3,653	0	19,150	787
LeBaron J	2,455	2,150	6,058	6,174	37,687	54,154
LeBaron GTS	0	167	0	392	1,544	3,113
Fifth Avenue (rwd)	0	363	0	938	740	8,703
Fifth Avenue (fwd)	889	0	2,117	0	19,808	0
Imperial	344	0	824	0	7,040	0
New Yorker C	1,325	1,692	5,097	5,736	28,768	56,359
New Yorker E	0	0	0	0	0	237
Total Chrysler	**6,298**	**4,372**	**17,749**	**13,240**	**114,737**	**123,353**
Omni	293	2,125	689	3,812	10,389	20,093
Shadow	2,612	3,166	5,718	6,829	40,235	46,664
Monaco	687	0	1,790	0	4,526	0
Daytona	1,399	1,886	3,077	5,447	21,631	44,842
Aries	0	892	0	2,806	1,915	22,534
Lancer	0	122	0	305	1,081	2,060
Spirit	2,033	1,449	5,245	5,596	50,852	43,047
Diplomat	0	0	0	0	0	2,551
Dynasty	2,303	2,066	6,141	6,828	55,574	71,823
Dodge 600	0	0	0	0	0	808
Total Dodge	**9,327**	**11,706**	**22,660**	**31,623**	**186,203**	**254,422**
CHRYSLER MOTORS	**24,288**	**27,445**	**60,948**	**72,313**	**484,026**	**558,052**
Escort	7,532	12,496	20,826	31,936	163,211	206,318
Mustang	4,431	4,871	11,438	13,815	76,222	111,595
Tempo	6,246	6,043	18,055	17,402	136,082	136,836
Taurus	9,848	9,192	24,479	29,369	191,486	214,809
Thunderbird	3,602	3,489	9,516	9,506	66,013	72,388
Probe	5,508	4,699	14,952	13,100	78,868	83,746
Crown Victoria	3,004	4,441	8,991	10,782	66,845	65,104
Total Ford Div.	**40,171**	**45,231**	**108,257**	**125,910**	**778,727**	**890,796**
Topaz	2,424	2,500	6,490	6,900	46,755	54,398
Sable	4,234	4,134	9,962	9,294	58,868	70,470
Cougar	2,922	3,289	7,084	8,231	49,654	60,949
Grand Marquis	3,432	5,574	8,246	11,747	51,952	65,939
Total Mercury	**13,012**	**15,497**	**31,782**	**36,172**	**216,532**	**251,756**
Continental	1,861	2,023	4,588	4,842	36,778	34,295
Town Car	3,504	4,212	9,780	10,518	89,835	69,578
Mark VII	727	1,150	1,654	2,442	14,582	17,911
Total Lincoln	**6,092**	**7,385**	**16,022**	**17,802**	**141,195**	**121,784**
Total L-M Div.	**19,104**	**22,882**	**47,804**	**53,974**	**357,727**	**373,540**
FORD MOTOR CO.	**59,275**	**68,113**	**156,061**	**179,884**	**1,136,454**	**1,264,336**
Skyhawk	0	510	118	1,513	827	12,480
Somerset/Skylark	3,026	1,596	6,523	5,255	60,163	41,853
Century	3,976	3,777	9,082	9,278	67,577	77,201
Regal	5,040	2,087	10,518	6,101	47,658	48,738
LeSabre	6,059	5,771	13,474	15,468	93,658	82,431
Reatta	255	218	835	696	4,278	4,911
Electra/Park Ave.	2,532	2,081	5,373	6,703	30,088	46,386
Riviera	863	491	2,056	1,473	12,703	11,773
Total Buick	**21,751**	**16,531**	**47,979**	**46,487**	**316,952**	**325,773**
Cimarron	0	0	0	0	0	232
Allante	205	160	409	367	2,069	2,034
Seville	525	370	2,969	903	24,611	14,798
DeVille	4,692	4,736	11,349	12,327	91,311	95,182
Brougham	749	853	1,656	2,371	21,289	21,105
Eldorado	829	847	1,770	2,026	14,347	19,238
Total Cadillac	**7,000**	**6,966**	**18,153**	**17,994**	**153,627**	**152,589**
Geo Metro	1,839	0	4,184	0	14,975	0
Geo Prizm/Nova	5,466	3,187	13,167	8,888	69,941	43,303
Cavalier	8,346	8,377	21,874	23,884	173,106	178,540
Camaro	3,806	2,880	9,389	9,064	51,362	69,121
Celebrity	1,679	2,860	4,987	9,161	23,711	121,309
Corsica/Beretta	7,882	9,386	24,839	31,990	187,066	231,218
Lumina/Monte Carlo	7,825	4,781	20,768	12,313	140,947	35,906
Caprice	6,719	6,028	17,404	15,870	107,223	97,187
Corvette	981	773	2,454	2,448	15,317	12,623
Total Chevrolet	**44,543**	**38,272**	**119,066**	**113,618**	**783,668**	**789,287**
Firenza	0	0	0	0	0	12
Calais	3,438	3,442	9,971	8,869	63,500	56,899
Cutlass Ciera	4,203	5,607	9,960	15,748	85,897	119,145
Cutlass Supreme	2,527	3,047	5,886	7,328	62,544	58,264
88	5,018	4,749	11,312	12,364	61,502	87,273
98	2,257	2,057	6,055	5,319	31,581	42,385
Toronado	855	310	1,704	583	9,636	4,604
Total Oldsmobile	**18,298**	**19,212**	**44,888**	**50,211**	**314,660**	**368,582**
Fiero	0	0	0	0	0	1,961
Sunbird	3,989	2,674	8,960	8,009	65,496	58,597
Firebird	1,788	1,732	4,172	5,637	25,598	40,532
Grand Am	7,512	5,982	17,937	16,568	132,299	121,534
Pontiac 6000	1,241	1,815	2,745	5,161	29,165	43,579
Grand Prix	4,284	2,792	9,958	7,445	72,473	71,348
Bonneville H	2,311	2,194	5,197	6,363	39,727	53,901
Safari/Parisienne	0	140	0	428	0	2,890
Total Pontiac	**21,225**	**17,329**	**48,969**	**49,611**	**364,758**	**394,342**
GENERAL MOTORS	**112,917**	**98,318**	**279,855**	**277,921**	**1,933,685**	**2,030,493**
Civic	7,493	5,845	15,969	14,643	118,959	101,944
Accord	15,527	8,121	28,161	19,121	163,412	124,964
HONDA	**23,020**	**13,966**	**44,130**	**33,764**	**282,371**	**226,908**
MX-6	1,180	0	2,194	0	18,601	0
626	2,877	0	5,293	0	23,385	0
MAZDA	**4,057**	**2,624**	**7,487**	**3,772**	**43,148**	**25,957**
MITSUBISHI	**1,669**	**1,175**	**3,581**	**2,883**	**30,792**	**14,113**
NISSAN	**4,629**	**4,477**	**9,349**	**10,017**	**57,900**	**88,623**
Corolla	4,942	3,409	10,632	6,561	80,163	43,559
Camry	8,790	5,339	17,348	9,610	123,122	61,099
TOYOTA	**13,732**	**8,748**	**27,980**	**16,171**	**203,285**	**104,658**
SUBARU	**1,873**	**0**	**1,985**	**0**	**4,911**	**0**
DOMESTIC TOTAL	**244,760**	**224,258**	**589,476**	**595,725**	**4,156,953**	**4,288,140**
IMPORT TOTAL			**218,843**	**220,774**	**1,483,248**	**1,648,826**
INDUSTRY TOTAL			**808,119**	**836,499**	**5,640,891**	**5,936,766**

IMPORTED CAR SALES

	July 1990	July 1989	7 Mos., 1990	7 Mos., 1989
0Acura	13,176	12,765	84,902	83,825
Alfa Romeo	440	225	1,828	1,931
Aston Martin*	5	5	35	35
Audi	1,556	2,658	12,649	11,970
BMW	4,709	5,018	36,196	39,867
Chevrolet/GEO	10,615	10,287	90,668	67,705
Chrysler	224	659	3,215	4,739
Daihatsu	806	1,215	6,701	8,042
Dodge	2,144	2,740	12,975	22,770
Eagle	1,126	1,451	9,378	15,616
Ferrari*	80	80	560	560
Ford	5,243	7,001	34,793	43,427
Honda	23,876	26,442	148,166	142,222
Hyundai	10,669	13,598	80,542	111,888
Infiniti	2,107	0	11,367	0
Isuzu	386	1,861	2,196	11,454
Jaguar	1,410	1,472	10,860	10,837
Lamborghini*	13	13	91	91
Lexus	5,596	0	34,035	0
Lotus*	27	27	189	189
Maserati*	20	17	140	157
Mazda	14,169	17,442	96,302	108,363
Mercedes-Benz	5,284	6,403	42,591	42,668
Mercury/Merkur	5,230	7,760	17,347	44,673
Mitsubishi	4,859	4,198	70,596	41,734
Nissan	27,530	33,014	195,376	244,093
Peugeot	337	515	2,713	3,582
Plymouth	1,805	2,380	12,187	21,089
Pontiac	6,038	5,855	25,671	32,774
Porsche	750	1,167	5,881	5,721
Rolls/Bentley*	100	100	700	700
Saab	3,632	3,663	16,881	19,855
Sterling	273	470	2,609	3,821
Subaru	8,311	13,364	57,370	87,087
Suzuki	533	430	3,690	3,239
Toyota	35,519	35,347	220,630	260,069
Volkswagen	11,547	9,853	79,995	80,205
Volvo	7,639	9,173	56,939	62,216
Yugo	559	1,106	4,284	6,411
TOTAL	218,643	239,774	1,493,248	1,645,625

*—Estimate

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	July 1990	Percent Share	July 1989	Percent Share	7 Mos., 1990	Percent Share	7 Mos., 1989	Percent Share
Alfa Romeo	440	0.05	225	0.03	1,828	0.03	1,931	0.03
Aston Martin*	5	0.00	5	0.00	35	0.00	35	0.00
American Honda	81,182	10.03	72,971	8.72	515,439	9.12	452,955	7.64
BMW	4,709	0.58	5,018	0.60	36,196	0.64	39,867	0.67
Buick	47,979	5.93	46,487	5.56	316,952	5.61	325,773	5.49
Cadillac	18,153	2.24	17,994	2.15	153,627	2.72	152,589	2.57
Chevrolet	129,681	16.03	123,905	14.81	874,336	15.48	856,912	14.45
Chrysler	17,973	2.22	13,899	1.66	117,952	2.09	128,092	2.16
Daihatsu	806	0.10	1,215	0.15	6,701	0.12	8,042	0.14
Dodge	24,804	3.07	34,363	4.11	199,178	3.53	277,192	4.67
Eagle	6,586	0.81	5,016	0.60	36,442	0.65	42,470	0.72
Ferrari*	80	0.01	80	0.01	560	0.01	560	0.01
Ford	113,500	14.03	132,911	15.89	813,520	14.40	934,223	15.75
Hyundai	10,669	1.32	13,598	1.63	80,542	1.43	111,888	1.89
Isuzu	386	0.05	1,861	0.22	2,196	0.04	11,454	0.19
Jaguar	1,410	0.17	1,472	0.18	10,860	0.19	10,837	0.18
Lamborghini*	13	0.00	13	0.00	91	0.00	91	0.00
Lincoln	16,022	1.98	17,802	2.13	141,195	2.50	121,784	2.05
Lotus*	27	0.00	27	0.00	189	0.00	189	0.00
Maserati	20	0.00	17	0.00	140	0.00	157	0.00
Mazda	21,656	2.68	21,214	2.54	139,442	2.47	134,320	2.26
Mercedes	5,284	0.65	6,403	0.77	42,591	0.75	42,668	0.72
Mercury/Merkur	37,012	4.57	43,932	5.25	233,879	4.14	296,429	5.00
Mitsubishi	8,360	1.03	7,081	0.85	101,388	1.79	55,847	0.94
Nissan Motor	38,986	4.82	43,031	5.14	264,652	4.68	304,716	5.14
Oldsmobile	44,888	5.55	50,211	6.00	314,660	5.57	368,582	6.21
Peugeot	337	0.04	515	0.06	2,713	0.05	3,582	0.06
Plymouth	16,884	2.09	26,265	3.14	148,209	2.62	174,512	2.94
Pontiac	55,307	6.84	55,466	6.63	390,429	6.91	427,116	7.20
Porsche	750	0.09	1,167	0.14	5,881	0.10	5,721	0.10
Rolls/Bentley*	100	0.01	100	0.01	700	0.01	700	0.01
Saab	3,632	0.45	3,663	0.44	16,881	0.30	19,855	0.33
Sterling	273	0.03	470	0.06	2,609	0.05	3,821	0.06
Subaru	10,276	1.27	13,364	1.60	62,281	1.10	87,087	1.47
Suzuki	533	0.07	430	0.05	3,690	0.07	3,239	0.05
Toyota Motor	69,095	8.54	51,518	6.16	457,950	8.11	364,727	6.15
Volvo	7,639	0.94	9,173	1.10	56,939	1.01	62,216	1.05
VWoA	13,103	1.62	12,511	1.50	92,644	1.64	92,175	1.55
Yugo	559	0.07	1,106	0.13	4,284	0.08	6,411	0.11
TOTAL	**809,119**	**100.00**	**836,499**	**100.00**	**5,649,801**	**100.00**	**5,930,765**	**100.00**
TOTAL GM	**296,008**	**36.59**	**294,063**	**35.14**	**2,050,004**	**36.28**	**2,130,972**	**35.94**
TOTAL FORD	**166,534**	**20.58**	**194,645**	**23.27**	**1,188,594**	**21.04**	**1,352,436**	**22.80**
TOTAL CHRYSLER	**66,247**	**8.19**	**79,543**	**9.51**	**501,781**	**8.88**	**622,266**	**10.49**
TOTAL JAPANESE	**231,280**	**28.58**	**212,685**	**25.43**	**1,553,739**	**27.50**	**1,422,387**	**23.98**
TOTAL EUROPEAN	**38,381**	**4.74**	**41,965**	**5.02**	**275,141**	**4.87**	**290,816**	**4.90**
TOTAL KOREAN	**10,669**	**1.32**	**13,598**	**1.63**	**80,542**	**1.43**	**111,888**	**1.89**

*—Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.

U.S. car and light truck sales, 7 months — 1990 vs. 1989 (Ranked by car and light truck total sales)

Company	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)	Changes Sales (Units)
Ford	813,520	934,223	14.40	15.75	853,470	856,260	30.00	30.02	1,666,990	1,790,483	19.62	20.39	−0.76	− 6.90	−123,493
Chevrolet	874,336	856,912	15.48	14.45	774,288	772,573	27.21	27.09	1,648,624	1,629,485	19.41	18.55	0.85	1.17	19,139
Toyota	423,915	364,727	7.50	6.15	157,801	148,090	5.55	5.19	581,716	512,817	6.85	5.84	1.01	13.44	68,899
Dodge	199,178	277,192	3.53	4.67	307,382	337,853	10.80	11.85	506,560	615,045	5.96	7.00	−1.04	−17.64	−108,485
Honda	430,537	369,130	7.62	6.22	—	—	—	—	430,537	369,130	5.07	4.20	0.87	16.64	61,407
Pontiac	390,429	427,116	6.91	7.20	18,582	0	0.65	0.00	409,011	427,116	4.81	4.86	−0.05	− 4.24	− 18,105
Nissan	253,285	304,716	4.48	5.14	104,031	95,288	3.66	3.34	357,316	400,004	4.21	4.55	0.35	− 10.67	− 42,688
Oldsmobile	314,660	368,582	5.57	6.21	13,900	0	0.49	0.00	328,560	368,582	3.87	4.20	−0.33	− 10.86	− 40,022
Buick	316,952	325,773	5.61	5.49	—	—	—	—	316,952	325,773	3.73	3.71	0.02	− 2.71	− 8,821
Plymouth	148,209	174,512	2.62	2.94	109,684	115,461	3.86	4.05	257,893	289,973	3.04	3.30	−0.27	− 11.06	− 32,080
Mercury	233,879	296,429	4.14	5.00	—	—	—	—	233,879	296,429	2.75	3.38	−0.62	− 21.10	− 62,550
Mazda	139,442	134,320	2.47	2.26	74,639	69,781	2.62	2.45	214,081	204,101	2.52	2.32	0.20	4.89	9,980
GMC	0	0	0.00	0.00	201,506	209,072	7.08	7.33	201,506	209,072	2.37	2.38	−0.01	− 3.62	− 7,566
Cadillac	153,627	152,589	2.72	2.57	—	—	—	—	153,627	152,589	1.81	1.74	0.07	0.68	1,038
Lincoln	141,195	121,784	2.50	2.05	—	—	—	—	141,195	121,784	1.66	1.39	0.28	15.94	19,411
Mitsubishi	101,388	55,847	1.79	0.94	25,817	23,397	0.91	0.82	127,205	79,244	1.50	0.90	0.60	60.52	47,961
Jeep	0	0	0.00	0.00	121,211	149,814	4.26	5.25	121,211	149,814	1.43	1.71	−0.28	−19.09	− 28,603
Chrysler	117,952	128,092	2.09	2.16	1,777	253	0.06	0.01	119,729	128,345	1.41	1.46	−0.05	− 6.71	− 8,616
Acura	84,902	83,825	1.50	1.41	—	—	—	—	84,902	83,825	1.00	0.95	0.05	1.28	1,077
Volkswagen	79,995	80,205	1.42	1.35	4,367	3,310	0.15	0.12	84,362	83,515	0.99	0.95	0.04	1.01	847
Hyundai	80,542	111,888	1.43	1.89	—	—	—	—	80,542	111,888	0.95	1.27	−0.33	−28.02	− 31,346
Isuzu	2,196	11,454	0.04	0.19	62,019	53,215	2.18	1.87	64,215	64,669	0.76	0.74	0.02	− 0.70	− 454
Subaru	62,281	87,087	1.10	1.47	—	—	—	—	62,281	87,087	0.73	0.99	−0.26	− 28.48	− 24,806
Volvo	56,939	62,216	1.01	1.05	—	—	—	—	56,939	62,216	0.67	0.71	−0.04	− 8.48	− 5,277
Mercedes-Benz	42,591	42,668	0.75	0.72	—	—	—	—	42,591	42,668	0.50	0.49	0.02	− 0.18	− 77
Eagle	36,442	42,470	0.65	0.72	—	—	—	—	36,442	42,470	0.43	0.48	−0.05	−14.19	− 6,028
BMW	36,196	39,867	0.64	0.67	—	—	—	—	36,196	39,867	0.43	0.45	−0.03	− 9.21	− 3,671
Lexus	34,035	0	0.60	0.00	—	—	—	—	34,035	0	0.40	0.00	0.40	0.00	34,035
Saab	16,881	19,855	0.30	0.33	—	—	—	—	16,881	19,855	0.20	0.23	−0.03	−14.98	− 2,974
Suzuki	3,690	3,239	0.07	0.05	9,262	14,850	0.33	0.52	12,952	18,089	0.15	0.21	−0.05	−28.40	− 5,137
Audi	12,649	11,970	0.22	0.20	—	—	—	—	12,649	11,970	0.15	0.14	0.01	5.67	679
Infiniti	11,367	0	0.20	0.00	—	—	—	—	11,367	0	0.13	0.00	0.13	0.00	11,367
Jaguar	10,860	10,837	0.19	0.18	—	—	—	—	10,860	10,837	0.13	0.12	0.00	0.21	23
Daihatsu	6,701	8,042	0.12	0.14	2,850	0	0.10	0.00	9,551	8,042	0.11	0.09	0.02	18.76	1,509
Porsche	5,881	5,721	0.10	0.10	—	—	—	—	5,881	5,721	0.07	0.07	0.00	2.80	160
Yugo	4,284	6,411	0.08	0.11	—	—	—	—	4,284	6,411	0.05	0.07	−0.02	−33.18	− 2,127
Peugeot	2,713	3,582	0.05	0.06	—	—	—	—	2,713	3,582	0.03	0.04	−0.01	−24.26	− 869
Sterling	2,609	3,821	0.05	0.06	—	—	—	—	2,609	3,821	0.03	0.04	−0.01	−31.72	− 1,212
Range Rover	0	0	0.00	0.00	2,526	2,750	0.09	0.10	2,526	2,750	0.03	0.03	−0.00	− 8.15	− 224
Alfa Romeo	1,828	1,931	0.03	0.03	—	—	—	—	1,828	1,931	0.02	0.02	0.00	− 5.33	− 103
Rolls/Bentley*	700	700	0.01	0.01	—	—	—	—	700	700	0.01	0.01	0.00	0.00	0
Ferrari*	560	560	0.01	0.01	—	—	—	—	560	560	0.01	0.01	0.00	0.00	0
Lotus*	189	189	0.00	0.00	—	—	—	—	189	189	0.00	0.00	0.00	0.00	0
Maserati	140	157	0.00	0.00	—	—	—	—	140	157	0.00	0.00	0.00	−10.83	− 17
Lamborghini*	91	91	0.00	0.00	—	—	—	—	91	91	0.00	0.00	0.00	0.00	0
Aston Martin*	35	35	0.00	0.00	—	—	—	—	35	35	0.00	0.00	0.00	0.00	0
TOTAL	**5,649,801**	**5,936,765**	**100.00**	**100.00**	**2,845,112**	**2,851,967**	**100.00**	**100.00**	**8,494,913**	**8,782,732**	**100.00**	**100.00**	—	**− 3.28**	**−287,819**
Total Chrysler	501,781	622,266	8.88	10.49	540,054	603,381	18.98	21.16	1,041,835	1,255,647	12.26	13.96	−1.69	−15.00	−183,812
Total Ford	1,188,594	1,352,436	21.04	22.80	853,470	856,260	30.00	30.02	2,042,064	2,208,696	24.04	25.15	−1.11	− 7.54	−166,632
Total GM	2,050,004	2,130,972	36.28	35.93	1,008,276	981,645	35.44	34.42	3,058,280	3,112,617	36.00	35.44	0.56	− 1.75	− 54,337
Total U.S.	**3,740,379**	**4,105,674**	**66.20**	**69.23**	**2,401,800**	**2,441,286**	**84.42**	**85.60**	**6,142,179**	**6,548,988**	**72.30**	**74.54**	**−2.24**	**− 6.18**	**−404,781**
Total VWoA	92,644	92,175	1.64	1.55	4,367	3,310	0.15	0.12	97,011	95,485	1.14	1.09	0.05	1.60	1,526
Total Europe	**275,141**	**290,816**	**4.87**	**4.90**	**6,863**	**6,960**	**0.24**	**0.21**	**282,004**	**297,776**	**3.32**	**3.39**	**−0.06**	**− 5.30**	**− 15,772**
Total Honda of America	515,439	452,955	9.12	7.64	0	0	0.00	0.00	515,439	452,955	6.07	5.16	0.91	13.79	62,484
Total Nissan Motor	264,652	304,716	4.68	5.14	104,031	95,288	3.66	3.34	368,683	400,004	4.34	4.55	−0.21	− 7.83	− 31,321
Total Toyota Motor	457,950	364,727	8.11	6.15	157,801	148,090	5.55	5.19	615,751	512,817	7.25	5.84	1.41	20.07	102,934
Total Asia	**1,634,281**	**1,534,275**	**28.93**	**25.87**	**436,419**	**404,421**	**15.34**	**14.19**	**2,070,700**	**1,938,696**	**24.38**	**22.08**	**2.30**	**6.80**	**131,004**

*Estimate

IMPORT VEHICLES, DAYS' SUPPLIES

	Aug. 1, 1990	July 1, 1990	Aug. 1, 1989
Car			
Chevrolet	81	97	90
Chrysler Motors	90	98	184
Acura	49	59	48
Daihatsu	77	79	79
Honda	18	24	29
Infiniti	40	46	—
Isuzu	396	331	83
Lexus	22	23	—
Mazda	39	48	38
Mitsubishi	94	40	106
Nissan	83	93	88
Subaru	93	110	88
Suzuki	139	180	249
Toyota	57	75	43
JAPAN	**59**	**66**	**64**
Audi	166	110	67
BMW	62	68	76
Mercedes-Benz	41	41	50
Porsche	68	69	70
Volkswagen†	139	104	94
GERMANY	**95**	**81**	**74**
Alfa Romeo	85	67	115
Ford	67	109	86
Hyundai	54	57	60
Jaguar	66	70	49
Mercury	67	63	37
Peugeot	75	60	96
Pontiac	46	77	66
Eagle/Chrysler	228	44	244
Saab	41	71	65
Sterling	52	58	68
Volvo	97	85	74
Yugo	80	95	106
Other Countries	**65**	**74**	**71**
Total Import Cars	**65**	**70**	**67**
Truck			
Daihatsu	57	55	—
Geo Tracker	88	99	167
Isuzu	169	70	112
Mazda	50	24	62
Mitsubishi	42	47	65
Nissan*	48	66	47
Range Rover	52	64	48
Suzuki	111	98	157
Toyota	21	23	50
Dodge	128	109	169
Total Imp. Trucks	**51**	**46**	**73**
Total imp. Vehicles	**62**	**64**	**68**

*Includes domestic vehicles
†Includes cars built in Brazil and Mexico

REORGANIZE

FROM PAGE 1

Erdman as marketing vice president for GM of Canada, ending Erdman's 28-year association with GM's sales leader, Chevrolet.

GM seized the opportunity presented by the retirement of its top public relations official to make sweeping changes in its marketing, communications and planning staffs.

Public relations and marketing functions will be joined in a new communications and marketing staff. Product planning, which had been teamed with marketing, now will be joined with GM's economists in a new product planning and economics staff.

The moves surprised observers who had been speculating for months about who would get the job of John McNulty, who retires as vice president of public relations at the end of this month.

GM foiled the prognosticators with moves that left the company without a "public relations" staff and vice president of "public relations" for the first time in 50 years.

The changes realign the responsibilities of the vice presidents reporting to Executive Vice President F. Alan Smith — Marina v.N. Whitman and Charles Katko. Whitman, who was vice president and group executive of the public affairs staffs, now is vice president and group executive of public affairs and marketing. Katko, vice president and group executive of the operating staffs, gets additional duties, but no change in title.

George Eads, formerly vice president of the economics staff, now heads the product planning and economics staff, reporting to Katko.

James Fitzpatrick, formerly vice president of marketing and product planning, now heads the communications and marketing staff, reporting to Whitman. Reporting to Fitzpatrick are:

Quigley

Eads

Guarascio

Fitzpatrick

Barabba

- William Quigley, formerly executive director of corporate communications, now is executive-in-charge of communications. His staff gets most of the activities that reported to McNulty.
- Philip Guarascio, formerly executive director of advertising and strategic merchandising, now is head of marketing programs and advertising. His staff unifies the advertising services functions of the former marketing and product planning staff and the public affairs advertising function that was part of public relations.
- Vincent Barabba, executive director of market research and planning, retains that title but also gets an enhanced strategic market planning function.

The changes in the communications staff are aimed at improving two-way communications between the company and its employees, said spokesman James Crellin.

Joining the product planning and economics activities is a logical move, said Arvid Jouppi, an independent automotive analyst in Detroit. The economists study factors such as fuels availability, energy costs, demographics and debt and wealth distribution, then product planners determine the kinds of vehicles for those conditions, Jouppi said.

"I doubt very much that they (economists and product planners) would have final say in what cars are built," Jouppi said. "They (operate) in the future, before the theoretical goes into hardware."

In announcing the GM Supplier Policy Forum, the company admitted that its relationships with suppliers need improvement.

GM President Lloyd Reuss announced the forum at the University of Michigan Management Briefing in Traverse City, Mich. He said GM wants to be more responsive to supplier concerns and do a better job of balancing the needs of suppliers with GM's needs.

"It'll be a conduit for the input and feedback . . . that we need in our decision making," Reuss told an audience dominated by suppliers.

"It's a positive step toward a new way of doing business. We're encouraged to hear about it," said James Roth, president of the Stamping and Frame Division of Budd Co. in Rochester, Mich., a major GM supplier.

Reuss said GM has not decided how many suppliers will serve on the forum, nor how the representatives will be chosen. The forum will be headed by GM Vice President Donald Pais, head of the materials management staff. The group will work with Reuss "and other GM policymakers," Reuss said.

Another big decision for Reuss and Chevrolet General Manager J.C. Perkins will be the successor to Erdman, 51, the division's general marketing manager since 1988.

Erdman, who has spent his entire GM career at Chevrolet, assumes the GM Canada post held for the past three years by William Atkinson. The move is effective Sept. 1.

Atkinson, 53, is retiring after a 34-year career with GM and plans to buy a GM dealership in the Toronto area.

Erdman joined Chevrolet in 1962 as a clerk in the parts and accessories department after graduating from Xavier University in Cincinnati. He spent 18 years in Chevrolet's field organization, working with dealers.

He moved to the central office in 1981 as sales manager for trucks and progressed through the sales and marketing organization until he was named to his current post in 1988.

Atkinson joined GM of Canada in 1956 as an employee at the former Frigidaire plant in Scarborough, Ontario, plant while he still was a student at General Motors Institute in Flint, Mich. He held sales and marketing positions with GM do Brasil, the corporate staff and with Pontiac and Buick before being named to his current post in 1987.

Automotive News Staff Reporter Laura Clark contributed to this report.

SALES

FROM PAGE 42

among the transplants, up 100 percent. Nissan, which had been experiencing sales declines, saw vehicle sales rise 14.52 percent.

For the month, domestic and import vehicle sales declined 2.04 percent from the July total last year. Domestic car sales were off 1.05 percent. Chrysler, Ford and Nissan registered the only declines among U.S. producers.

Import car sales were down 8.81 percent with only nine of the 39 import makes showing gains. Most of those increases were nominal.

Alfa Romeo's sales climbed to 440 from 225 last July. Volkswagen's sales rose 17.19 percent.

Among the hardest-hit imports were Yugo, off 49.46 percent; Audi, off 41.46 percent and Porsche, down 35.73 percent.

On the domestic side, Chrysler fared the worst in July with a 13.33 percent drop in total sales. Mazda's 98.49 percent jump was the best.

For the first seven months of the year, combined import and domestic vehicle sales dropped 3.28 percent to 8,494,913. The Big 3 carmakers — and Nissan — reported year-to-year sales declines for the first seven months of 1990. Import car sales were down 9.26 percent.

New-car inventories on Aug. 1 were at normal seasonal levels. The combined import and domestic new-car inventory represented a 58-day supply on Aug. 1. For the last seven years, the Aug. 1 average has been a 57-day supply.

Domestic makers had a 56-day supply of new cars on Aug. 1, compared to 62 days on July 1 and 65 days on Aug. 1 last year.

The import supply was 65 days, compared to 70 on July 1 and 67 last Aug. 1.

BRAWL

FROM PAGE 3

through Jeep-Eagle dealers, Beck in his letter tells Iacocca to "take the imports which you personally condemn and stick them up your back side."

Bidwell, in a three-page reply to dealers, claims he "will not personally sit by and let a great American and a lot of dedicated people be demeaned by a tin-horn mudslinger."

"He proceeds to call Mr. Iacocca a liar," Bidwell wrote, disputing Beck's assertions. "I would suggest that Mr. Beck would be better served to look in the mirror for one.

"Let him go peddle his hot-selling Suzukis and Hyundais. We've all got work to do," Bidwell wrote in closing. Beck has franchises for both imports.

In the letter dated July 26 and sent to all dealers in the New Orleans zone, Bidwell said he previously has never intervened "in what appears to be a local issue." Bidwell called his message a "personal letter, not an official Chrysler Corporation letter." It was written on company stationery bearing Bidwell's letterhead as Chrysler Motors chairman.

Beck's letter, dated July 10, was written following the biannual meeting of the National Jeep-Eagle Dealer Council in Detroit in June. Beck says he doesn't know how Bidwell got a copy of the letter.

Beck charged that Chrysler has violated a promise made by Iacocca in 1987 because the company has "badge-engineered" products among the Jeep-Eagle, Chrysler-Plymouth and Dodge franchises. Badge-engineering refers to the practice of giving various divisional badges to the same product.

Specifically, Beck cited Chrysler's decision to sell the Eagle Premier through the Dodge division as the Monaco and also to give Dodge a version of the upcoming ZJ sport-utility, a successor to the Jeep Cherokee.

"Mr. Iacocca flat out right lied to pull the Jeep dealers together when Chrysler bought out Jeep/Renault," Beck said. Citing a 1987 dealer meeting, Beck said, "Mr. Iacocca took the podium in front of a packed auditorium of Jeep dealers and swore there would be no badge engineering of Jeep product."

"Dodge has Premier, called Monaco. The upgrade Cherokee coming next year will be badge engineered. We get a badge engineered two-door Colt," Beck said. "Return Jeep to an exclusive franchise. This is the only way Jeep can survive."

Beck also charged Chrysler has overpriced Jeep-Eagle products, making them non-competitive. "Chrysler Corp. and Mr. Iacocca took the Jeep product line and price increased Jeep-Eagle slap out of the market," Beck said.

In his rebuttal, Bidwell noted Jeep Cherokee sales in 1986 and 1987 averaged just under 110,000 units per year. "In the first two years after Chrysler's acquisition of AMC, they rose to an average of over 150,000 units per year," he said.

"Total AMC car volume in 1987 — eight months AMC, four months Chrysler — was 43,600 units," Bidwell said. "Eagle volume averaged between 65,000 and 70,000 in 1988 and 1989 and will reach 65,000 or better in 1990 in a car market that is off over 500,000 units on an annual rate basis."

> "Mr. Iacocca did not lie on the subject of badge-engineering. Lee said we would not do derivatives of L-car and K-car to try and jump-start the Eagle franchise, and we haven't."
>
> **Bennett Bidwell**

Bidwell also disputed the charge of badge-engineering.

He said the three-door Colt "is being given to Jeep-Eagle at the express request of its dealer council for an entry-level vehicle."

"The new ZJ will not be badge-engineered," Bidwell said. "It will launch first, and will contain many exclusive features."

"Mr. Iacocca did not lie on the subject of badge-engineering. Lee said we would not do derivatives of 'L' car and 'K' car to try and jump-start the Eagle franchise, and we haven't," Bidwell said. "He said we would try and build Eagle from scratch, and we are trying to do that."

Bidwell also said that Eagle is designated to be the lead brand of Chrysler's new 1993 carline, code-named LH.

Product allocation among the three company franchises has been a constant headache for Chrysler since it bought AMC. Chrysler-Plymouth, Dodge and Jeep-Eagle dealers have all fought to maintain divisional product exclusivity. For example, the company currently is embroiled in a battle because Chrysler-Plymouth and Dodge dealers are trying to thwart Jeep-Eagle's demand for a version of the company's popular minivan.

Paul Fournier, chairman of the Jeep-Eagle National Dealer Council, said the issues raised by Beck have been discussed by the council and with Chrysler in forums where the emphasis has been on respect and cooperation. Beck, as New Orleans zone chairman, is a member of the 28-member national dealer council.

"The reason for the council is to have a mutually respectful exchange between the dealers and the company," Fournier said.

"Badge-engineering has always been one of the key issues — if not the key issue. And the council has fought hard for repricing Premier and Cherokee. Any issue is reviewed and discussed by council and then presented to Chrysler.

He added: "The company gives us an opportunity to express ourselves and we give them an opportunity to express themselves."

PRODUCTION

Parts strike threatens GM output

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

A strike at a General Motors components plant threatened to shut at least 10 of the company's 28 U.S. car and truck assembly plants last week. The plant supplies fuel tanks for GM vehicles and doors and grilles for GM trucks.

Members of Local 659 at a Flint, Mich., plant of GM's AC Rochester Division walked out last Wednesday. Grievances include health and safety issues and work practices.

Assembly plants were affected as early as last Thursday. GM, like other automakers, uses the "just-in-time" delivery process to cut inventory and warehousing costs. Any interruptions in parts flow can affect production within days.

GM plants supplied by the strike-bound plant include the Buick City (Flint); Orion Township, Mich.; and Wentzville, Mo., car facilities and seven of GM's 10 truck assembly plants.

GM's Truck & Bus Group closed the Moraine, Ohio, S-truck facility last Thursday, and the Shreveport, La., and Pontiac (Mich.) West plants last Friday. All three plants ran out of fuel tanks. About 6,900 workers were idled.

Last week's estimated production does not reflect GM plant closings due to the AC Rochester strike.

U.S. automakers scheduled 122,968 cars last week, 28.04 percent above the prior week and 14.68 percent above the year-ago week.

So far this year, 3,751,636 cars have been assembled, 12.45 percent below the 1989 total at this point.

Truckmakers planned to build 69,471 units, 4.45 percent below the previous week and 10.91 percent below the year-ago week.

Truck production this year totals 2,480,032 units, down 6.81 percent from last year's total at this time.

Last week's estimated production was shared as follows: General Motors, 39.16 percent; Ford Motor Co., 28.69 percent; Chrysler Corp., 11.26 percent; Honda of America Manufacturing Inc., 7.51 percent; Toyota Motor Manufacturing U.S.A., Inc., 3.59 percent; New United Motor Manufacturing Inc., 3.33 percent; Mazda Motor Manufacturing (USA) Corp., 2.95 percent; Diamond-Star Motors Corp., 2.61 percent; Subaru-Isuzu Automotive Inc., 0.52 percent; and Nissan Motor Manufacturing Inc., 0.38 percent.

Truck assembly jumps in Canada

Canadian automakers estimated output of 13,746 units last week, 0.90 percent above the prior week and 26.83 percent above the year-ago week.

Truckmakers' targeted production of 7,606 units was 66.14 percent above the previous week but was 30.52 percent below the year-ago week. The Chrysler minivan plant in Windsor, Ontario, accounted for the week's upturn.

General Motors' Canadian car and truck facilities are expected to resume output today. All plants were closed for vacation.

U.S. CAR	Week Ended Aug. 11, 1990	Week Ended Aug. 12, 1989	Week Ended Aug. 4, 1990	July Total	Jan. 1 to Aug. 11, 1990	Jan. 1 to Aug. 12, 1989
Horizon	0	1,249	0	0	4,327	18,534
Sundance	1,900	1,140	2,029	2,961	48,313	65,348
Acclaim	2,100	2,465	1,904	3,310	60,542	75,702
Total Plymouth	**4,000**	**4,854**	**3,933**	**6,271**	**113,182**	**159,584**
LeBaron A	0	0	0	7	8,064	0
LeBaron J	1,200	1,977	966	2,300	29,866	62,369
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	500	724	413	1,118	25,448	58,997
Fifth Avenue	1,200	1,476	1,016	935	16,485	1,500
Imperial	50	0	0	137	12,553	0
Total Chrysler	**2,950**	**4,177**	**2,395**	**4,497**	**92,416**	**125,812**
Omni	0	1,131	0	0	4,078	19,906
Daytona	800	1,286	695	1,561	19,962	51,315
Shadow	2,000	1,085	2,099	3,030	55,635	62,217
Dynasty	2,300	1,663	1,899	2,344	67,615	86,842
Lancer	0	0	0	0	0	1,528
Spirit	1,800	1,527	1,721	2,720	55,893	63,114
Total Dodge	**6,900**	**6,692**	**6,414**	**9,655**	**203,183**	**284,922**
CHRYSLER MOTORS	**13,850**	**15,723**	**12,742**	**20,423**	**408,781**	**570,318**
Escort	6,579	6,525	5,851	12,878	130,781	194,652
Mustang	3,705	4,386	3,631	5,019	88,712	133,398
Tempo	3,092	2,942	2,618	6,866	83,243	92,308
Taurus	7,974	3,984	7,284	18,070	219,440	224,803
Thunderbird	3,183	2,600	2,990	7,466	75,596	98,942
Total Ford Div.	**24,533**	**20,437**	**22,374**	**50,299**	**597,772**	**744,103**
Topaz	1,027	1,440	1,407	3,656	32,451	43,038
Cougar	2,123	2,619	1,901	4,719	50,187	84,622
Sable	2,506	1,402	2,521	6,238	66,752	72,649
Total Mercury	**5,656**	**5,461**	**5,829**	**14,613**	**149,390**	**200,309**
Continental	1,529	1,020	1,560	3,678	37,178	41,880
Mark VII	507	0	460	650	14,006	13,978
Town Car	3,060	2,110	3,124	7,289	96,085	78,778
Total Lincoln	**5,096**	**3,130**	**5,144**	**11,617**	**147,269**	**134,636**
Total L-M Div.	**10,752**	**8,591**	**10,973**	**26,230**	**296,659**	**334,945**
FORD MOTOR CO.	**35,285**	**29,028**	**33,347**	**76,529**	**894,431**	**1,079,048**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	1,940	44	955	5,267	54,790	34,914
Century	0	2,988	0	6,238	41,930	79,158
Riviera	697	47	0	856	13,813	11,409
Electra/Park Ave.	2,046	1,685	0	3,961	23,073	46,854
LeSabre (fwd)	2,719	2,352	0	9,186	99,443	92,357
LeSabre (rwd)	0	0	0	0	4,022	4,102
Reatta	0	50	0	581	5,277	3,162
Total Buick	**7,402**	**7,166**	**955**	**26,089**	**242,348**	**278,869**
Eldorado	723	40	0	837	12,984	19,152
Seville	730	34	0	2,019	23,536	14,032
Brougham (rwd)	1,213	265	1,160	2,189	17,174	21,933
DeVille (fwd)	1,760	3,742	0	6,356	97,662	122,866
Allante	89	75	89	267	2,783	2,077
Total Cadillac	**4,515**	**4,156**	**1,249**	**11,868**	**154,139**	**180,868**
Cavalier	5,840	4,868	2,264	20,134	199,386	233,717
Camaro	2,153	30	1,945	4,246	42,781	64,591
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	4,998	3,953	1,072	21,552	173,102	231,961
Caprice	4,606	1,212	6,339	16,742	160,348	112,761
Corvette	0	0	0	2,163	14,645	16,306
Total Chevrolet	**17,597**	**10,063**	**11,620**	**64,837**	**590,262**	**729,685**
Calais	2,140	34	1,092	6,698	62,521	56,525
Cutlass Ciera	0	1,076	0	7,436	48,972	57,403
Cutlass Supreme	2,020	1,793	2,011	8,401	55,644	54,522
Toronado	437	10	0	467	9,946	4,845
88 (fwd)	2,033	1,583	0	7,120	64,172	87,618
88 (rwd)	0	48	0	9	1,214	5,065
98	0	1,322	0	2,402	32,784	45,282
Total Oldsmobile	**6,630**	**5,866**	**3,103**	**32,533**	**275,253**	**311,260**
Sunbird	4,000	440	2,975	9,512	92,951	91,222
Grand Am	4,800	4,305	3,723	12,791	125,109	148,219
Firebird	1,098	31	1,275	2,628	26,462	35,352
Grand Prix	0	2,839	552	12,121	72,996	74,606
Pontiac 6000	0	1,721	0	5,448	36,411	53,092
Bonneville	2,087	2,116	0	3,558	48,610	56,185
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**11,985**	**11,452**	**8,525**	**46,058**	**402,539**	**461,367**
GENERAL MOTORS	**48,129**	**38,703**	**25,452**	**181,185**	**1,864,541**	**1,981,241**
DIAMOND-STAR	**3,211**	**2,479**	**2,891**	**9,368**	**79,113**	**36,610**
HONDA	**9,239**	**7,662**	**9,176**	**30,529**	**267,514**	**234,391**
Civic	2,282	2,537	2,040	7,060	72,194	80,221
Accord	6,957	5,065	7,136	23,460	195,320	154,170
MAZDA†	**3,627**	**3,438**	**3,377**	**11,916**	**105,953**	**125,717**
NISSAN	**472**	**2,347**	**3**	**1,962**	**51,571**	**71,701**
NUMMI	**4,190**	**4,216**	**4,223**	**17,493**	**130,348**	**127,197**
Corolla	2,100	1,722	2,173	8,905	65,570	51,414
Geo Prizm/Nova	2,000	2,494	2,050	8,588	64,770	75,783
SUBARU-ISUZU	**635**	**0**	**572**	**2,453**	**16,362**	**0**
TOYOTA	**4,420**	**3,680**	**4,258**	**16,729**	**133,130**	**78,727**
TOTAL CARS, U.S.	**122,968**	**107,225**	**96,841**	**367,678**	**3,751,636**	**4,284,950**
TOTAL CARS, CANADA	**13,746**	**10,838**	**13,871**	**73,512**	**636,950**	**584,279**
U.S., CANADA CARS	**136,714**	**118,063**	**109,912**	**441,190**	**4,388,586**	**4,879,229**
U.S., CANADA CARS AND TRUCKS	**213,791**	**206,987**	**187,208**	**741,152**	**7,388,581**	**8,118,745**

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Aug. 11, 1990	Week Ended Aug. 12, 1989	Week Ended Aug. 4, 1990	July Total	Jan. 1 to Aug. 11, 1990	Jan. 1 to Aug. 12, 1989
Monaco	400	0	151	545	6,138	0
Premier	875	1,240	916	2,210	6,901	24,691
CHRYSLER MOTORS	**1,275**	**1,240**	**1,067**	**2,755**	**13,039**	**24,691**
Tempo	2,400	2,492	3,040	1,094	74,921	78,486
Topaz	1,441	1,051	1,235	428	27,716	33,295
Crown Victoria	2,062	2,192	2,779	6,593	74,489	75,702
Grand Marquis	2,498	2,167	2,319	5,611	65,933	81,323
FORD MOTOR CO.	**8,401**	**7,902**	**9,373**	**13,726**	**243,059**	**268,806**
Celebrity	0	0	0	4,147	20,319	15,231
Cutlass Ciera	0	0	0	8,841	53,487	95,976
Lumina	0	0	0	17,683	132,220	81,640
Regal	0	0	0	12,273	57,182	43,462
GENERAL MOTORS	**0**	**0**	**0**	**42,944**	**263,208**	**236,309**
HONDA	**2,100**	**1,317**	**2,150**	**7,088**	**64,179**	**50,742**
HYUNDAI	**720**	**0**	**0**	**2,193**	**11,963**	**0**
TOYOTA	**1,250**	**379**	**1,281**	**4,212**	**36,249**	**8,544**
VOLVO	**0**	**0**	**0**	**684**	**5,253**	**5,187**
TOTAL CARS, CANADA	**13,746**	**10,838**	**13,871**	**73,512**	**636,950**	**584,279**

U.S. TRUCK	Week Ended Aug. 11, 1990	Week Ended Aug. 12, 1989	Week Ended Aug. 4, 1990	July Total	Jan. 1 to Aug. 11, 1990	Jan. 1 to Aug. 12, 1989
Caravan	0	1,554	0	7,795	67,046	64,779
Dakota	1,300	1,923	1,268	1,832	41,517	59,683
Caravan C/V	0	79	0	362	4,171	4,535
Ram pickups	1,900	1,929	1,809	2,740	61,332	59,788
Total Dodge	**3,200**	**5,485**	**3,077**	**12,729**	**174,066**	**188,785**
Cherokee	1,600	4,182	0	33	91,790	137,840
Comanche	100	472	0	9	4,341	18,595
Grand Wagoneer	200	325	0	2	3,970	7,164
Wagoneer	25	66	0	5	2,210	5,251
Total Jeep	**1,925**	**5,045**	**0**	**49**	**102,311**	**168,850**
Voyager	0	1,379	0	6,940	62,823	60,854
Town & Country	0	42	0	130	2,078	1,874
Total C-P Div.	**0**	**1,421**	**0**	**7,070**	**64,901**	**62,728**
CHRYSLER MOTORS	**5,125**	**11,951**	**3,077**	**19,848**	**341,278**	**420,363**
Aerostar	4,454	4,000	5,570	11,239	126,297	143,474
Bronco	986	1,382	992	2,422	32,315	48,667
Bronco II/Explorer	4,931	2,105	5,759	13,422	109,921	75,562
Econoline	4,121	4,153	4,044	9,751	119,894	145,462
Mediums/Heavies	1,149	1,118	1,373	3,055	33,558	39,916
Light trucks	10,888	9,079	9,156	21,867	279,606	331,100
Ranger	5,589	5,975	5,876	13,526	176,140	198,627
Total Ford Div.	**32,118**	**27,812**	**32,770**	**75,282**	**877,731**	**980,808**
FORD MOTOR CO.	**32,118**	**27,812**	**32,770**	**75,282**	**877,731**	**980,808**
Astro	2,905	2,886	3,019	11,860	77,717	104,217
Blazer	365	535	382	1,566	11,140	17,958
Lumina APV	0	0	0	7,435	58,553	0
Mediums/Heavies	455	275	298	642	5,456	6,756
P-Model	0	0	0	2,197	15,501	20,749
Pickups	3,836	7,868	8,689	43,539	254,144	254,374
S-10	4,876	5,046	4,565	20,286	148,670	169,547
S-10 Blazer	3,997	3,716	4,138	5,897	63,687	123,620
Sportsvan/Van	0	1,721	0	1,172	37,788	61,881
Suburban	1,510	1,394	1,637	6,363	43,886	50,235
Total Chevrolet	**17,944**	**23,441**	**22,728**	**100,957**	**716,542**	**905,618**
Jimmy	110	161	120	393	3,446	5,310
Mediums/Heavies	615	609	469	704	6,221	11,014
P-Model	0	0	0	492	2,063	2,916
Pickups	1,244	2,073	1,167	13,031	90,751	75,524
S-1/Sonoma	981	1,142	1,279	4,337	34,398	38,663
S-15 Jimmy	1,249	1,240	1,106	2,015	21,627	34,400
Safari	855	794	810	3,992	28,103	27,035
Suburban	865	691	671	3,521	21,966	19,529
Vandura/Rally Vans	0	600	0	777	14,129	17,352
Total GMC	**5,919**	**7,310**	**5,622**	**29,262**	**222,706**	**225,802**
Olds Silhouette	0	0	0	4,636	23,636	0
Pontiac Trans Sport	0	0	0	4,231	36,842	0
GENERAL MOTORS	**23,863**	**30,751**	**28,350**	**139,086**	**999,726**	**1,131,420**
NAVISTAR	**1,580**	**1,759**	**1,586**	**3,814**	**46,215**	**52,121**
NISSAN	**2,450**	**2,254**	**2,736**	**7,113**	**98,070**	**74,899**
SUBARU-ISUZU	**885**	**0**	**821**	**3,255**	**17,372**	**0**
AM GENERAL*	**450**	**450**	**450**	**1,800**	**14,040**	**14,040**
MISCELLANEOUS*	**3,000**	**3,000**	**3,000**	**12,000**	**93,000**	**87,000**
TOTAL TRUCKS, U.S.	**69,471**	**77,977**	**72,710**	**252,198**	**2,480,032**	**2,661,251**

CANADIAN TRUCK	Week Ended Aug. 11, 1990	Week Ended Aug. 12, 1989	Week Ended Aug. 4, 1990	July Total	Jan. 1 to Aug. 11, 1990	Jan. 1 to Aug. 12, 1989
Caravan	912	2,439	21	0	83,642	86,790
Caravan C/V	0	151	0	0	5,610	7,324
Ram Wagon	346	421	4	894	14,597	16,135
Ram Van	1,558	1,241	0	2,474	35,320	41,391
Total Dodge	**2,816**	**4,252**	**25**	**3,368**	**139,169**	**151,640**
Voyager	825	2,054	18	0	66,594	77,249
Total Plymouth	**825**	**2,054**	**18**	**0**	**66,594**	**77,249**
Wrangler	1,332	1,866	852	3,284	35,277	49,424
Total Jeep	**1,332**	**1,866**	**852**	**3,284**	**35,277**	**49,424**
CHRYSLER MOTORS	**4,973**	**8,172**	**895**	**6,652**	**241,040**	**278,313**
FORD MTR. (lt. trks.)	**2,454**	**2,584**	**3,450**	**4,713**	**98,486**	**97,721**
Light trucks	0	0	0	14,433	102,358	97,446
Vans	0	0	0	5,384	31,928	36,743
Total Chevrolet	**0**	**0**	**0**	**19,817**	**134,286**	**134,189**
Light trucks	0	0	0	4,221	39,732	42,381
Vans	0	0	0	1,812	13,309	18,057
Total GMC	**0**	**0**	**0**	**6,033**	**53,041**	**60,438**
GENERAL MOTORS	**0**	**0**	**0**	**25,850**	**187,327**	**194,627**
NAVISTAR	**179**	**191**	**224**	**940**	**9,131**	**7,804**
TOTAL TRKS. CANADA	**7,606**	**10,947**	**4,570**	**37,764**	**529,963**	**578,295**
U.S., CANADA TRKS.	**77,077**	**88,924**	**77,280**	**290,062**	**3,009,995**	**3,239,546**

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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Automotive News

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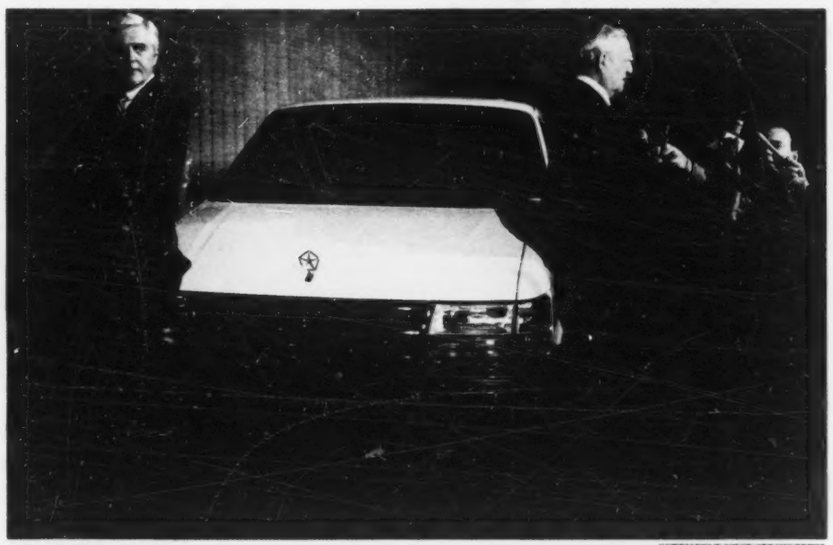


AUTOMOTIVE NEWS/JOE WILSKENS

Meet the press

Chrysler Motors President Robert Lutz, left, leans on the automaker's new 1991 minivan while Chairman Lee Iacocca, right, fields questions from reporters during introduction ceremonies at the Windsor, Ontario, assembly plant. Iacocca said Chrysler is still negotiating a possible partnership with Italian automaker Fiat, but talks with Renault and Volvo have ended. Story on Page 3.

Redesigned Taurus delayed; fwd set for big Ford cars

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. has changed directions on development of a new large-car platform, delaying new versions of Ford's popular Taurus and Sable models until the 1997 or 1998 model year.

In addition to the Taurus and Sable, a new front-wheel-drive platform will be used later in the decade to replace the automaker's big rear-wheel-drive cars — the Ford Crown Victoria, Mercury Grand Marquis, Lincoln Town Car and Mark VII.

Suppliers familiar with the new platform, code-named DEW98, said Ford is concerned about the weight of its older rwd platforms in the face of potentially tougher corporate average fuel economy standards.

"Ford sees itself in a CAFE crunch with its large, rear-wheel-drive platforms in the 1990s," said a high-ranking executive employed by a large vendor.

The DEW98-based Taurus and Sable are now scheduled to debut in the 1997 or 1998 model year, three years later than planned. The platform used for current models will be 11 or 12 years old by the time it is replaced, although the cars will have been reskinned twice.

Luxury cars based on the DEW98 platform, including the Lincoln Continental which is already fwd, will arrive after the new Taurus/Sable, according to suppliers familiar with the project.

As with any long-term project, plans could change with shifts in consumer tastes, company budgets and government regulations on fuel economy.

The new front-wheel-drive platform replaces a flexible car platform program, code-named DFC55, that was conceived in the late 1980s. DFC55 was to be a worldwide platform for both fwd and rwd intermediate and full-sized cars — everything from the Taurus to the Lincoln Town Car including mid-sized vans and Europe's Scorpio.

Under Ford's Centers of Excellence concept, the DFC55 strategy was to be developed by both Ford's North American and European au-

see WORLD CAR, page 47

East Germans on car-buying binge

Automakers scramble to establish networks; Golf is top seller

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Automakers are racing to set up dealer networks in East Germany, a market that has been far more robust than expected just a few months ago.

East German new-car buyers are also upsetting conventional wisdom by opting for bigger, more expensive models than had been forecast.

Volkswagen AG, Europe's No. 1 automaker, is leading the way in East Germany. It has signed agreements with 420 VW-Audi dealers and 150 Seat retailers. Every other major European maker either has dealers in operation or is about to appoint them. Most Japanese carmakers have gotten into the act, too, but on a smaller scale.

The companies will be trying to capture a piece of a market that is expected to quickly double in size. Estimates vary, but most projections foresee an East German market of more than 250,000 new cars in 1990, compared with an average of 150,000 annually over the past five years. Some forecasts go as high as 650,000 units by the mid-1990s.

"Demand for new cars in East Germany will more than double by 1995 and double again during the second half of this decade," according to *2001 — A German Vision*, a new report by the British research group Automotive Industry Data Ltd.

The report estimates that East German sales last year were 150,000 units and projects growth to 360,000 in 1995. It predicts that car ownership levels in West and

see GERMANY, page 45

OUTLOOK: *Dealer profits rise from depths of '89*

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

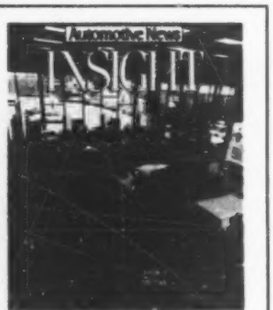
For franchised new-car dealers 1989 was a year to draw up the bridge and wait for the siege to end. The siege hasn't ended yet, but dealership profits this year are up slightly from last year's levels, largely because dealers are better controlling their inventories.

Aug. 1-10 unit sales fall 18%, Page 2

"The profit margin for an average dealership is up to 1.6 percent this year from 1.3 percent for the same time period in 1989," said Tom Webb, chief economist for the National Automobile Dealers Association.

Wear and tear was evident in nearly every aspect of the dealer-

see PROFITS, page 45



Quest for profits

Nothing can be overlooked as dealers are caught in a profit squeeze. Suggestions on how to improve the bottom line are featured in *Insight*, which follows Page 26.

1991 Escort, Tracer get 4.8% loans to spur sales

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. is trying to jump start the disappointing launch of its 1991 Ford Escort and Mercury Tracer with 4.8 annual percentage rate loans that range from 12 to 48 months.

Chrysler extends incentives, Page 48

The cut-rate loans on the redesigned 1991 Escorts and Tracers run from Aug. 9 to Sept. 3.

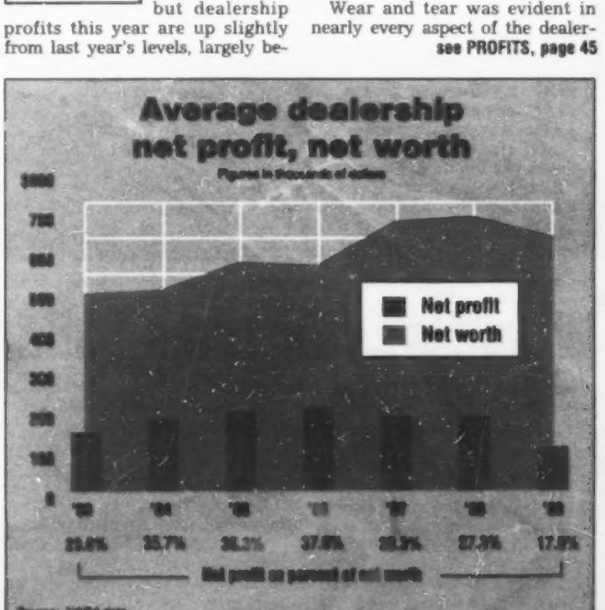
The Local Ford Dealer Advertising Fund groups are promoting the incentives because the programs are short and the groups can tailor programs to individual markets.

The reduced financing program is available nationwide, though in two geographic areas slightly different programs are offered.

Buyers of 1991 Tracers and Escorts in the Boston, New York and Philadelphia districts and southern Delaware have a choice of either low-interest loans or $500 in customer cash. The customer cash program in those areas runs from Aug. 15 to Sept. 3. Dealers in the Seattle district receive $900 in dealer cash for each 1991 Escort sold.

Ford has been reluctant to offer

see ESCORT, page 47



NEWSPAPER

IN

small cars, idle, and Page 46.

GM

Sales go to the dogs

Middle East fears tip early August dive

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The first 10 days of August were a disaster for domestic carmakers as vehicle sales nosedived 18.38 percent from last year.

Chrysler Corp. Chairman Lee Iacocca, speaking at a press briefing in Windsor, Ontario, last week, said auto sales slumped as economic fears rose on the heels of the Middle East crisis.

"The industry is in the tank," Iacocca said, "the whole industry. Somebody stopped buying something in a hurry in the last 10 days."

Chrysler spokesman Tom Houston said the year-to-year sales comparison also is skewed somewhat because automakers offered heftier consumer incentives at this time last year due to larger inventories. Those heftier incentives stimulated the market. The Aug. 1-10 period had nine selling days this year and last.

A total of 245,785 cars and trucks were sold in early August, with only two companies, Mazda and Toyota, posting gains for the period. Total car sales fell 20.39 percent, truck sales were off 15.02 percent.

Iacocca said it is unclear how long the economic uncertainty will last.

"I hope not more than another two weeks. But that is living in hope. It could last six months. I don't know," he said.

Transplant automaker Nissan, which produces the Sentra in Smyrna, Tenn., suffered the biggest overall drop.

Nissan's car sales declined 33.13 percent, and truck sales fell 34.46 percent for a combined loss of 33.85 percent. Chrysler's combined sales were down 31.08 percent.

Honda, which hasn't experienced a year-to-year sales decline since the final 10 days of April, saw its sales plummet 15.39 percent; Mitsubishi's sales dropped 18.56 percent.

All of General Motors' divisions posted year-to-year sales declines. At Cadillac, only Allante notched a sales increase from last year. Cadillac retail deliveries plunged 41.58 percent. Oldsmobile wasn't far behind with a 41.39 percent drop. Chevrolet, led by Geo Prizm and Lumina, limited its decline down to 7.76 percent, the smallest among any of the domestically-produced car makes.

Ford Motor Co.'s Lincoln brand was up 15.81 percent for the 10-day period, but Ford's overall car sales were down 20.26 percent. Ford continues to have problems with its entry-level Escort car line. Escort sales in early August dove 40.15 percent. Taurus was the only Ford make with increased deliveries; all Mercury nameplates were down.

Mazda's sales, buoyed by its 626 line, skyrocketed 105.83 percent. Toyota's sales rose 64.30 percent.

Truck sales were down across the board. Nissan, again, had the biggest year-to-year decline. Sales of domestically-produced light-duty trucks totaled 95,907 in early August, off 15.02 percent from 112,858 last year.

Chrysler truck sales in early August were off 22.50 percent, GM's were down 18.46 percent and Ford's fell 4.02 percent.

10-DAY SALES
DOMESTIC BUILT CARS

	August 1-10, 1990	August 1-10, 1989
Eagle	1,504	1,775
Chrysler	3,198	3,505
Dodge	6,782	11,212
Plymouth	4,183	9,023
CHRYSLER MTRS.	**15,667**	**25,515**
Ford	32,318	40,530
Lincoln	6,095	5,263
Mercury	8,957	13,610
FORD MOTOR	**47,370**	**59,403**
Buick	10,671	14,319
Cadillac	3,910	6,693
Chevrolet	29,890	32,404
Oldsmobile	9,034	15,415
Pontiac	12,106	15,479
GENERAL MTRS.	**65,611**	**84,310**
HONDA	**7,617**	**9,002**
MAZDA	**1,624**	**789**
MITSUBISHI	**891**	**1,094**
NISSAN	**1,968**	**2,943**
SUBARU	**557**	**—**
TOYOTA	**8,573**	**5,218**
U.S. CAR TOTAL	**149,878**	**188,274**
TRUCKS		
Chrysler	65	75
Dodge	9,290	11,045
Jeep	4,654	6,950
Plymouth	3,330	4,302
CHRYSLER MTRS.	**17,339**	**22,372**
FORD MOTOR	**34,250**	**35,685**
Chevrolet	32,379	41,209
GMC	8,071	10,089
Oldsmobile	595	—
Pontiac	785	—
GENERAL MTRS.	**41,830**	**51,298**
ISUZU	**192**	**—**
NISSAN	**2,296**	**3,503**
U.S. TRK. TOTAL	**95,907**	**112,858**
U.S. CAR-TRUCK TOTAL	**245,785**	**301,132**

There were 9 selling days in the period this year and 9 last year.

Poll finds gas costs spur drive time cuts

By Scott Hume
CRAIN NEWS SERVICE

Consumers already are cutting down on their driving in response to the sudden surge in gasoline prices, and even more dramatic changes can be expected if gas prices don't come down.

An exclusive survey last week showed the double-digit jump in gas prices that followed the Iraqi invasion of Kuwait could cause much greater reductions in driving in the future. The survey was conducted by the Gallup organization for *Advertising Age*, a sister publication to *Automotive News*.

Nearly one of five adults surveyed (19.4 percent) said they already have reduced their driving since the Middle East crisis began.

If gas pump prices stay at the levels they reached in the past two weeks, the determination to cut back on car travel will substantially increase, the survey shows.

Amid indications that consumers are increasingly pessimistic about the economy and the nation's ability to avoid a recession, the survey shows how quickly economic reversals can trigger changes in consumer behavior.

Already suffering is non-essential travel for discretionary spending. While 12 percent of those surveyed said they have cut travel for entertainment, such as going to films, the theater or sporting events, 38.3 percent say they expect to cut back in this area over the next few months if gas prices remain high.

With the summer winding down, the travel and tourism industry enjoyed some of its heaviest months before the gas crisis hit, and only 8 percent of the sample said it has reduced vacation travel since the Iraqi invasion.

But if gas prices remain at current levels, the share of the audience expecting to cut back on vacation travel jumps to 39.4 percent, including at least one-third of all age groups.

Consumers are worried enough by the situation to rethink travel for social outings. Already, 12.4 percent said they have cut such travel. More than triple, 42.3 percent, expect to cut social travel unless gas prices improve.

Gallup's survey for *Ad Age* was conducted Aug. 15. A random, national selection of 515 persons age 18 or older was interviewed by phone.

Outsourcing sparks threat of strike at 2nd GM plant

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Just as General Motors regroups from a week-long strike at a parts plant in Flint, Mich., it may face a strike in Lordstown, Ohio.

Dave Kimmel, president of UAW Local 1714 which represents 2,650 workers at the GM stamping plant in Lordstown, said 97 percent of the membership there voted to follow Flint if they can't resolve local issues. "It all depends on progress; we're on a week-to-week basis," Kimmel said.

One complaint at Lordstown is outsourcing, the same issue that sent 3,200 workers at Flint's AC Rochester West complex to the picket lines for six days.

The Flint strike was settled Aug. 14 when GM agreed to a five-year pact that guarantees no job losses.

Lordstown's contract expires Sep. 14, the same day that national pacts with GM, Ford Motor Co. and Chrysler Corp. expire.

UAW leadership says outsourcing is a key national issue.

Kimmel said the local has the support of the national union and may issue a five-day notice to strike before the contract expires.

The Lordstown plant provides stampings for the Chevrolet Cavalier, the Pontiac Sunbird and GM's full-sized and compact vans. It also

see STRIKE, page 47

'92 Lexus uncovered

Toyota will add more fuel to its successful Lexus line in mid-1991 when it introduces a V-8-powered coupe.

Two versions of the car are known to be planned.

- The 1992 SC400, pictured in white, will pack a 4.0-liter, 32-valve V-8, the engine currently used in the LS400 sedan. The front grille and head/fog lamp design on the car pictured here is expected to be slightly restyled for the U.S. version.
- The SC300, captured in dark blue, will be equipped with a 3.0-liter in-line six-cylinder engine and will go on sale some time after the SC400 is introduced, sources say. The front end of the blue test car is highly camouflaged and shows considerable nicks and scratches.

The Lexus coupe is expected to be based on Toyota's redesigned Supra.

— Rick Kranz

GM seat belts under siege

By Greg Bowens and Wes Brown
SPECIAL CORRESPONDENTS

The three-point, non-motorized, door-mounted seat belt system installed on 5.5 million cars built by General Motors is under fire.

The Center for Auto Safety has petitioned the National Highway Traffic Safety Administration to investigate the system, which has been in use since the 1987 model year on as many as 23 car models.

NHTSA has 120 days to respond to the request. If granted, it will be the third time in less than a year the administration has investigated GM's passive restraint system. The initial probes involved reports of the belts breaking during impact.

The new request focuses on allegations that the belt does not securely hold occupants inside a vehicle involved in an accident where doors open, allowing occupants to be thrown from the car.

In a letter to NHTSA Administrator Jerry R. Curry, center executive director Clarence Ditlow said he had received reports of eight accidents resulting in four deaths and five injures involving GM cars with door mounted belts.

GM said all of its cars' belts and door latches meet or exceed federal requirements. GM spokesman W. Grey Terry said the problem of doors opening in an accident can be minimized by locking them as the owner's manual advises.

Canada's Ministry of Transportation also is investigating the GM restraint system, according to Murray Dancer, a ministry occupant protection specialist.

Correction

Horsepower ratings in an Aug. 13 article on the Acura NSX were transposed. The manual transmission version has 270 hp; the automatic has 252.

Wary Navistar trims build, shuns Mack

By Joseph Bohn
TRUCK EDITOR

Navistar International Corp. reported a modest $6 million profit in its fiscal third quarter ended July 31, but has lowered its forecast of North American medium- and heavy-truck sales.

The company plans production cutbacks, and its interest in acquiring Mack Trucks has waned.

Navistar's $6 million profit for its third quarter ended July 31 was down 78.57 percent from $26 million last year.

Navistar reported a net loss of $4 million for the first nine months of fiscal 1990 July 31, compared to a $100 million profit a year ago.

The company lowered its forecast of North American medium-duty retail sales for fiscal 1990 to 150,000 units, 3,000 fewer then previously forecast — and 5.66 percent below the 159,000 sold in fiscal 1989.

It now also projects heavy Class 8 truck retail sales demand at 140,000 units, 2,000 units less than than before, and 18.60 percent below the 172,000 of a year ago.

Navistar shut its Springfield, Ohio, and Chatham, Ontario, plants for five days last year for inventory adjustment.

It plans to shut Chatham for an additional 10 days in September. Springfield's medium-duty assembly line will be shut for five days in October.

Schedules at Chatham also will

see NAVISTAR, page 48

Porsche gives 944 Tiptronic automatic to boost U.S. appeal

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

STUTTGART, West Germany — In a critical marketing move for the United States, Porsche AG will introduce its innovative new Tiptronic automatic transmission on the 944 range for the 1992 model year.

The racing-derived Tiptronic, which was introduced on the 911 Carrera 2 last year, permits automatic or clutchless manual shifting.

Porsche ups output at factory, Page 24

Hans Halbach, Porsche's executive vice president for sales and marketing, called the lack of an automatic on the 944 convertible "a major problem."

Its arrival will give an additional boost to Porsche in the United States, where buyers tend to favor automatics. After three years in decline, Porsche's U.S. sales are rising this year.

The sinking U.S. dollar restrains short-term prospects for the parent company. But because less than 30 percent of its sales come from the U.S. market, the company is far less vulnerable to currency shifts than it once was.

The lack of an automatic on the Porsche 944 has hindered U.S. sales, Hans Halbach says.

Halbach said the lack of an auto-

see PORSCHE, page 24

Chrysler limits partner talks to Fiat

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp. apparently is pursuing wide-ranging talks only with Italy's Fiat Auto S.p.A. as it seeks a partner for a global alliance.

It was widely reported last week that Chrysler is also talking to Volvo AB and Regie Nationale des Usines Renault S.A. But the company has appeared to signal that those discussions have ended.

Clarifying comments made by Chrysler Chairman Lee Iacocca to reporters in Windsor, Ontario, last week, the company indicated that talks only with Fiat are ongoing.

Chrysler said its discussions with Fiat include "a variety of possible business combinations between the two companies as well as possible commercial arrangements."

When asked if the talks might include Fiat purchasing an equity stake in Chrysler or a distribution agreement between the two companies, a Chrysler spokesman said, "Nothing is being ruled out."

AUTOMOTIVE NEWS JOE WILSSENS

Chrysler's minivan will become a product "staple" in Europe within five years as the market rapidly expands, Chairman Lee Iacocca predicted.

Chrysler issued the statement after a press briefing in which Iacocca appeared to rule out the possibility that a foreign company would buy a stake in Chrysler.

The company statement described Chrysler's talks with Volvo and Renault in the past tense.

While speculation about a Chrysler-Fiat link-up has persisted throughout the summer the nature of the discussions is unknown.

Scenarios range from the possibility of Fiat taking an equity stake in Chrysler to the two automakers making distribution and product-development agreements in North America and Europe.

In June Chrysler terminated a $500 million, 50/50 joint venture with Renault to produce and distribute a sport-utility code-named JJ, fueling speculation it would seek a new European partner.

Iacocca's comments were made at a ceremony at Chrysler's Windsor assembly plant marking the launch of its 1991 minivans.

German makers look for ways to soften blow of dollar's plunge

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — The 20 percent fall in the value of the dollar against the German mark in the past 11 months has intensified pressure on West German carmakers exporting to the United States.

The dollar hit a post-World War II low of 1.56 marks last week. The development has prompted speculation about how German companies might limit exposure in the United States short of withdrawal — an option companies and industry analysts clearly rule out.

"They aren't going to pack up and come out," said West German specialist Stephen Reitman of UBS Phillips & Drew in London. "But this does actually hurt them quite considerably."

The exchange rate could have an important effect on the 1990 earnings of Daimler-Benz AG, Volkswagen AG and to a lesser extent BMW AG. Porsche AG bore the brunt of U.S. overexposure three years ago. With a much lower dependency on the United States today, it is seeing global profits rise.

Reitman projects declining net earnings per share this year for both Daimler and VW, with the dollar a major reason. He said BMW is still offsetting the currency situation with improving efficiency at home and a richer model mix.

"The dollar's continued fall obviously puts extreme pressure on the German carmakers in the U.S.," said Edmund Chew of DRI Europe in Frankfurt. "The Japanese luxury carmakers are already putting considerable price pressure on them."

Lawson said every 10 pfennig (6.2 cents) drop in the dollar is equal to a 90 million mark ($57 million) penalty in net profits for VW. According to Reitman, the impact on Daimler's bottom line translates to about 30 million marks ($19 million) in profits for every one cent movement in the exchange rate.

> "The dollar's continued fall obviously puts extreme pressure on the German carmakers in the United States."
>
> **Edmund Chew**
> DRI Europe

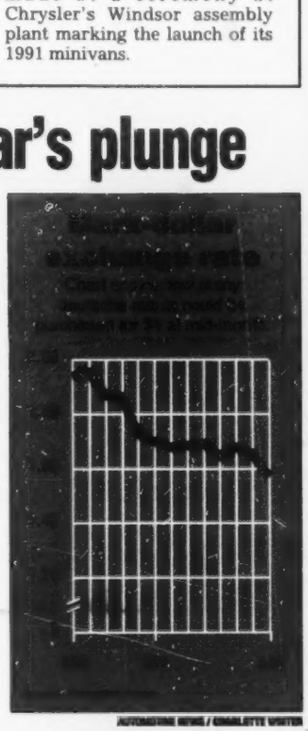
Analysts say European makers have been shielded from the exchange rate movement during most of the past year by having purchased forward contracts for dollars in 1989 at a higher rate. But the sharp decline over the last year means that those positions are gradually expiring — exposing the Germans' U.S. operations to much lower dollar rates.

Companies can lessen exchange rate losses by buying several months' worth of foreign currency when rates are more favorable. The system is widely referred to as hedging. Such reserves can be used by importers to pay for goods when the producing country's currency increases in value.

Reitman said those hedging positions are now "unwinding."

But analysts agree that BMW and Mercedes, each with about 15

see DOLLAR, page 45



AUTOMOTIVE NEWS / CHARLETTE WHITEN

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U.S.-built Accord still an 'import' despite content shift

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Even though Honda's U.S.-built 1991 Accords will have enough North American content to qualify as "domestic" cars, the Accord line will still be classified as "imports" under U.S. fuel economy rules.

The Accords will keep the import label because under EPA rules, a car's status as an import or domestic model is determined by averaging the "domestic content" of all Accords sold in the United States, whether imported or built here.

Automotive News erroneously reported in its April 2 and Aug. 6 issues that U.S.-built 1991 Accords would be counted in a separate domestic fleet because they will reach the 75 percent North American content level this fall. The reports were based on information provided by the EPA's Certification Division in Ann Arbor, Mich.

Under U.S. fuel economy rules, automakers' car fleets fall into "domestic" and "import" categories. The designation depends on how much North American content the cars carry, not where they are built. Both groups must average 27.5 mpg.

Until this year, U.S.-built Hondas and Hondas shipped from Japan were counted as imports because each had less than 75 percent North American content. It appeared that by crossing the 75 percent threshold, the Accord would become the first Japanese-badged model to fall into the domestic category.

A reclassification would have been significant because the Accord — at least the 1990 version — averaged less than 27.5 mpg. If it were alone in a new Honda "domestic" fleet, its CAFE rating could not have been offset by other, more fuel-efficient Hondas.

Officials at Honda and the EPA admit their own staffs have had trouble grasping the rules. And the Association of International Automobile Manufacturers (formerly Automobile Importers of America) has asked the EPA for a clarification on some points.

The issue will become more pertinent as other Japanese automakers cross the 75 percent domestic content mark in coming years. They include the Nissan Sentra, built in Smyrna, Tenn.; Toyota Camry, built in Georgetown, Ky.; Toyota Corolla, made in Fremont, Calif.; and Subaru Legacy, made in Lafayette, Ind.

The Accord's coupe and sedan versions will be the first to hit the 75 percent mark. Later in the 1991 model year, the new Accord wagon will qualify. The four-door Civic will reach the mark in the 1992 model year.

But the Accord's domestic content for CAFE purposes will be determined by averaging all Accord models sold in the United States. Honda is on track to build more than 300,000 U.S. Accords this year; approximately 125,000 are shipped from Japan annually with minimal North American content.

EPA policy does allow Honda to petition if it wants to count the Marysville cars as domestic.

The addition of an Accord station wagon this year raised another question for the manufacturer. For most purposes, wagons are treated separately from the rest of a car line by the EPA. It will not be imported from Japan.

George Nield, president of the Association of International Automobile Manufacturers, asked EPA last year for a clarification. Nield was told by Richard Wilson, director of the office of mobile sources, that "the EPA agrees that station wagons are to be included with their related car lines for purposes of determining domestic content."

SERVICE MANAGEMENT

Ford offers dealers tools to boost service capacity

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich — The lack of dealership service capacity is a widespread problem that can threaten the wave of hard-gained successes dealers and automakers have been riding in recent years.

To head off this threat, Ford Motor Co.'s Parts and Service Division has developed several tools to help Ford and Lincoln-Mercury dealers identify and deal with service capacity problems.

According to Kenneth W. Myers, parts and service marketing manager for Ford Parts and Service Division, the decline of adequate service capacity at Ford Motor dealerships can be attributed to increased vehicle sales, increased units in operation, longer warranties, continuing growth of Ford's Extended Service Plan, new vehicle technology and a decline in the number of full-service stations and independent service shops.

"All these factors combined with our efforts to get dealers to treat customers better and to build an image as a better service place has created this capacity problem throughout the country by bringing more service business to dealerships," Myers said. "Dealers are getting a larger share of the repair business because vehicle technology has advanced beyond the independents' ability to service.

"Ten years ago or so, service stations could give tuneups on a fuel-injected car, but those vehicles can't be worked on in most stations and independent shops now. Plus, there are half as many service stations today as there were 10 to 12 years ago."

These factors, Myers said, led the division to try to determine how it could make dealers aware that they still may have service problems and what they could do to solve them. Among the signs of trouble in the service department are unacceptable waiting periods for service; long lines for service writeups; loss of "plus-business" (oil changes, front-end work and other jobs that make happy technicians and fat margins); sales to quick service facilities; lack of service salesmanship; employee burnout and turnover; and low and declining Ford Quality Commitment Performance scores.

Kenneth W. Myers: "Dealers are getting a larger share of the repair business because vehicle technology has advanced beyond the independents' ability to service."

To help Ford and individual dealerships identify problem areas in service capacity, the division developed the Service Capacity Analysis Measurement Program, a computer-based system for analyzing service capacity in both individual dealerships and market areas.

The specific evaluation and reports that are available from the measurement program include:

- Dealership's service capacity status and output.
- Projection of a dealership's future capacity requirements — a look ahead at how service capacity may change in relation to potential sales growth.
- Projection of future service capacity status — a look at a dealership's potential ability to provide adequate service capacity under a variety of conditions.
- Evaluation of effects of changes on a dealership's service resources — an analysis of how implementing service-capacity changes may affect a dealership's ability to meet customer service requirements.

To many dealers, according to Ford, the answer to adding service capacity is to build additional service bays. The "brick and mortar solution," the division said, should be the dealer's last resort.

To help dealers evaluate potential solutions that add service capacity without the need for building additional service bays, Ford Parts and Service Division created a helpful manual, *Maxxed Out? Service Capacity Alternative for Increasing Customer Satisfaction.* The publication is based on research conducted with dealers across the country who have successfully increased service capacity.

"The manual is a practical guide to facility alternatives that have worked in a wide range of dealership sizes, labor markets and facilities," Myers said. "Alternatives involve both productivity enhancing improvement programs."

Alternatives covered include:

- Teams systems — ways to reorganize current service employees for increased productivity and responsiveness to customer needs.
- Automated schedule and loading — computer-based methods to increase productivity and efficiency through improved time management and work-flow scheduling.
- Second shifts — how to use a second shift to increase a service department's labor output.
- Extended service hours — innovative approaches to freeing service bays.

Service index up 7% in first half

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Despite a decline in June, new-car dealers' service and parts business for the first half of 1990 recorded a healthy gain over the same period a year ago.

According to the Automotive News Service Index, shop volume in dealerships for the January-June period amounted to 107.0 percent of the business for the same year-earlier period.

June's volume dipped to 99.3 percent of the total recorded in the same year-ago month, marking the dealers' first negative showing of the year.

All five indicators used in the Service Index recorded gains in the first six months of 1990. In June, all indicators, except repair orders written, were below volume achieved in the year-ago month.

SERVICE INDEX
99.3★

	June '90 vs. June '89	Jan.-June '90 vs. Jan.-June '89
Gross Profit on All Labor and P&A Sales	– 1.5%	+ 5.6%
Repair Orders Written	+ 0.7%	+ 0.5%
Total Labor Sales (Customer & Warranty)	– 6.6%	+ 6.7%
Shop Parts Sales (Customer & Warranty)	– 1.9%	+ 6.7%
Sales of All P&A	– 2.8%	+ 7.0%

★ Survey by Automotive News shows that dealers' service and parts business in June 1990 was 99.3 percent of business in June 1989. Service business in the first 6 months of 1990 was 107.0 percent of business in the corresponding period in 1989.

Gross profit on all labor, parts and accessories — the most important indicator to dealers — gained 5.6 percent over the previous six-month period. In June, profits were down 1.5 percent.

Repair orders written were up 0.5 percent for the half year and 0.7 percent for June, while total labor sales (customer-paid and warranty) were up 6.7 percent for the six months and down 6.6 percent for the month.

Shop parts sales (customer-paid and warranty) advanced 6.7 percent for the first half of 1990 and declined 1.9 percent for the month, while sales of parts and accessories climbed 7.0 percent for the January-June period and dipped 2.8 percent for June.

Figures used in the Service Index are compiled from monthly reports on service and parts operations from a cross-section of the nation's new-car dealerships.

Nissan cited for service to college

Jerry Butts, left, vice president of the Parts and Service Division for Nissan Motor Corp. in U.S.A., receives a plaque from Dr. Kim Badrkan, dean of instruction at Long Beach (Calif.) City College, recognizing Nissan's contribution to the college's automotive technology program. Nissan donated a Infiniti Q45 and $6,500 in scholarship funds for students in the program.

Cadillac axes '91 warranty deductibles

DETROIT — Cadillac has eliminated the deductible from the warranties covering its 1991 models.

Cadillac has notified its dealers that the warranty on all Cadillac models, except Allante, will no longer require the $100 deductible for any repair after the 1-year/12,000-mile coverage expires. A similar, $25 deductible also has been eliminated from the Allante warranty.

All other General Motors divisions will continue to charge owners of 1991 vehicles the $100 deductible per repair visit after the 1-year/12,000-mile coverage expires.

SERVICE BRIEFS

APAA offers fair package

LANHAM, Md. — The Automotive Parts and Accessories Association is organizing a U.S. Pavilion at Equip Auto '91 in Paris for manufacturers preparing to have a presence in the European market in the 1990s.

As the largest European automotive trade fair, the Automotive Parts and Accessories Association said Equip Auto features a broad range of products, both original equipment and aftermarket.

The Automotive Parts and Accessories Association offers booth packages for exhibitors in the pavilion that includes 10-by-10-foot booth space, furniture, electrical outlets, directory listings, promotion, and assistance with travel and shipping arrangements for $3,600. For more information, call (301) 459-9110.

Scholarships expanded

CHICAGO — Three additional schools have been invited to join an expanded Automotive Service Industry Association Scholarship Fund Program beginning with the 1990-91 school year.

According to the association, scholarship awards will go to students at Ferris State University, Big Rapids, Mich.; Southern Illinois University, Carbondale, Ill.; and Oklahoma State University Technical Branch, Okmulgee, Okla. The three join Northwood Institute, Midland, Mich., and the University of Southern Colorado, Pueblo, Colo.

The expansion of the 16-year-old fund was made possible by a $330,000 gift by the former Southern Automotive Show directors.

Managers elect Hoffman

AKRON, Ohio — The Automotive Training Managers Council has elected William F. Hoffman, principal program designer of the Sales Training Division for Goodyear Tire & Rubber Co., to succeed Janine M. Sine of TRW Inc. as its president.

SEMA picks Ford truck

DIAMOND BAR, Calif. — The Ford F-150 pickup has been selected as the official truck of the 1990 Specialty Equipment Market Association/Auto International Show scheduled for Las Vegas Oct. 9-12.

The joint announcement was made by Charles R. Blum, Specialty Equipment Market Association president, and Jerry Green, special events manager, Ford Special Vehicle Operations. The F-150 will be customized during the show and will be the grand prize in a raffle benefitting the Specialty Equipment Market Association Scholarship Fund and Automotive Foundation for the Aftermarket.

General adds to test area

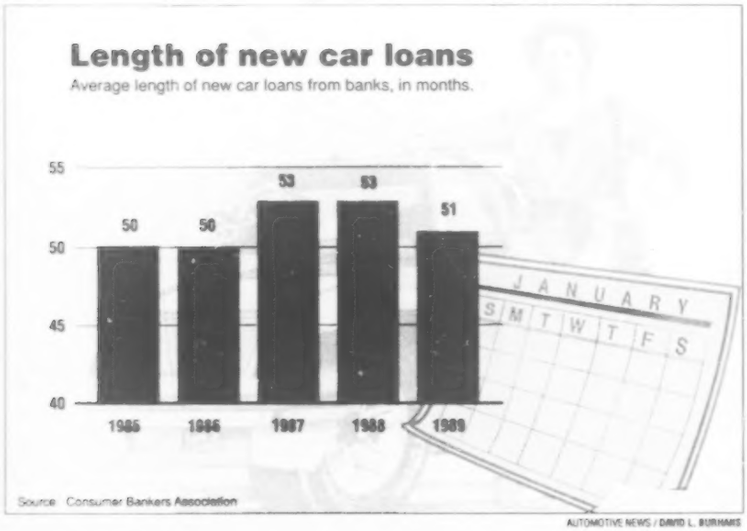
UVALDE, Texas — General Tire Inc. has expanded the testing capabilities at its 5,000-acre proving ground here by adding a vehicle dynamics area.

The new area consists of two courses — one for wet handling and one for dry handling. The wet course is nearly 15 acres, while the dry handling pad is a 1.1-mile course full of curves, turns and bends.

Lead levels decline

NORTHBROOK, Ill. — Occupational exposure to dangerous levels of lead within the radiator repair industry is on the decline, according to the "Radiator Reporter," an industry newsletter published by the Consulting Service Division of Runzheimer International.

Average blood lead levels of people in the radiator industry peaked at 47 micrograms per deciliter in 1982 and have declined ever since to the 1990 level of 32 micrograms per deciliter.



BANK LOANS FOR NEW CARS SHORTER IN 1989

The average new-car bank loan dropped to 51 months last year from the 53 months it stood at in 1988 and 1987, says the Consumer Bankers Association.

Recent figures from the Arlington, Va., group indicate the overall maximum length offered for new loans in 1989 also was shorter, 63 months compared with 65 months in 1988.

The average portfolio turnover was 38 months for new cars, compared to 32 months in 1988, says the association.

In 1989, 59 percent of all loans were paid off early, compared with 61 percent in 1988.

The association found there was little change in the overall approval rate in 1989; it was at 56 percent compared with 57 percent in 1988 and 59 percent in 1987.

The average percentage of loans 31 to 59 days late in 1989 increased to 1.61 percent from 1.31 percent a year before, the consumer banking group's study showed.

The study found the average lease approval rate was 58 percent, a decrease from 1988's 62 percent average rate.

The length of the average new lease has extended in recent years. In 1989, the average open-end lease was 48 months, while the average closed-end lease was 50 months.

Average turnover for the total portfolio, says the association, remained constant at 37.2 months last year. In 1989, the figure was 35 percent for all leases terminated early, compared to 30 percent in 1988 and 27 percent in 1987.

The average open-end lease portfolio held by lessors was approximately one-third as large as the average closed-end portfolio, at 1,917 vehicles and 6,409 vehicles respectively.

Indirect lending is becoming the norm for banks, according to the association's researchers, who surveyed institutions with average portfolios of 10,315 direct auto loans and 32,030 indirect loans.

Direct loans are those made with the car buyer going directly to the bank. Indirect loans are made through the dealer. It is felt indirect lending is increasing because it is the more convenient of the two techniques.

The overall average of direct loans in the portfolio continued to increase to 34 percent at year-end 1989 from 28 percent in 1988 and 31 percent in 1987. There was an average 9 percent increase in the size of indirect loans made.

The Consumer Banking Association, founded in 1919, represents about 800 federally insured banks and thrift institutions that hold about 80 percent of all consumer deposits and close to 70 percent of all consumer credit held by federally insured depository institutions.

MICHIGAN PROMOTES BATTERY RECYCLING WITH DEPOSITS

Disposal of dead batteries has long been a headache for service managers. The tough, heavy items of lead, plastic, rubber and acid present an ugly picture as they aren't picked up frequently by scavengers.

Now, however, 23 states, two counties and some cities have specific battery recycling laws and 14 states have legislation under consideration.

One of the most recent movers, Michigan, has legislation in effect that regulates the disposal of out-of-action lead-acid batteries.

The law, which became effective last April, carries a stipulation for a $6 deposit which does not go into effect until January 1993.

The law makes it illegal to dispose of spent lead-acid batteries except to automotive wholesalers, secondary lead smelters or state-authorized collection or recycling facilities.

Battery distributors are required to accept spent batteries from retailers in a quantity at least equal to the number of new lead-acid batteries sold by the distributor to the retailer. Distributors must move the old batteries from the point of collection within 90 days of receiving them.

Johnson Controls of Milwaukee, the big battery maker, says after Jan. 1, 1993, Michigan retailers either have to take a $6 deposit on each battery sold or to collect a used battery. The customer will be given a voucher for the $6 and can convert that into cash later by bringing an old battery to the retailer or a recycler or smelter.

Things are much tougher under the law in Suffolk County, N.Y., where retailers have to collect — at the time of purchase — two batteries similar in design to the one sold.

GM BREAKS UP BRAKE BUSINESS AS USE OF ABS EXPANDS

There are major changes being made in how General Motors' car and truck antilock brake systems are made and in who makes them.

Saturn, Pontiac, Oldsmobile and Buick dealers this fall, for example, will sell small cars equipped with a radically different anti-lock braking system with electric motors that control brake pressure.

The ABS-VI system, from General Motors' Delco Moraine NDH division, is key to General Motors' plans to install ABS as standard equipment on all cars and light trucks GM sells in North America by the 1994 model year.

The ABS-VI technology is much less expensive to build than conventional ABS — reportedly $250 per vehicle for ABS-VI, compared to $900 to $1,200 for most currently marketed systems.

Robert Bosch Corp., ITT Teves Co. and Kelsey-Hayes Co. have secured the antilock brake business on General Motors car and light truck platforms not captured by Delco Moraine NDH .

Bosch and Teves will experience major increases in volume in the 1991 model year as ABS becomes standard equipment on the platforms they supply.

Next model year is when three suppliers will divide the ABS business on the remainder of GM's cars and light trucks — with all of their systems becoming standard equipment in 1991.

The two suppliers this year begin providing GM with less costly add-on systems which get power from engine vacuum. They had been supplying costly integrated systems which derived power boost from a hydraulic pump.

Bosch has been supplying the ABS for the Chevrolet Corvette and B-platform Caprice, along with the Cadillac Allante and Brougham. Bosch's new business at GM begins to come on line in 1991 with remaining B platform cars — Caprice Wagon, Olds Custom Cruiser Wagon, and Buick's Electra and LeSabre wagons. Bosch also gets the 1992 B-platform Buick Roadmaster.

Also in 1991, the E-K platform changes from a Teves integrated system to a Bosch add-on unit, while the Cadillacs built off the C platform make the same switch.

Teves keeps the Buick Reatta, H platform cars and the non-Cadillac C-cars, and gains additional volume because its new add-on system will be standard on those vehicles.

Kelsey already supplies standard ABS on nearly all of GM's light trucks, although most of those systems are for the rear wheels only.

The M vans got Kelsey's four-wheel ABS standard in 1990, and the supplier will have all of its rear-wheel business at GM go to four-wheel by 1994.

The APVs, which debuted in 1990 without ABS, are the only light trucks that Kelsey will not supply at GM.

CAR CARRIER COULD REDUCE IN-TRANSIT DAMAGE

Railroads, truckers and the car and truck makers keep right on plugging away at the problems of in-transit damage to increasingly costly vehicles.

Among the latest efforts to cure the headache that's been with the industry virtually since Day One is a SMART rail car prototype being tested by the Union Pacific Railroad.

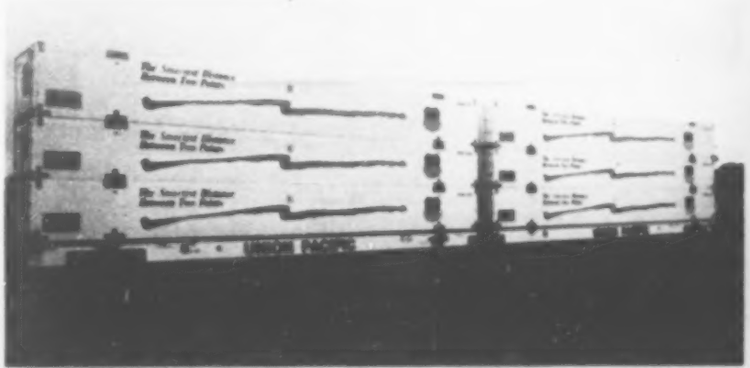
The car is a double-stack or triple-stack air tight container system made of composite modules riding on a two-unit articulated spine car. The modules are 53 feet long and 102 inches wide.

In this configuration, the overall rail car length is 110 feet with a deck height of 38 inches. Usually, car-carriers are fabricated steel racks attached to intermodal flatcars.

"The smart car developed by the UP was designed to be a new and total system for transporting automobiles," says Rex A. Peck, freight car manager for the big rail line.

"We wanted to offer the auto industry a flexible auto carrier which could respond to varying market demands without requiring major modification or equipment idling. We also wanted it to anticipate the future needs of door-to-door transportation," says Peck.

The car is designed to travel safely at speeds up to 80 mph. And, says Peck, the SMART car offers superior reliability, stability, suspension response and tie-down performance. Vehicles being transported are less accessible to vandals, thieves and unauthorized riders. "This means the vehicles arrive at their destinations in excellent condition," says Peck.



Union Pacific's SMART rail car uses air-tight containers to protect vehicles from being damaged in transit.

JOE WILSSENS

Geo vehicles have been an important addition to the product line at James Chevrolet in Mt. Clemens, Mich. The dealership ranked second in the state for sales in July, according to Brisk Storm and Tracker research.

Profit Motive

Sluggish sales are squeezing profits even tighter. Most see a rebound soon, but cost-cutting remains a top priority

AVERAGE DEALER PROFILE

	YTD March 1990	YTD March 1989	Percent Change
Total Sales	$2,997,518	$2,905,517	3.2
Total Gross	455,155	426,796	4.3
Total Expense	408,437	261,217	1.4
Net Profit Before Taxes	45,447	31,799	42.9
New Vehicle Sales	2,815,735	1,801,868	0.8
Used Vehicle Sales	734,418	692,922	6.0
Service and Parts	447,365	410,726	8.9
Floor Plan Interest	28,076	30,883	– 9.1
Advertising Expense	35,456	38,479	– 7.3
Rent & Equipment	38,726	35,281	4.1
Ave. New Vehicle Selling Price	15,646	15,198	3.0

SOURCE: NADA

Editor's note: NADA's Optimism Survey discussed here was conducted prior to the outbreak of hostilities in the Middle East. The association's chief economist, Tom Webb, says it would be difficult to quantify the conflict's dampening effect on dealer attitudes, but believes it would be substantial. The survey is part of NADA's quarterly financial survey of dealers. Another survey report is expected in October.

Despite a sluggish market, auto dealers of all franchises registered an upward blip in optimism regarding the outlook for profit and sales in the last half of this year.

The National Automobile Dealers Association optimism index, based on a quarterly survey of membership, shows 33 percent of dealers expect profits to rise in the last half of 1990.

That represents a 3 percent jump from January 1990, and the third consecutive increase in as many quarters.

The survey measures dealer attitudes on profitability and the state of the economy.

Holding steady from January 1990, 46 percent of the dealers polled anticipate no major change in the profit and sales picture, while 21 percent foresee a decline.

The majority of dealers see only a marginal improvement in bottom-line profits.

For the first time in two years, the NADA survey shows dealers selling General Motors cars and trucks are as optimistic as import dealers. Thirty-five percent of all GM and import dealers anticipate improved profits.

In contrast, only 31 percent of Ford Motor Co. dealers and 29 percent of Chrysler Corp. dealers expect profits to improve.

The nation's large-volume franchised dealers voiced greater optimism than smaller dealers — 35 percent versus 29 percent — "reflecting their ability to bounce back more quickly after setbacks," according to the survey.

Despite somewhat increased optimism about their own businesses, only 10 percent of dealers surveyed expect the nation's economy to improve, while 25 percent look for a bleaker economic climate in the remainder of this year.

NADA Chief Economist Tom Webb expects the economy will have bottomed out in the second quarter of 1990, as the full effects of a depressed housing market, stagnation in the job market and retrenchment in retail sales hit.

According to Webb, job growth has stalled, the service sector cannot handle automaker layoffs and consumers are continuing to spend cautiously, fostering retail sales declines.

Meanwhile, the latest annual figures on dealer

JOE WILSSENS

Recently remodeled from walls to tile floor, the showroom of Galen Boyer Pontiac-Cadillac in Independence, Mo., represents what Pontiac sees as the marketplace design of the 1990s.

advertising expenditures — released last month — reflect the somber mood of auto retailers over the past year.

Advertising expense at the average new-car dealership in 1989 went down for the first time in 14 years, according to NADA.

Despite the drop, however, the average new-car dealership still spent $154,000 in advertising in 1989, or 25 percent more than the average dealership earned in the new-car sales department for the year.

The slowdown in new-car sales and the squeeze on dealer profits are cited by NADA analysts as the reasons for the end to the 15.5 percent annual growth rate in dealership advertising costs experienced during the last 13 years.

The auto sales slump and profit squeeze also reduced 1989 pre-tax profits to 1 percent for the average new-car dealership.

The breakdown in 1989 dealership advertising expenses shows that newspapers absorbed 56 percent of total advertising costs, an increase of 2 percent compared to 1988.

Radio's share of the budget dropped 2 points in 1989 to 17 percent. Television advertising's share slipped 1 point to 15 percent.

Advertising expense in 1989, however, still represented the third-highest level ever reached, as dealers spent an average of $261 per vehicle unit on advertising in 1989, according to NADA.

While some dealers blame ad associations for the boost in ad costs, an NADA survey shows that only 19 percent of all dealers transfer ad association fees on vehicle invoices to their advertising accounts.

Webb says a more likely explanation is ad dollars versus profits. Ad dollars tend to rise with dealership profits, but as profits reached record levels in the mid-1980s, ad spending surged. Between 1983 and 1987 ad outlays increased 21 percent annually.

According to Webb, the decline in 1989 is a realignment by dealers to bring ad costs back in line, a development which likely indicates an era of cautious ad spending.

Ray Green, NADA president, noting the tremendous advertising clutter in all media today, said, "Dealers will continue to place tighter controls on advertising expenditures to offset weak profits.

"Today's dealers remain skeptical about the effectiveness of all advertising, such as ad association advertising, that dilutes the individual dealer's message to potential customers," Green said.

NADA's average dealership saw a 43 percent increase in its bottom line in the first quarter of 1990 as dealers cut inventory expenses, boosted used-car sales, and improved efficiencies and sales in their service and parts operations.

The average dealership also saw its nonfloorplan debt-to-equity ratio increase to 1.02, the highest in seven years.

While not too alarming, NADA notes, reports of shaky dealerships are on the rise.

The continuing problem is lack of profit in new vehicles, according to NADA. Through the first quarter of 1990, the loss was 1.7 cents for every dollar of sales, the association said.

However, finance and insurance departments came to the rescue, turning the loss into a gain of 32 cents on every $100 of sales.

According to NADA, the used-car department is 2 percent ahead of last year in comparing first quarters, but the service department finished in the red, even though it beat 1989's first quarter profits by 20 percent. □

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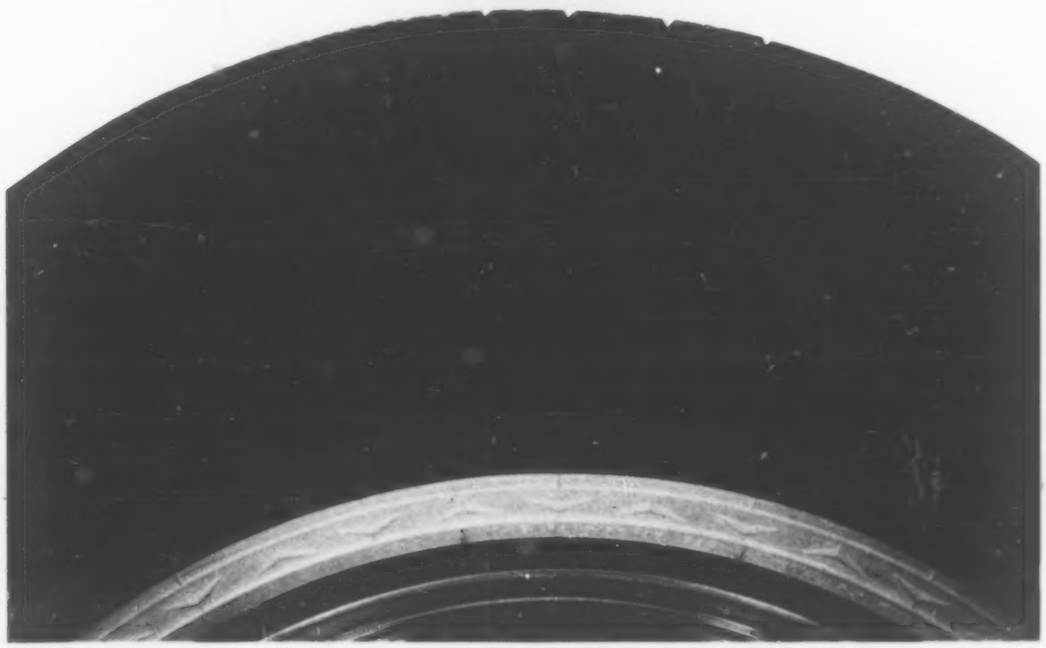

Geo ground effects

Pacific Auto Accessories, Huntington Beach, Calif., has created a ground effects styling package and spoiler for the Geo Storm coupe. The ground effects package consists of a front air dam, side skirts and rear lower wrap around skirt. The retail price for the ground effects package is $473; the spoiler is $176.

Upstart Lexus charges past M-B in July

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Lexus outsold Mercedes-Benz for the first time in July, which was generally an off month for import car sales.

Imports fell about 11.1 percent in July to 213,047 units, slightly worse than the year-to-date import pace, which was off 9.8 percent for seven months to 1.49 million.

Japanese imports declined 10.0 percent in July. Honda Motor Co. was down 9.7 percent to 23,876 units and Nissan Motor Co. declined 16.6 percent to 27,530. Toyota Motor Corp. imports rose less than 1 percent to 35,519.

For the year-to-date period, only Honda imports showed an increase, up 4.2 percent to 148,166 units. But declining imports from Japan are being supplanted by Japanese transplants in the United States. Honda's biggest import, the Accord, was up 6.7 percent for the year to 83,163, but down 13.0 percent for the month to 15,133.

Lexus, the new luxury division of Toyota Motor Sales USA Inc., outsold Mercedes-Benz of North America Inc. in July by 312 cars, with monthly sales of 5,596 units. Lexus also outstripped BMW of North America Inc., which sold 4,709 cars in July, marking the fourth month Lexus has outsold BMW. Among Lexus, BMW and Mercedes, the best-selling model was the Lexus LS 400.

Lexus still trails the two German heavyweights for the year-to-date, but BMW was down 6.2 percent for the month and down 9.2 percent for seven months. Mercedes, which had been up close to 3 percent after six months, fell 17.5 percent in July and is now just below break-even.

Overall, European imports fell 12.3 percent for the month to 43,835, or 13.1 percent for the seven months to 295,279.

Mitsubishi Motors Corp. posted gains for the month and for the year-to-date period. July sales of 4,859 were up 15.7 percent, compared with the year-ago month.

MARKET SHARES
Domestic, Import cars

	July 1990 Sales	Pct. of Total
Subcompact	170,791	21.26
Compact	243,686	30.32
Intermediate	265,373	33.03
Standard	108,551	13.51
Specialty	15,122	1.88
TOTAL	803,523	100.00

Saab's Western region moves north in California

ORANGE, Conn. — Saab Cars USA Inc. has moved its Western region office from Torrance, Calif., to Union City, near San Francisco.

The region covers Washington, Oregon, Montana, Idaho, Wyoming, California, Nevada, Utah, Arizona and Colorado and parts of New Mexico, Texas and South Dakota.

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IMPORT SALES BY MODEL

	July 1990	July 1989	7 Mos., 1990	7 Mos., 1989
ACURA	13,176	12,765	84,902	83,825
Integra	7,685	8,099	50,844	47,762
Legend	5,491	4,666	34,058	36,063
ALFA ROMEO	440	225	1,828	1,928
Milano	3	55	32	709
Spider	162	170	1,318	1,219
164	275	0	478	0
ASTON MARTIN*	5	5	35	35
AUDI	1,556	2,658	12,646	11,968
4000	1	2	1	89
5000	0	24	11	272
80	331	416	2,761	2,856
90	228	559	2,092	3,111
V8 Quattro	209	276	1,092	325
Coupe Quattro	52	0	554	0
100/200	643	1,115	5,111	4,129
100/200 Quattro	92	266	1,024	1,186
BMW	4,709	5,018	36,196	39,867
3-Series	2,346	2,632	17,287	19,741
5-Series	1,616	1,415	13,046	12,256
635 CSi	14	130	218	964
7-Series	637	752	4,957	5,711
M3	55	57	473	637
M5	41	11	189	242
M6	0	21	6	316
CHEVROLET/GEO	10,615	10,287	88,032	67,705
Geo Storm/Spectrum	6,581	3,882	60,995	34,077
Geo Metro/Sprint	4,034	6,405	29,673	33,628
CHRYSLER MOTORS	5,299	7,230	37,755	64,214
Colt	3,612	4,045	21,877	35,683
Conquest	0	475	896	3,846
Medallion	0	95	475	3,575
Summit	1,126	1,356	8,903	12,041
Vista	337	1,075	3,285	8,176
TC	224	184	2,319	893
DAIHATSU	806	1,215	6,701	8,042
FERRARI*	80	80	560	560
FORD Festiva	5,243	7,001	34,793	43,427
HONDA	23,876	26,442	148,166	142,222
Civic/CRX	4,838	4,629	39,574	36,227
Accord	15,133	17,403	83,163	77,941
Prelude	3,905	4,410	25,429	28,054
HYUNDAI	10,669	13,598	80,542	111,888
Excel	8,249	10,413	62,056	96,882
Sonata	2,420	3,185	18,486	15,006
ISUZU	386	1,861	2,196	11,454
I-Mark	88	1,335	1,020	8,022
Impulse	298	526	1,176	3,432
INFINITI	2,107	0	11,375	0
M30	907	0	4,143	0
Q45	1,200	0	7,232	0
JAGUAR	1,410	1,472	10,860	10,837
XJ6	1,084	1,168	7,994	8,288
XJS	326	304	2,866	2,549
LAMBORGHINI*	13	13	91	91
LEXUS	5,596	0	34,035	0
ES 250	1,990	0	11,372	0
LS 400	3,606	0	22,663	0
LOTUS*	27	27	189	189
MASERATI*	20	17	140	157
MAZDA	14,169	17,442	96,302	108,363
323	2,130	4,697	12,898	43,876
Protege	5,134	0	28,626	0
626	1,230	5,747	15,512	33,596
MX-6	18	89	112	2,059
Miata	3,105	4,105	22,994	5,861
929	1,623	1,605	9,831	12,181
RX-7	929	1,199	6,329	10,790
MERCEDES BENZ	5,284	6,403	42,591	42,668
190	1,013	1,439	7,384	8,153
300E 2.6/260E	151	536	1,273	2,783
300	1,772	1,584	14,330	12,637
300 SE	448	602	3,837	3,944
350SDL Turbo	191	1	425	2
300SEL	255	330	2,188	2,346
420SEL	515	595	3,877	3,798
560SEL	324	401	2,675	2,868
SL Coupe	379	736	4,768	4,826
560SEC	150	91	1,058	835
Tourist	86	88	778	476

	July 1990	July 1989	7 Mos., 1990	7 Mos., 1989
MERCURY/MERKUR	5,230	7,760	17,347	44,673
Tracer	3,523	6,684	13,018	39,103
Capri	1,707	0	2,468	0
XR4Ti	0	470	198	3,153
Scorpio	0	606	2,424	2,417
MITSUBISHI	4,859	4,198	70,596	41,734
Starion	1	30	18	578
Cordia	0	13	0	352
Tredia	0	0	0	10
Mirage	1,416	1,504	36,952	10,887
Galant	2,923	2,352	28,650	17,812
Sigma	136	138	1,322	1,385
Precis	263	984	2,927	10,557
3000GT	14	0	14	0
Van/Wagon	106	161	713	1,137
NISSAN	27,530	33,014	195,376	244,093
Sentra	3,426	8,990	39,545	74,359
Pulsar	153	2,348	3,508	16,402
Stanza	8,278	3,367	45,964	27,334
Maxima	7,962	8,787	59,068	62,908
240SX/200SX	5,226	5,420	31,017	43,837
300ZX	1,610	2,757	13,214	15,510
Hawaii	229	250	1,920	2,009
PEUGEOT	337	515	2,713	3,582
PONTIAC LeMans	6,338	5,855	25,671	32,774
PORSCHE	750	1,168	5,881	5,722
924S/944	10	9	169	91
944	0	143	56	822
944S	225	69	1,356	210
944 Turbo	21	85	450	441
911 Carrera 4	273	221	2,229	1,498
911 Turbo	2	108	8	826
911 Carrera 2	182	477	1,217	1,326
928S	37	56	396	508
ROLLS/BENTLEY*	100	100	700	700
SAAB	3,632	3,663	16,881	19,828
900	668	924	3,058	3,661
900S	1,158	1,183	4,089	4,606
900 Turbo	776	827	4,743	5,567
9000S	311	263	1,339	1,722
9000 CD	232	217	1,992	1,833
9000 Turbo	458	216	1,553	2,016
Tourist	29	33	107	200
STERLING	273	470	2,609	3,821
SUBARU	8,311	13,364	57,370	87,088
Hatchback	11	98	159	2,097
3-Door	26	451	211	6,569
4-Door Sedan	22	1,926	336	25,043
Legacy	5,587	3,714	32,260	9,126
Loyale	1,623	2,545	14,592	5,700
XT/XT6	50	1,529	865	7,632
Station Wagon	26	1,166	182	18,341
Justy	966	1,935	8,699	12,580
SUZUKI	533	430	3,690	3,239
TOYOTA	29,923	35,347	215,034	260,069
Corolla	7,044	11,538	52,367	68,033
Tercel	6,798	6,619	55,719	54,689
Celica	6,438	4,321	49,385	32,480
Supra	464	1,317	4,374	9,674
Camry	6,506	9,651	38,331	79,715
Cressida	1,200	1,438	6,461	12,066
MR2	1,473	463	8,397	3,412
VOLKSWAGEN	11,547	9,853	79,995	80,205
Cabriolet	706	916	5,192	7,008
Corrado	585	0	3,167	0
Jetta	4,737	3,819	37,721	33,848
Golf/GTI	2,313	2,342	10,119	14,390
Passat	1,449	0	8,558	0
Quantum	2	9	28	856
Scirocco	0	9	9	834
Fox	1,755	2,758	15,201	23,269
VOLVO	7,639	9,173	56,939	62,216
240 Series	2,796	3,834	20,698	25,731
740 Series	3,790	4,154	30,098	27,620
760 Series	803	896	4,885	7,394
780	77	195	496	1,095
Tourist	173	94	762	376
YUGO	559	1,106	4,284	6,411
IMPORT TOTAL	213,047	239,775	1,485,021	1,645,595

*Estimate

Compiled by Karen Dellapenta

National lemon law model sours state lawmakers

By Helen Kahn
SENIOR CORRESPONDENT

A model lemon law for the nation has been rendered comatose.

The National Conference of State Legislatures shelved a final draft of the measure at its annual meeting held earlier this month in Nashville, Tenn.

Drafters had designed the model law for states looking to upgrade existing lemon laws. The draft represented a compromise between industry interests and consumer interests and was designed to avoid bloodletting from automakers, dealers and consumer groups. It is similar to lemon laws in Florida and Washington.

But the National Conference of State Legislatures apparently thought the model bill was not even worth a vote. One possible reason is that only two states — Arkansas and South Dakota — do not already have lemon laws.

Approval of the measure basically would have amounted to an endorsement. Drafters still hope that the more than 30 states that have first-generation lemon laws will consider the model when drafting second generation legislation, especially because adoption of the whole bill should thwart opposition from both industry and consumer groups.

The push for a model lemon law came two years ago at the urging of State Rep. John Woodcock III, a Connecticut lawmaker.

The conference was willing to talk to automakers and consider such a model law in order to improve uniformity among state laws. It took the position even though it vigorously opposed federal preemption of state lemon laws, either with a federal law or by the Federal Trade Commission's regulation of arbitration procedures.

Even after Woodcock was defeated in the 1988 election for the Connecticut legislature, the National Conference of State Legislatures project continued and was eventually joined by lawyers from General Motors and Ford.

No participation was asked or given from the import companies, according to the International Automobile Manufacturers Association. The association had earlier produced its own model lemon law, which was ferociously attacked by consumer groups and later quietly shelved.

All five drafters were veterans of the 18-month impasse between consumer activists and industry representatives who tried to work with professional negotiators to develop a compromise on the commission's procedural rules.

The work was done by Philip Nowicki, a lemon law expert who is now administrator of Florida's lemon law; Evan Johnson, formerly with the Center for Auto Safety and now with the office of consumer affairs in Montgomery County, Md.; David Collins, a lemon law specialist at General Motors; and Lassie Waldern, a lemon law specialist at Ford Motor Co. Pete Kitzmiller, an attorney with the National Automobile Dealers Association, took part to ensure that dealers would escape liability so long as they followed manufacturer's instructions.

N.Y. dispute may go to Supreme Court

The auto industry has asked the U.S. Supreme Court to decide whether federal rules preempt state lemon laws that impose certain requirements that go beyond those covered under U.S. regulations.

In particular, the industry wants a decision on whether New York may stop automakers from operating their own more limited arbitration programs.

In March, a federal court of appeals upheld the New York lemon law's mandates that automakers' informal mechanisms for settling disputes must include oral hearings, trained arbitrators and more written records.

The court said the fact that the 1975 Magnuson-Moss Warranty Act told the Federal Trade Commission to set "minimum" requirements for automakers' arbitration programs means Congress intended state laws to supplement, but not supplant, the automakers' informal dispute settlement mechanisms.

The federal appellate decision reversed an earlier lower court opinion finding that the state's extra requirements were banned because they were preempted by the Magnuson Moss law and Rule 703.

That ruling was identical to the makers' position and the one they are now trying to get confirmed by the U.S. Supreme Court.

— Helen Kahn

Used-car lemon law aids N.Y. buyers

By Helen Kahn
SENIOR CORRESPONDENT

The first seven months of New York's used-car lemon law arbitration program have produced more than $330,000 in refunds to consumers, according to State Attorney General Robert Abrams.

In 54 of the 77 cases decided so far under the new law, which became effective Jan. 1, settlements have favored consumers. Forty-one individuals have been awarded a total of $308,127, or an average of $7,515 per complaint. The remaining 13 consumers made settlements worth a total of more than than $25,000.

The used-car lemon law created an independent arbitration program that enabled buyers to seek restitution if a serious flaw developed within a certain time. It applies to purchases from new- and used-car dealers.

Abrams also noted that the latest figures show the state's new car lemon program, over its seven years of operation, has returned more than $60 million in cash refunds or replacement cars to more than 4,300 consumers. He added the law has been improved significantly and successfully, defended against "repeated legal challenges by the auto industry."

The American Arbitration Association has won a two-year renewal of its contract for administering the arbitration program for both new and used "lemons."

After Jan. 1, 1991, the filing fee for the new-car program will rise from $200 to $225. The fee for the used-car lemon arbitration will stay at $100 for the next two years. Filing fees for both programs are refundable if the consumer is successful.

A change in the law, to take effect Jan. 20, 1991, extends coverage on used vehicles. Those with less than 36,000 miles at the time of sale are covered for 90 days/4,000 miles, whichever comes first; 36,000-80,000 miles, 60 days/3,000 miles; and 80,000-100,000 miles, 10 days/1,000 miles.

Japanese makers fare well in Connecticut 'lemon' tally

By Helen Kahn
SENIOR CORRESPONDENT

A Connecticut report indicates that when it comes to lemon law grievances, it's not "Advantage Chrysler," as the ads say, but "Advantage Toyota."

Toyota accounted for only 0.70 percent of the lemon law cases eligible for arbitration in the state in 1989, well below what might be expected for a company that had 7.0 percent share of the state's vehicle market in 1989. Toyota and three other Japanese nameplates — Honda, Nissan and Mazda — had market shares well above their percentage of cases eligible for arbitration.

Each of the Big 3 brands, in contrast, claimed a higher percentage of arbitration cases than their market share would warrant.

A total of 141 complaints were eligible for arbitration during the first half of 1989. The cases kick in when defects are not corrected after four or more repair attempts for the same problem or after 30 days of repair services for any number of problems.

Nameplates with no cases eligible for arbitration included: Audi, Acura, Hyundai, Mercedes-Benz, Peugeot, Subaru, and Suzuki.

ARBITRATION ELIGIBILITY FOR CONN. 'LEMONS'

Manufacturer	'89 market share	Pct. of total cases eligible for arbitration
General Motors	30.0	35.0
Ford	21.0	28.0
Chrysler	15.0	21.0
Honda	7.7	1.5
Toyota	7.0	0.7
Nissan	3.3	1.4
Mazda	2.7	2.1

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OUR FIRST MONTHS TOTALS TOTAL FRONT-END GROSS $288,000 PLUS N.C+U.C.=141 FRONT-END GROSS $2042. PER	OUR FIRST MONTHS TOTALS TOTAL FRONT END GROSS $178,000 PLUS N.C.+U.C.=78 FRONT-END GROSS$2282 PER
OUR SECOND MONTH TOTAL FRONT-END GROSS $290,000 PLUS N.C.+U.C=107 FRONT-END GROSS $2710. PER	OUR SECOND MONTH TOTAL FRONT-END GROSS $ 180,000 PLUS N.C.+U.C.=74 FRONT-END GROSS $2432. PER
OUR THIRD MONTH TOTAL FRONT-END GROSS $285,000 PLUS N.C.+U.C.=111 FRONT-END GROSS $2568 PER	OUR THIRD MONTH TOTAL FRONT-END GROSS $176,000 PLUS N.C.+U.C.=79 FRONT-END GROSS $2228. PER

$$$

Autos recharge Ford Electronics

Engine controls replace refrigerators as sales top $2 billion

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Twenty years ago, Ford Electronics stood for Philco refrigerators, washers and stereos and a smattering of electrical components for Ford cars and trucks. It was the detour division for executives who did not make the corporate grade.

Today, Ford Electronics is a hot bed of technology and the fastest growing Ford division. Ford's electronic business has grown from sales of $450 million in 1984 to $2.1 billion in 1989, half the $4 billion posted by General Motors' Delco Electronics in 1989.

In response to that growth, the corporation has allowed the division to build six new plants and a new engineering center in the last six years, at the same time other divisions were restrained to not add capacity. Ford has broken ground for new electronics plants in Lansdale, Pa.; Cadiz, Spain; and Setubal, Portugal.

The growth has been spurred by a dramatic increase in electronics in a typical Ford vehicle.

"Electronics is strategic to the personality and functionality of the vehicle in the future whether that is in the arena of emissions, safety or security," said Frank Macher, Ford Electronics general manager.

"You can adjust the personality of the vehicle with electronics very easily. You can have a suspension system that adjusts to the condition and you can integrate that suspension with the transmission and engine to make the total system capable of responding to a driver's desire."

Macher's division is working on changes that will give Ford vehicles more personality. It is developing Ford's first active suspension, traction control and four-wheel-steering systems — technology Japanese and European makers offer on a few cars.

Also planned is the next generation electronic engine-control system, which has been referred to as the EEC-V. Macher said the controller will have more than double the computer capability of the present engine management system, known as the EEC-IV.

In the meantime, Macher said the EEC-IV system should give Ford an advantage over its competitors in Europe when tougher emission standards — similar to present U.S. standards — take effect in 1993. Ford has constructed a plant in Cadiz, Spain, to produce the EEC-IV for Ford of Europe's vehicles. The Cadiz plant will begin production in February 1991.

"The EEC-IV has a tremendous amount of development behind it. That development effort has come up with a tremendous amount of knowledge that has integrated into the software and the calibrations that we use in the United States. Those will have to be modified somewhat to meet local conditions," Macher added.

The real challenge will be in the United States where Macher is working with Ford's powertrain systems engineering organization on meeting tougher emissions and fuel economy standards in the future.

Also under Macher's direction will be developing controllers for Ford's new electronically controlled transmissions. The first transmission — a five-speed — will be produced beginning in 1991 at Ford's Van Dyke transmission plant in Sterling Heights, Mich. Eventually all of Ford's hydraulically controlled transmissions will be replaced by electronically controlled transmissions.

The automaker has not been aggressive in marketing critical components (such as engine controllers and suspension systems) to other automakers, other than those it holds an equity stake. Macher said Ford Electronics currently sells Mazda rear anti-lock brake modules for some of its trucks built in Japan (like the B2000) and audio systems, instrumentation, speed controls, passive restraint modules, powertrain controllers for the V-6 engine and small modules for the Probe. Mazda selected suppliers for the Probe.

"Our most important customer has to be Ford Motor Co. on a worldwide basis, our affiliated companies second and if there's any time for the rest of them, third," Macher said.

Only about 2 percent of the $2.1 billion in Ford Electronics revenues comes from non-Ford companies. Eight percent of Delco's $4 billion in revenue is from non-GM companies.

Macher said Ford is currently selling radios to General Motors of Brazil. It is also pursuing business with other automakers on non-performance sensitive componentry (radios and instrumentation).

Ford Electronics may see business from Ford's acquisition of British luxury carmaker Jaguar.

"I think Jaguar will benefit from Ford Electronics capability. They and other luxury car makers are going to be pressing to compete with Lexus and Infiniti," said Paul Hansen, publisher of *The Hansen Report on Automotive Electronics* and a New Hampshire-based electronics consultant.

Ford Electronics is not expected to be hurt by the sale of Ford Aerospace to Loral Corp. Though the division did supply parts and exchange technology with the aerospace unit, Macher said data from the technology transfer is already with Ford Electronics and will be used in the future. Macher said the door is open with Loral concerning future business.

The virtual electronics explosion will give Ford Electronics a healthy 15 percent growth in the next few years, Macher predicted. That's about double the anticipated 7 to 8 percent growth of the automotive electronics industry, according to Hansen.

Untouched by human operators, printed circuit boards for Ford's EEC-IV engine controller move through machines that insert various circuits.

Auto trade deficit tumbles 14.3% in April

WASHINGTON — The U.S. automotive trade deficit in passenger cars and light trucks fell 14.3 percent in April. The improvement is the latest in a string of positive trade statistics that have left the annualized automotive trade deficit down nearly $6 billion from the same period one year ago.

The value of imported cars and trucks declined 7.9 percent in April, while U.S. exports increased 15.2 percent.

"Total U.S. exports of autos and light trucks rose during April largely because of shifts in production by the Big 3," said Dennis Rapkins, chief of the U.S. International Trade Commission's Machinery and Equipment Division.

The biggest shift was an $59.09 million increase in exports to Canada, said Rapkins, whose agency keeps tabs on automotive trade at the request of Congress.

He said the sluggishness of the U.S. market accounts for the decline in imports.

Shipments from Japan were off 5.4 percent in April and are down slightly over the last 12 months. But Japanese makers have more than made up for that by boosting North American production.

The April vehicle trade deficit was $3.10 billion compared with a $3.61 billion deficit in April 1989.

The value of new vehicle imports in April dropped to $4.24 billion. Imports from Canada fell 10.3 percent. Other countries experiencing a decrease in U.S.-bound trade were South Korea, off 21.6 percent; Mexico, 23.5 percent; and Brazil, 19.5 percent. Countries classified as "others" dropped 27.1 percent.

New vehicle exports increased to $1.15 billion. Exports to Canada increased 9.8 percent, and shipments to Japan were up 59.3 percent. Exports to Japan were up 36.5 percent over the previous 12 months.

Exports to countries grouped as "others" registered a 23.4 percent increase.

U.S. AUTOMOTIVE TRADE

(x $1,000)

Passenger cars and light trucks (up to 10,000 lbs. gvw)

Country	Trade	April 1989	April 1990	Annualized trade May 1988-April 1989	Annualized trade May 1989-April 1990
Japan	from U.S.	$ 39,591	$ 63,061	$ 314,121	$ 428,633
	to U.S.	1,723,529	1,630,633	20,382,072	19,996,583
Canada	from U.S.	605,665	664,759	5,815,655	6,182,422
	to U.S.	1,120,433	1,005,084	13,000,541	12,659,893
West Germany	to U.S.	480,819	544,953	6,086,231	5,141,195
South Korea	to U.S.	156,029	122,397	2,365,847	1,148,521
Sweden	to U.S.	139,349	154,992	1,981,616	1,603,494
Mexico	to U.S.	116,476	89,216	1,259,098	1,072,423
Yugoslavia	to U.S.	2	2,028	26,435	2,190
United Kingdom	to U.S.	93,999	94,223	952,493	899,192
Italy	to U.S.	27,913	31,122	165,493	282,134
France	to U.S.	5,778	121	137,956	29,422
Brazil	to U.S.	14,502	11,683	274,811	248,832
Others	from U.S.	186,150	229,847	1,996,370	2,531,486
	to U.S.	52,254	38,140	364,227	419,691
Car and truck total	from U.S.	994,599	1,146,000	8,026,146	10,835,878
	to U.S.	4,605,090	4,241,947	54,274,950	51,241,421
VEHICLE TRADE BALANCE		(3,610,491)	(3,095,947)	(46,248,804)	(40,405,543)
Car total	from U.S.	831,406	957,867	6,087,335	9,142,541
	to U.S.	3,931,083	3,724,591	46,906,697	43,503,570
CAR TRADE BALANCE		(3,099,677)	(2,766,924)	(40,819,362)	(34,361,029)
Truck total	from U.S.	163,193	188,333	1,938,811	1,693,337
	to U.S.	674,007	517,356	7,368,253	7,737,851
TRUCK TRADE BALANCE		(510,814)	(329,023)	(5,429,442)	(6,044,514)
TOTAL U.S. Merchandise trade	from U.S.	30,969,200	32,306,800	338,833,300	374,567,400
	to U.S.	38,615,300	39,247,200	451,547,100	480,275,800
TRADE BALANCE		(7,646,100)	(6,940,400)	(112,707,800)	(105,708,400)

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THE BALTIMORE SUN

DOLLAR

FROM PAGE 3

percent of their sales in the United States, will not pull back from the American market.

"BMW and Mercedes can't afford to let the U.S. market disappear or shrink drastically," said Chew. "But you may see a further move upmarket and a move away from the attempt to defend the entry levels that you see at the moment. They have the products to do it."

In June, BMW of North America introduced its new 318is at $21,500, marking a retreat toward the $20,000 price range. Mercedes has plans to revive the 190E 2.3 for sale under $30,000. But Chew said upcoming model changes, most notably Mercedes' new S-class sedan, puts the companies in a position to move further upscale.

"The key thing is that the ability to increase prices in the U.S. market today is very limited" because of intense competition and thinning profit margins, said Reitman.

The German parent companies point out that they have become less dependent on North America in recent years, even though the overall importance of the American market guarantees their long-term commitment.

A BMW spokesman noted that the United States accounted for 15 percent of the company's sales revenue and 12 percent of production volume last year, down from nearly 20 percent of unit output in 1986. Along the way, U.S. sales have dropped 33 percent.

"We've had a shifting from the U.S. to Europe," he said. "So we not getting gray hairs about this. We look to that business as long term."

He said BMW would not intentionally change export patterns because of a weak dollar and added that the U.S. import operation remains profitable. He said the impact of continued current exchange rates on the group's profits for 1990 would be relatively small.

A VW spokesman also cited the company's reduced dependence on the U.S. market.

"In the late 1960s, 30 percent of our production was sold in the United States," he said. "Today, it is 8 percent."

Hans Halbach, Porsche AG's executive vice president for sales and marketing, said he doesn't believe the dollar will remain at 1.60 marks because that level does not reflect the strength of the U.S. economy.

In addition, "West Germany will have tremendous costs in this unification process, and I think it will affect the deutsche mark," he said.

But Porsche's exposure to the United States is now sharply reduced — from two-thirds of total sales in 1986 to less than one-third this year. Many here view Porsche as a blueprint for other German brands in the United States. It has moved steadily upmarket and stopped trying to defend its previous entry-level position.

"Demand is good for their products (in the United States)," said Reitman, "but they are keeping demand at a fixed level."

Analysts don't expect Mercedes or BMW to cut their allocations for the United States to divert units to more profitable markets. "Neither BMW nor Mercedes is very keen to start scaling back production at the moment," said Lawson. "They need the factory loadings to get the efficiencies. But they will probably be looking closely at what the programs for the U.S. this year."

GERMANY

FROM PAGE 1

East Germany combined will "approach current U.S. levels in less than 10 years." The research group projects 42 million cars on German roads by the end of the decade, or 508 cars per thousand residents. That compares with 33.7 million cars in 1989.

Volkswagen AG officials cite estimates that East Germany could grow to 550,000 units by 1995 — comparable in size to Europe's fifth-largest market, the Netherlands — and reach 700,000 by the end of the decade.

"The East German economy is shrinking, but there is confidence about the medium-term," said Edmund Chew of DRI Europe's Frankfurt office. "There is a lot of pent-up savings and a lot of purchasing power."

A boom in the West German used-car market, attributed to East Germans replacing their Trabants and Wartburgs with second-hand cars from the West, has indirectly bolstered the country's new-car market this year.

Dealers say the market for used cars up to 15,000 marks ($9,550) is all but cleaned out. The industry consensus is that about 100,000 cars were purchased by East German citizens in West Germany during the first seven months of 1990.

The Leipzig Institute for Market Research has estimated that about 70 percent of East German households are in the market for a car.

Demand is being fueled by the fact that East German cars average 11 years old.

Altogether, plans have been announced for more than 1,500 new dealer outlets in East Germany. Nearly 1,000 sales and service centers are already active — mostly VW and Adam Opel AG units. That compares with 1,081 Trabant outlets before the country's political changes.

Many of the new dealers are being culled from the ranks of the old Trabant service network. An Adam Opel spokesman said most new Opel dealers in the East are local entrepreneurs who have operated garages and workshops in the past.

VW Group, West Germany's market leader, has formed a marketing joint venture with its East German manufacturing partner, VEB IFA Kombinat Personenkraftwagen, maker of the Trabant. As of last week, VW had signed agreements with 420 Volkswagen-Audi and 150 Seat dealers in East Germany. A spokesman said orders for 11,500 VW Group cars have been received and sales of 33,000 VW-Audi-Seat cars in the country are expected during the 1990 calendar year.

"It is a bit more than we expected," he said.

Volkswagen's top East German seller is the Golf, not the smaller Polo. Other manufacturers also report that the lower-medium Golf/Ford Escort/Opel Kadett-class subcompacts are proving more popular than the Polo/Ford Fiesta/Opel Corsa superminis that were expected to comprise the top-selling segment in East Germany.

"Our logic said that the biggest demand for our existing product range would come on the Fiesta," said John Hardiman, chairman of Ford of Germany, in a recent interview. "We are getting demand from our West German dealers who are along the border, and interestingly enough the biggest seller is not the Fiesta, it is the Escort. It wasn't our logic, but that's how it is shaking out."

An Adam Opel spokesman also said that the vitality of the market has so far surpassed expectations and that demand for the Kadett has outstripped the Corsa.

Opel, Germany's second best-selling make, now has about 330 active dealers in East Germany and plans to have 400 by the end of 1991. The company has established a sales office in Berlin.

Virtually all manufacturers setting up sales and service networks are sponsoring training courses in West Germany for sales and technical personnel. Renault, among the most aggressive of the non-German companies, conducted a sales and training convention in Berlin in June.

THE ASSOCIATED PRESS

East Germans are dumping their plastic-bodied Trabants, some literally, and switching to Western-built cars.

Dealer networks in East Germany

List indicates current dealers and plans or expectations for the future.

VW — 420 Volkswagen-Audi and 150 Seat dealers signed

Opel — 330 dealers; 400 by the end of 1991

Ford — 140 dealers under contract, but only 79 active; 100 planned for operation by year-end and 200 eventually

Mercedes-Benz — 37 passenger-car dealers planned; 54 commercial vehicle dealers planned

BMW — 15 sales and service centers; 35 planned by end of year; 130 planned by 1994.

Fiat — 100 dealers; 200 planned

Renault — 250 dealers

Peugeot — 70 planned for appointment in September

Volvo — 8 dealers; 30 planned in 1991

Saab — 5 dealers; 15-20 by end of the year

Rover — 60 planned within 3-5 years

Nissan — 38 dealers; 70 by the end of the year

Mazda — 50 planned by the end of the year.

Honda — 18 dealers signed; 30 planned by year end; 100 eventually

Mitsubishi — 100 dealers

Subaru — 20 dealers signed

Toyota — 1 dealer; 45 by the end of the year; 150 in 1992

— Richard Johnson

PROFITS

FROM PAGE 1

ship during 1989, according to the association's just-released annual NADA Data report.

The results were brutal:

- About 25 percent of all new-car dealerships lost money in 1989.
- Profits for the average dealership plummeted 40 percent from 1988 — to the recessionary levels of 1980 — despite a modest increase in total sales dollars. The cause: high inventories that drove up floorplanning costs.

Floorplanning costs were so high last year that then NADA President Ron Tonkin exhorted dealers to stock fewer models as a means of trimming floorplanning interest costs. In 1989 the average dealership paid $127,000 in floorplan interest, according to NADA.

- For the average dealership, net profit before tax as a percent of total sales was a scant 1 percent.
- Average dealership net worth fell 7.4 percent during 1989, to $704,069 at the end of the year.

Even with reduced net worth, the average dealer's return on his investment, represented by net profits as a percent of net worth, declined sharply to 17.5 percent last year. The average return on a dealer's investment was 27.3 percent in 1988 and 37.6 percent as recently as 1986.

- The number of new-car dealerships continued to shrink and even the association's dealer optimism index had fallen to a nine-year low by July before stabilizing.

Total dollar sales for all franchised new car dealerships reached a record of $304 billion in 1989, an increase of less than 1 percent over 1988.

Parts and service accounted for 14.6 percent of total dealership sales, the highest percentage since the 1982 recession. Parts and service accounted for 64 percent of total profits.

Franchised dealers sold a record $44.4 billion in service and parts in 1989. That represents a 48 percent increase over 1985's volume. High vehicle sales, extended warranties and increased service contract sales contributed to the rise.

The average selling price for a vehicle including options and accessories rose 7 percent in 1989 to $15,100, based on actual transactions.

Because of declining sales and modest price increases, the average dealership's total dollar sales rose only 2 percent in 1989.

Dealers sold 14.7 million used vehicles in 1989 — almost as many used vehicles as new ones — representing 23 percent of the average dealership's total sales and 27 percent of total profits.

The number of franchised dealerships declined by about 350 in 1989, according to NADA. *Automotive News* statistics show an actual decline of 337 dealerships last year, for a year-end total of 24,576.

NADA says there are 4,500 fewer dealer principals today than seven years ago, even though the number of dealerships is virtually the same. Consolidation of dealerships accounts for the decrease.

Multiple dealership operators are the rule. More than half of all dealerships are currently part of a chain and more than 30 percent of all dealerships are part of a four-or-more dealership chain.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1989-90 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Dodge trucks	$750-$2,500	2.9	7.9	7.9	10.9	Sept. 30*
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Jeep	$500-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Plymouth	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*

*Incentive financing of zero percent for 24 months, 4.8 percent for 48 months and 7.9 percent for 60 months applies to Chrysler LeBaron coupe, Imperial, New Yorker, New Yorker Salon, New Yorker Landau and New Yorker Fifth Avenue; Dodge Daytona and Dynasty, and Jeep Cherokee and Wagoneer Ltd. Rates of zero or 2.9 percent for 24 months (depending on model), 7.9 percent for 48 months and 10.9 percent for 60 months are available on all other models.

Ford Motor Co. (1990 models)						
Ford cars*	$700-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Mercury*	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Continental, Mark VII	$1,500-$2,000					Sept. 26
Ford Motor Co. (1991 models)						
Crown Victoria	$750	7.9	7.9	7.9	10.9	Sept. 26
Grand Marquis	$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Finance incentive is 4.8 percent for 48 months on Ford Taurus and Thunderbird and Mercury Sable and Cougar.

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Sept. 26
Riviera	$2,000	7.9	7.9	7.9	10.9	Sept. 26
Reatta	$3,000	7.9	7.9	7.9	10.9	Sept. 26
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Oldsmobile	$750-$2,000	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$750-$2,000**	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$1,500**					

*Based on option package selected.
**Dealers contribute $1,000 on Grand Prix, $500 on Trans Sport.

General Motors (1991 models)						
Buick Regal Sedan	$500-$1,250*	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet Camaro, Caprice	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet S10	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Pontiac Firebird	$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Based on option package selected.

Hyundai (1989-90)	$500-$750	1.9	4.9	4.9	10.9	Sept. 4
Mazda (1990 models)						
323 SE	$750					Oct. 2
MX-6, 626	$500-$1,000					Sept. 5
Trucks	$750					Sept. 5
MPV	$500-$700 discount on option packages					Sept. 5
Mitsubishi (1990 models)						
Cars	$500-$2,000*					Aug. 31
Trucks	$750-$2,000*					Aug. 31

*Payments differ by regions.

Nissan (1990 models)						
Sentra	$1,000-$1,200					Oct. 2
Trucks	$1,000					Oct. 2
Sterling 1989 models	$5,000					Sept. 30
1990 models		0.9	0.0			Sept. 15
Subaru						
Justy (1989-90)	$500-$1,000					Oct. 2
Loyale (1990)	$800-$1,200					Oct. 2
Suzuki (1990 models)*						
Swift	$400-$1,500					Oct. 2
Samurai	$1,000					Oct. 2
Sidekick	$1,000-$2,500**					Oct. 2
Suzuki (1991 models)*						
Sidekick	$500-$600					Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to buyers of 1989 and 1990 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

Chrysler extends spiffs to Sept. 30

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. has extended cash rebates and lowered interest rates through Sept. 30 in a mix of dealer and consumer closeout incentives on 1989 and 1990 vehicles.

The cash paybacks, ranging from $500 to $2,500, depending on the model, are unchanged for the program that expired Aug. 14 and cover all models except minivans and convertibles. Chrysler is lowering the interest rate financing it offers on some models as an alternative to cash.

Instead of the cash, buyers can choose finance rates of zero percent for contracts up to 24 months; 4.8 percent for 48 months, down from 7.9 percent offered in the previous program; and 7.9 percent for loans up to 60 months, down from 10.9 percent. These lower rates apply to the Chrysler LeBaron Coupe, New Yorker, New Yorker Salon, New Yorker Landau, New Yorker Fifth Avenue and Imperial; Dodge Daytona and Dynasty; and Jeep Cherokee and Wagoneer Ltd.

The 4.8 interest rate matches similar financing announced by Ford Motor Co. a week earlier on the 1990 Ford Taurus and Thunderbird and Mercury Cougar and Sable.

Chrysler also is offering finance rates of zero or 2.4 percent for loans up to 24 months (depending on model), 7.9 percent up to 48 months and 10.9 percent for contracts up to 60 months on all other models.

Cash rebates by model are: $2,500 on the 1989 Dodge Raider; and $2,000 on the 1989 Chrysler Conquest and LeBaron Coupe, 1989-90 Eagle Premier Limited, Dodge 1989-90 Ramcharger, 1989 Dakota (except S Model) and 1989-90 Ram D/W series pickups (except diesel and Club Cab).

Also: $1,500 on the Eagle 1989-90 Premier ES and 1990 Summit; 1989 Dodge and Plymouth Colt and Vista; 1989 Jeep Comanche (except 2wd short bed); and Dodge 1990 Monaco ES, Dakota (except S Model and Club Cab), D/W series diesel pickup and Ram Van conversion units.

Additionally: $1,000 on the 1990 Chrysler LeBaron Coupe, 1990 Imperial, 1989 New Yorker, 1990 New Yorker Salon, 1989-90 New Yorker Landau and 1990 Fifth Avenue;

1989-90 Dodge Dynasty; 1990 Monaco LE; 1989-90 Daytona ES Turbo, Daytona Shelby; 1989-90 Ram D/W series diesel pickup; 1989-90 Dakota S Model; 1990 Dakota Club Cab; 1989-90 Ram Van, Wagon; 1989 Ram 50 4wd; 1990 Dodge and Plymouth Colt (except base three-door and wagon);

1989-90 Eagle Premier LX, 1990 Summit; Jeep 1990 Comanche; 1989 Comanche 2wd short bed; 1989-90 Cherokee; 1989-90 Wagoneer; and 1989-90 Grand Wagoneer.

Also, $750 on the 1990 Chrysler LeBaron sedan; 1989-90 Plymouth Acclaim, Sundance, Horizon and 1990 Laser; 1989-90 Dodge Spirit, Shadow, Omni and Daytona base and ES models; 1989 Ram 50 2wd; 1990 Plymouth and Dodge Colt base three-door and wagon; 1990 Colt Vista; and 1990 Eagle Talon.

The rebates also include $500 on the 1989-90 Jeep Wrangler.

Chrysler also extended to Aug. 31 the $750 cash rebate to dealers on the 1989-90 Chrysler LeBaron, Dodge Shadow and Spirit, and Plymouth Sundance and Acclaim.

Other incentives expiring Sept. 30 include $2,500 on the 1990 Dodge Monaco and 1989-90 Eagle Premier base model; $4,000 on the 1989-90 Jeep Grand Wagoneer; and $500 on 1989-90 Cherokee Ltd. and Wagoneer Ltd.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-90 models)		
LeBaron, Shadow, Spirit, Sundance, Acclaim	$750	Aug. 31
Monaco (1990 model)	$2,500	Sept. 30
Premier (1989-90 base models)	$2,500	Sept. 30
Cherokee Ltd., Wagoneer Ltd., Grand Wagoneer (1989-90 models)	$500-$4,000	Sept. 30
Ford Motor Co. (1990 models)		
Taurus SHO	$2,000	Sept. 26
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	Sept. 26
Crown Victoria	$300	Sept. 26
Town Car	$1,500-$2,500 based on number sold	Sept. 26
Continental Mark VII	$1,000-$2,000 based on number sold	Sept. 26
Audi (1990 models)		
100 Series	$1,500	Sept. 18
Hyundai (1989-90 models)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mazda (1990 models)		
929, RX-7	$500-$2,500, based on number sold	Sept. 5
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31
Nissan		
Stanza (1990 models)	$100-$1,000, based on number sold	Oct. 2
Trucks (1990-91 models)	$100-$200, based on number sold	Nov. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	Aug. 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$900	Oct. 2
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volkswagen (1990 models)		
Golf	$500	Aug. 31
Fox	$750-$1,000	Aug. 31
Corrado	$1,500	Aug. 31
Volvo (1989-90 models)	$200-$900, based on number sold	Aug. 31

*Quotas apply on Eclipse and 2wd pickups in some regions.
*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to dealers on sales of 1989 and 1990 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

NAVISTAR

FROM PAGE 2

be reduced from 45 to 38 trucks a day, beginning Sept. 3.

Based on these schedules, Navistar plans to produce 19,400 medium and heavy trucks during its fiscal fourth quarter, 3.96 percent fewer than it built in the same period last year.

The company cautioned that if the Middle East crisis produces a "mild recession," industry demand for medium and heavy trucks could be further depressed.

Meanwhile, sources close to Navistar said its pursuit of Mack is all but over.

Officially, a Navistar spokesman said nothing has changed since Navistar requested certain data about Mack and expressed an interest in purchasing it.

But, privately, sources close to Navistar said the Renault Vehicules Industriels lock on Mack's stock — Renault owns 46.6 percent of its common shares — has discouraged Navistar from pursuing it.

"There's not a lot of hope anything will develope from that," said one source.

For the future, Navistar is considering offering Detroit Diesel's Series 60 engine in its Class 8s.

There also has been a lot of discussion within the company about its need to move heavy-truck production out of the Springfield plant because of high operating costs there.

The opportunity to obtain Mack's new Winnsboro, S.C., was one of the reasons Navistar has been interested in acquiring Mack.

11 GM sites among idled; build down

By Karen Dotkowski
AUTOMOTIVE NEWS STATISTICIAN

Thirteen Big 3 U.S. assembly plants were idled last week due to part shortages or declines in dealer orders.

Of the six truck and seven car assembly plants shut last week, 11 are General Motors facilities.

Members of UAW Local 659 at an AC Rochester Division West plant in Flint, Mich., reached an agreement with GM last Tuesday ending a six-day strike that affected 24,740 workers.

GM truck facilities closed by the strike were Fort Wayne, Ind.; Flint, Mich.; Pontiac, Mich.; East and West; Moraine, Ohio; and Shreveport, La.

Car plants closed by the strike were Flint, Mich.; Lake Orion, Mich.; and Van Nuys, Calif.

Truck plants resumed output Thursday and Friday with the exception of Moraine, Ohio, which is scheduled to resume output today.

Car assembly plants in Flint and Lake Orion resumed Wednesday. The Van Nuys plant, closed Thursday during the first shift, is scheduled to reopen today.

A parts shortage not in conjunction with the AC West strike idled the Fairfax, Kan., plant last week. The Willow Run, Mich., plant is idled for two weeks due to a canceled export order of Chevrolet Caprices to the Middle East. Both plants will resume output Aug. 27.

Ford Motor Co. announced the idling of its Atlanta and Kansas City, Mo., plants this week and the Dearborn, Mich., plant last week due to shortages in dealer orders. The Dearborn plant will remain closed this week for a parts shortage. The Lorain, Ohio, plant has extended downtime due to a shortage of interior trim. All four plants are expected to resume output Aug. 27.

Chrysler Corp.'s No. 2 plant in St. Louis is idle this week for model changeover.

Last week automakers scheduled 111,263 units, 6.57 percent below the prior week and 11.37 percent below the year-ago week.

Truckmakers' estimated build of 57,725 units was 14.81 percent below the previous week and 24.70 percent below the year-ago week.

Last week's estimated production was split as follows: GM, 40.53 percent; Ford, 22.26 percent; Chrysler, 13.89 percent; Honda of America Manufacturing Inc., 8.08 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.97 percent; New United Motor Manufacturing Inc., 3.68 percent; Mazda Motor Manufacturing Corp., 3.26 percent; Diamond-Star Motors Corp., 2.89 percent; Nissan Motor Manufacturing Inc., 0.83 percent; and Subaru-Isuzu Automotive Inc., 0.61 percent.

Canada plus on cars, trucks

Canadian automakers scheduled 14,203 units last week, 15.37 percent above the prior week.

Truckmakers targeted production of 13,165 units, 145.30 percent above the previous week.

U.S. CAR	Week Ended Aug. 18, 1990	Week Ended Aug. 19, 1989	Week Ended Aug. 11, 1990	Aug. to Date	Jan. 1 to Aug. 18, 1990	Jan. 1 to Aug. 19, 1989
Horizon	0	1,134	0	0	4,327	19,783
Sundance	2,200	1,539	2,229	5,646	50,842	67,188
Acclaim	2,300	2,972	2,221	5,663	62,963	78,567
Total Plymouth	**4,500**	**5,645**	**4,450**	**11,310**	**118,132**	**165,538**
LeBaron A	0	0	0	0	8,064	0
LeBaron J	1,300	2,636	1,360	3,240	31,326	64,446
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	500	761	551	1,299	25,999	59,721
Fifth Avenue	1,300	1,671	1,322	3,232	17,907	2,976
Imperial	50	0	17	67	12,570	0
Total Chrysler	**3,150**	**5,068**	**3,250**	**7,837**	**95,866**	**130,089**
Omni	0	1,074	0	0	4,078	21,037
Daytona	900	1,757	815	2,132	20,877	52,701
Shadow	2,300	1,524	2,394	5,953	58,329	64,002
Dynasty	2,600	1,841	2,532	6,271	70,447	88,705
Lancer	0	0	0	0	0	1,528
Spirit	2,000	1,806	1,957	4,990	58,050	65,041
Total Dodge	**7,800**	**8,002**	**7,698**	**19,346**	**211,781**	**293,014**
CHRYSLER MOTORS	**15,450**	**18,715**	**15,398**	**38,493**	**425,779**	**588,641**
Escort	6,725	8,161	6,385	16,621	137,312	202,816
Mustang	0	4,420	3,720	5,899	88,727	137,792
Tempo	3,505	2,828	3,069	8,145	86,725	95,046
Taurus	7,803	6,435	7,931	20,104	227,200	231,289
Thunderbird	0	2,679	2,699	4,493	75,112	101,500
Total Ford Div.	**18,033**	**24,523**	**23,804**	**55,261**	**615,076**	**768,443**
Topaz	895	1,413	1,050	2,789	33,369	44,700
Cougar	0	2,723	1,793	2,934	49,857	87,191
Sable	2,039	2,104	2,496	6,048	68,781	74,713
Total Mercury	**2,934**	**6,240**	**5,339**	**11,770**	**152,007**	**206,604**
Continental	1,139	1,057	1,549	3,624	38,337	42,927
Mark VII	381	0	512	1,169	14,392	13,978
Town Car	2,280	2,158	3,095	7,249	98,400	80,826
Total Lincoln	**3,800**	**3,215**	**5,156**	**12,042**	**151,129**	**137,731**
Total L-M Div.	**6,734**	**9,455**	**10,495**	**23,813**	**303,136**	**344,335**
FORD MOTOR CO.	**24,767**	**33,978**	**34,299**	**79,074**	**918,212**	**1,112,778**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	1,940	1,079	1,932	4,445	56,722	35,996
Century	0	2,886	0	0	41,930	82,083
Riviera	438	334	284	722	13,838	11,808
Electra/Park Ave.	2,394	1,664	1,414	3,808	24,835	48,462
LeSabre (fwd)	3,240	2,751	2,779	6,019	102,743	95,479
LeSabre (rwd)	0	0	0	0	4,022	4,102
Reatta	0	114	0	0	5,277	3,304
Total Buick	**8,012**	**8,828**	**6,409**	**14,994**	**249,367**	**288,147**
Eldorado	453	274	295	748	13,009	19,479
Seville	453	210	311	764	23,570	14,258
Brougham (rwd)	948	596	1,002	2,646	17,911	22,763
DeVille (fwd)	2,512	3,920	1,760	4,272	100,174	126,608
Allante	88	0	89	230	2,871	2,086
Total Cadillac	**4,454**	**5,000**	**3,457**	**8,660**	**157,535**	**185,194**
Cavalier	6,140	2,056	4,709	12,207	204,395	235,426
Camaro	2,165	705	2,041	5,373	44,834	64,951
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	6,160	7,342	5,069	11,872	179,333	239,589
Caprice	0	2,704	5,330	9,133	161,072	116,543
Corvette	0	97	0	0	14,645	16,306
Total Chevrolet	**14,465**	**12,904**	**17,149**	**38,586**	**604,279**	**743,164**
Calais	2,140	1,192	2,136	4,931	64,657	57,685
Cutlass Ciera	0	1,309	0	0	48,972	58,574
Cutlass Supreme	1,500	2,688	1,369	4,076	56,493	56,780
Toronado	276	4	176	452	9,961	4,899
88 (fwd)	2,213	1,831	2,003	4,216	66,355	90,087
88 (rwd)	0	104	0	0	1,214	5,243
98	96	1,287	0	96	32,880	46,604
Total Oldsmobile	**5,225**	**6,415**	**5,684**	**13,771**	**280,532**	**319,872**
Sunbird	4,000	1,413	4,030	9,815	96,981	92,179
Grand Am	4,800	4,603	4,663	11,697	129,772	153,186
Firebird	1,085	563	1,183	3,033	27,632	35,791
Grand Prix	0	3,228	0	331	72,996	77,763
Pontiac 6000	0	1,650	0	0	36,411	53,073
Bonneville	2,062	2,098	1,506	3,568	50,091	58,140
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**11,947**	**13,555**	**11,382**	**28,444**	**413,883**	**472,283**
GENERAL MOTORS	**45,183**	**48,782**	**44,881**	**104,455**	**1,795,596**	**2,099,188**
DIAMOND-STAR	**3,211**	**2,706**	**3,236**	**8,184**	**82,351**	**38,899**
HONDA	**8,998**	**7,114**	**9,127**	**23,823**	**276,392**	**241,698**
Civic	2,040	1,266	2,029	5,293	73,981	81,800
Accord	6,950	5,848	7,098	18,330	202,411	159,858
MAZDA†	**3,627**	**3,850**	**3,368**	**9,021**	**109,221**	**128,486**
NISSAN	**920**	**2,565**	**206**	**1,296**	**32,396**	**74,114**
NUMMI	**4,199**	**4,123**	**4,199**	**10,823**	**134,529**	**131,413**
Corolla	2,100	1,719	2,172	5,576	67,742	53,136
Geo Prizm/Nova	2,000	2,404	2,017	5,247	66,787	78,277
SUBARU-ISUZU	**675**	**0**	**644**	**1,682**	**17,048**	**0**
TOYOTA	**4,428**	**3,778**	**4,457**	**11,432**	**137,987**	**82,441**
TOTAL CARS, U.S.	**111,263**	**125,549**	**119,987**	**287,975**	**3,809,819**	**4,497,729**
TOTAL CARS, CANADA	**14,203**	**17,656**	**12,311**	**34,837**	**649,718**	**613,724**
U.S., CANADA CARS	**125,466**	**143,196**	**131,298**	**322,811**	**4,509,736**	**5,021,444**
U.S., CANADA CARS AND TRUCKS	**196,256**	**236,852**	**204,522**	**513,198**	**7,576,666**	**8,363,994**

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Aug. 18, 1990	Week Ended Aug. 19, 1989	Week Ended Aug. 11, 1990	Aug. to Date	Jan. 1 to Aug. 18, 1990	Jan. 1 to Aug. 19, 1989
Monaco	400	0	394	885	6,532	0
Premier	875	1,276	846	2,271	7,747	25,965
CHRYSLER MOTORS	**1,275**	**1,276**	**1,240**	**3,156**	**14,279**	**25,965**
Tempo	0	3,286	2,286	4,110	74,807	81,776
Topaz	0	1,388	1,346	2,087	27,621	34,688
Crown Victoria	2,705	2,554	1,911	6,283	77,043	78,125
Grand Marquis	3,155	2,637	2,296	6,842	68,886	83,857
FORD MOTOR CO.	**5,860**	**9,865**	**7,839**	**19,323**	**248,357**	**278,446**
Celebrity	0	0	0	0	20,319	15,231
Cutlass Ciera	0	0	0	0	53,487	95,976
Lumina	1,797	3,996	0	1,797	134,017	87,613
Regal	1,251	280	0	1,251	58,433	43,944
GENERAL MOTORS	**3,048**	**4,276**	**0**	**3,048**	**266,256**	**242,764**
HONDA	**2,150**	**1,758**	**1,674**	**5,114**	**65,903**	**52,439**
HYUNDAI	**720**	**0**	**536**	**1,256**	**12,499**	**0**
TOYOTA	**1,150**	**481**	**1,022**	**2,941**	**37,171**	**8,923**
VOLVO	**0**	**0**	**0**	**0**	**5,253**	**5,187**
TOTAL CARS, CANADA	**14,203**	**17,656**	**12,311**	**34,837**	**649,718**	**613,724**

U.S. TRUCK	Week Ended Aug. 18, 1990	Week Ended Aug. 19, 1989	Week Ended Aug. 11, 1990	Aug. to Date	Jan. 1 to Aug. 18, 1990	Jan. 1 to Aug. 19, 1989
Caravan	0	1,702	0	0	67,046	66,533
Dakota	1,400	1,975	1,374	3,535	42,991	61,706
Caravan C/V	0	80	0	0	4,171	4,664
Ram pickups	2,100	1,989	2,086	5,271	63,618	61,817
Total Dodge	**3,500**	**5,746**	**3,460**	**8,806**	**177,826**	**194,720**
Cherokee	3,200	4,017	2,457	5,657	95,847	142,122
Comanche	200	464	169	369	4,610	18,967
Grand Wagoneer	300	325	252	552	4,322	7,489
Wagoneer	50	103	63	113	2,298	5,317
Total Jeep	**3,750**	**4,909**	**2,941**	**6,691**	**107,077**	**173,895**
Voyager	0	1,591	0	0	62,823	62,533
Town & Country	0	182	0	0	2,078	2,016
Total C-P Div.	**0**	**1,773**	**0**	**0**	**64,901**	**64,549**
CHRYSLER MOTORS	**7,250**	**12,428**	**6,401**	**15,497**	**349,804**	**433,164**
Aerostar	3,498	3,701	4,625	11,465	129,966	147,195
Bronco	989	1,458	985	2,569	33,303	50,119
Bronco II/Explorer	4,343	2,245	4,748	12,546	114,081	77,833
Econoline	4,212	4,158	4,168	10,806	124,153	149,617
Mediums/Heavies	1,146	0	1,167	3,137	34,722	39,861
Light trucks	10,454	9,845	10,871	26,819	290,043	340,894
Ranger	4,704	6,070	5,512	13,742	180,767	204,572
Total Ford Div.	**29,346**	**27,477**	**32,076**	**81,084**	**907,035**	**1,008,091**
FORD MOTOR CO.	**29,346**	**27,477**	**32,076**	**81,084**	**907,035**	**1,008,091**
Astro	2,487	2,044	2,933	7,231	80,232	106,475
Blazer	269	0	359	857	11,403	0
Lumina APV	0	543	0	0	58,553	18,493
Mediums/Heavies	415	348	525	1,119	5,941	7,026
P-Model	0	0	0	0	15,501	20,749
Pickups	4,270	8,494	3,928	13,411	258,506	261,858
S-10	868	5,208	4,301	7,908	148,963	174,593
S-10 Blazer	815	3,475	2,788	6,086	63,293	127,336
Sportsvan/Van	649	1,811	0	649	38,437	63,739
Suburban	1,131	1,455	1,593	3,706	45,100	51,629
Total Chevrolet	**10,904**	**23,378**	**16,427**	**40,968**	**725,929**	**829,179**
Jimmy	82	167	105	259	3,523	5,471
Mediums/Heavies	608	561	537	1,426	6,751	11,628
P-Model	0	0	0	0	2,063	2,916
Pickups	939	2,774	1,028	2,667	91,474	77,921
S-1/Sonoma	100	899	482	1,349	33,999	39,805
S-15 Jimmy	50	1,354	870	1,584	21,298	35,640
Safari	732	568	854	2,072	28,834	27,717
Suburban	627	673	736	1,766	22,466	20,220
Vandura/Rally Vans	247	645	0	247	14,376	18,000
Total GMC	**3,385**	**0**	**4,612**	**11,370**	**224,784**	**0**
Olds Silhouette	0	0	0	0	23,636	0
Pontiac Trans Sport	0	7,641	0	0	36,842	233,377
GENERAL MOTORS	**14,289**	**31,019**	**21,039**	**52,338**	**1,011,191**	**1,091,568**
NAVISTAR	**0**	**0**	**1,983**	**2,587**	**46,238**	**52,138**
NISSAN	**2,458**	**0**	**2,351**	**5,443**	**32,421**	**0**
SUBARU-ISUZU	**948**	**2,298**	**837**	**2,270**	**18,264**	**77,479**
AM GENERAL*	**458**	**458**	**458**	**1,178**	**14,498**	**14,498**
MISCELLANEOUS*	**3,000**	**3,000**	**3,000**	**7,000**	**96,000**	**98,000**
TOTAL TRUCKS, U.S.	**57,725**	**76,000**	**67,757**	**169,198**	**2,536,943**	**2,737,518**

CANADIAN TRUCK	Week Ended Aug. 18, 1990	Week Ended Aug. 19, 1989	Week Ended Aug. 11, 1990	Aug. to Date	Jan. 1 to Aug. 18, 1990	Jan. 1 to Aug. 19, 1989
Caravan	912	2,726	351	1,276	83,993	89,437
Caravan C/V	0	164	0	0	5,610	7,488
Ram Wagon	1,558	658	1,155	2,715	16,964	16,654
Ram Van	346	1,706	145	491	34,253	42,878
Total Dodge	**2,816**	**5,254**	**1,651**	**4,482**	**140,820**	**156,457**
Voyager	825	2,150	295	1,131	66,889	79,474
Total Plymouth	**825**	**2,150**	**295**	**1,131**	**66,889**	**79,474**
Wrangler	1,332	1,839	1,100	2,951	36,385	51,290
Total Jeep	**1,332**	**1,839**	**1,100**	**2,951**	**36,385**	**51,290**
CHRYSLER MOTORS	**4,973**	**9,243**	**3,054**	**8,564**	**244,094**	**287,221**
FORD MTR. (R. Wis.)	**3,312**	**2,799**	**2,141**	**7,328**	**88,464**	**106,762**
Light trucks	3,480	3,001	0	3,480	105,838	99,922
Vans	0	173	0	0	31,928	36,804
Total Chevrolet	**3,480**	**3,174**	**0**	**3,480**	**137,766**	**136,726**
Light trucks	1,400	1,723	0	1,400	41,132	44,629
Vans	0	97	0	0	13,309	18,088
Total GMC	**1,400**	**1,820**	**0**	**1,400**	**54,441**	**62,717**
GENERAL MOTORS	**4,880**	**4,994**	**0**	**4,880**	**192,207**	**198,443**
NAVISTAR	**0**	**0**	**172**	**386**	**6,124**	**7,894**
TOTAL TRKS. CANADA	**13,165**	**15,036**	**5,367**	**21,270**	**531,889**	**605,819**
U.S., CANADA TRKS.	**70,890**	**91,036**	**73,124**	**190,367**	**3,067,832**	**3,343,389**

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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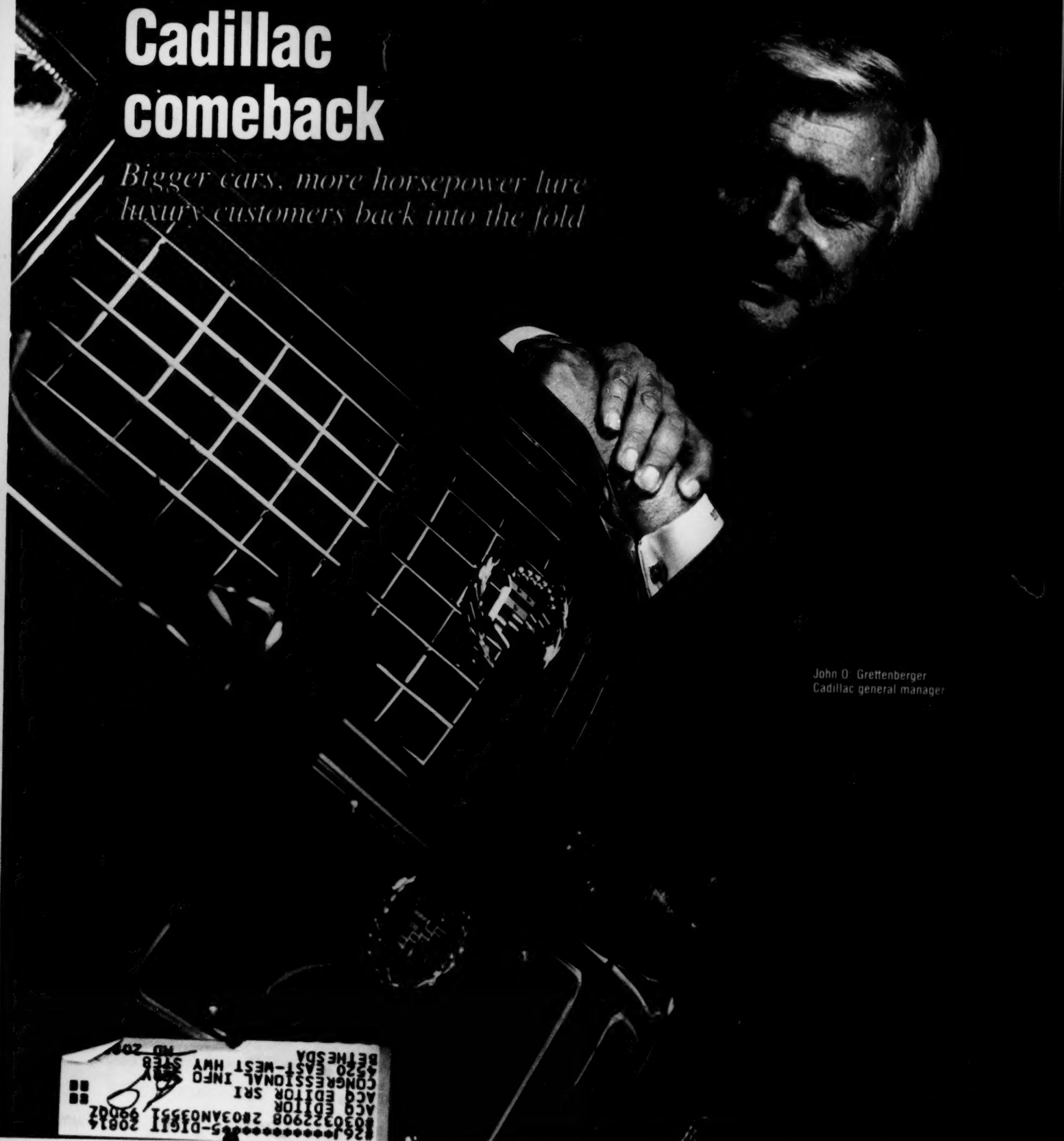
Automotive News

August 27, 1990 — 65th year — $65.00 per year, $2.00 per copy

Cadillac comeback

Bigger cars, more horsepower lure luxury customers back into the fold



John O. Grettenberger
Cadillac general manager

NEWSPAPER

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August 27, 1990

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65th year—$65.00 per year, $2.00 per copy

Saturn will tout its people first, then its cars

By Raymond Serafin and Patricia Strnad
CRAIN NEWS SERVICE

Saturn Corp. plans to dramatize how it is a "different kind of company" by profiling employees and dealers in advertisements preceding the introduction of its first cars this fall.

The testimonial-like corporate advertising on television and in print will be followed by product advertising, said Saturn dealers familiar with some aspects of ad launch plans.

Officials at General Motors' Saturn Corp. and its ad agency Hal Riney & Partners in San Francisco have declined to discuss the advertising.

One source, who asked not to be identified, said Saturn plans to include in the prelaunch television campaign "character studies" of some of those who moved to Spring Hill, Tenn., to be part of the startup of the Saturn manufacturing complex there. The move is told from the point of view of employees, their families and even a dog, the source said.

Saturn is expected to use the ad theme line, "A different kind of company. A different kind of car."

The Saturn sedan and coupe began rolling off the assembly line in Spring Hill on July 31. Cars are expected to begin reaching dealership showrooms in late October or November.

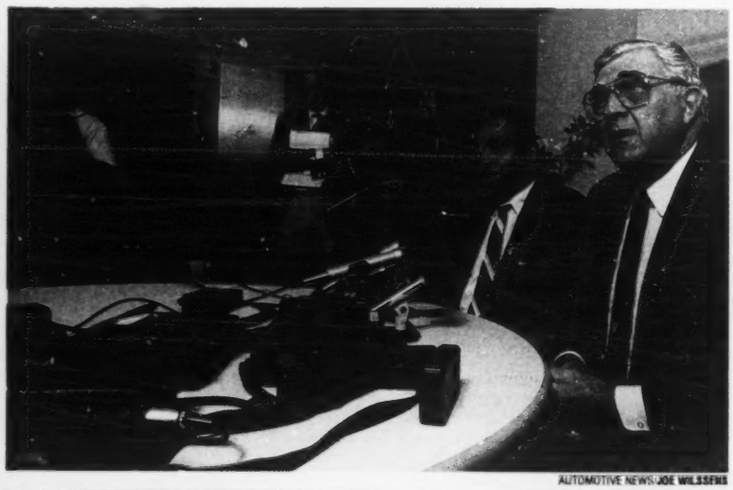
Saturn officials have told dealers that only 5 percent of the general car-buying public knows what Saturn is, so generating awareness will be an important part of early advertising.

"We have to introduce the company," said dealer Bert Boeckmann, who has the Saturn franchise for the north Los Angeles area. "If we do the right advertising job, we'll have people come in to drive the car." Boeckmann expects ads to break in mid-September.

John Campbell III

One person featured in a print ad is California megadealer John Campbell III, who is opening a Saturn dealership in Santa Ana, Calif. Campbell said the ad will mention that he also holds a Nissan franchise, in an attempt to show that an import dealer has confidence that Saturn will appeal to buyers. With this

see SATURN, page 39



AUTOMOTIVE NEWS/JOE WILSSENS

Guessing game
Reporters question UAW President Owen Bieber about which Big 3 company will be picked as the strike target. Bieber will announce the UAW's choice Tuesday. See story on Page 2.

Big 3 continue Mideast activities

Sales strong for GM and Ford; Chrysler returns next month

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. will begin its reentry into the Middle East market next month with the first shipments of Jeeps and large cars.

The timing of the return may seem terrible. But Chrysler executive Jonathan Holcomb forecasts a drop of just 10 to 15 percent from Chrysler's earlier projections of 6,000 to 8,000 sales in the Middle East for the 1991 model year.

The Iraqi occupation of Kuwait and the American military buildup in the Persian Gulf are not prompting the Big 3 to abandon a buoyant Mideast big-car market.

"We're not pulling out of the Middle East or anything else," says Holcomb, director of Middle East, Africa, Far East and Latin America sales for Chrysler's International Operations. "We are moving forward in our plans."

Meanwhile, Holcomb is looking for new transportation routes to get products to Mideast dealers.

Chrysler's calm typifies the domestic automakers' plans. The Middle East is the largest export market for North American-built cars and trucks for both General Motors and Ford Motor Co.

The Big 3 expect the crisis to have little effect on their generally buoyant Mideast sales outside of Kuwait.

Last year, GM sold 42,952 North American-built cars and trucks in the Middle East, about 42 percent of its 103,120 North American exports. Ford sold 9,550 North American-built cars and trucks in the Middle East, more than a quarter of its 37,000 exports.

Chrysler virtually ended exports

see MIDDLE EAST, page 38

GM begins '91 rebates before '91 intro

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Before it is even under way, the 1991 model year is beginning to look a lot like the 1990 model year as far as consumer rebates are concerned.

Pontiac, Oldsmobile and Chevrolet are offering cash payments of $500 to $1,500 to buyers of 1991 models that reach dealerships before their official introduction on Sept. 27. Dealers have permission to pre-sell those cars.

The new GM incentives run through Sept. 26, thus the rebates on the 1991 models expire before those 1991 models are officially on sale.

These programs follow by just two weeks the announcement of pre-introductory price hikes of $100 to $2,780 on most models involved in the rebates.

The incentives are the first to be offered on 1991 models with fall introduction dates.

In addition to its current rebates on 1989 and 1990 models, Pontiac is offering payments on all of its 1991s.

The Pontiac rebates are: $500 on

see INCENTIVES, page 39

ROLLING REVIVAL

Roughed up by downsizing, Cadillac returns to its roots, boosts sales; now focus turns to younger buyers

By Michelle Krebs
SPECIAL CORRESPONDENT

Actors Robert Conrad, Robert Guillaume and Garrett Morris drive Eldorados or Sevilles. Comic Louie Anderson and Hollywood stars Loni Anderson, Burt Reynolds, Larry Hagman and Sylvester Stallone tool around in Allantes.

Cadillacs, according to *Gentlemen's Quarterly*, are making a comeback on Hollywood's Rodeo Drive.

They are also returning to highways and byways in the rest of the country.

In the last two years, Cadillac has achieved an uptick in sales, market share and reputation largely by winning back customers — from the Hollywood movie stars to the Midwest business executives — who turned away from General Motors' flagship division in the mid-1980s.

Now, just when things look bright again, the Middle East crisis could threaten Cadillac's resurgence, but Cadillac officials are optimistic. They believe the division is in better shape to cope with an oil crisis than it was 10 years ago.

Though all of its cars are powered by V-8 engines, today's engines are more fuel efficient than those of a decade ago. The Cadillac V-8s of 1979 averaged 10 mpg. Today's average 16 in the city and 26 mpg on the highway even though horsepower has steadily increased.

In addition, Cadillac says luxury car buyers are willing to pay for size and power. The Cadillac Brougham, for

see CADILLAC, page 32

AUTOMOTIVE NEWS/JOE WILSSENS

Having steered Cadillac back to healthier sales, General Manager John Grettenberger's current challenge is to keep luxury car buyers from defecting to imported competitors.

NEWSPAPER

INSIDE:

Automakers roll out their 1991s

- Alfa Romeo, Page 34
- Buick, Page 35
- Audi V8, Page 34
- Hyundai, Page 34

INTRO 1991

UAW mulls strike target choice

Ford tagged the favorite, quick settlement might pressure GM

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Market share will play a crucial role in this year's contract talks between the UAW and the Big 3 automakers.

With General Motors gaining market share and Ford Motor Co. and Chrysler Corp. losing, some analysts and union leaders believe that GM may be less willing to risk a strike and less willing to break the contract pattern should Ford be selected as the target company again this year.

Union President Owen Bieber will announce his strike target Tuesday to top union leaders meeting in Detroit.

Once the union picks a target, bargaining will be concentrated at that company until a pattern-setting contract is agreed upon.

At GM's annual meeting in May, shareholders approved an increase in pensions for top executives.

The increases "may have been made with a purpose in mind; namely, get the UAW so upset that the leadership would be forced to choose GM as the target company," wrote auto analyst Jack Kirnan in a Kidder, Peabody & Co. newsletter. "Although the very complexity of the job security issue would argue for GM being chosen as the UAW strike target, we continue to believe that the odds favor Ford."

UAW President Owen Bieber will announce the strike target on Tuesday. Contracts expire Sept. 14.

Some union insiders close to negotiations tell *Automotive News* that their money, too, is on Ford. It's widely believed that the union can settle quickly with Ford and get what it wants because the company has good rapport with its workers and is operating at near 100 percent capacity.

"You would think the union would want to pick GM, but they can get a quicker response from Ford, and GM will have to meet the competition," said Irvin Otis, former director of industrial engineering for Chrysler. Otis is president of Irvin Otis & Associates Inc. in Southfield, Mich., a consultant firm that specializes in plant management and productivity.

Otis said the recent six-day strike at a GM parts plant in Flint, Mich., showed how the just-in-time system can quickly cripple a company. Eleven GM assembly plants were shut down due to the strike; the company lost production of 21,000 vehicles.

GM earns $2,356 on each large vehicle it sells and loses $1,395 on each small and mid-sized vehicle,

see LABOR, page 36

40 YEARS OF STRIKES

Table shows length of nationwide strikes by UAW during contract negotiations, in days, and indicates years in which local strikes took place during contract negotiations.

	Ford	GM	Chrysler
1950			104
1953			
1955	*	*	
1958	1/2	1/2*	*
1961	9	14	
1964	*	11	
1967	65		
1970		67	
1973			9
1976	28	*	
1979			
1982			
1984		*	
1985			12
1987			
1990		*	

SOURCE: UAW
*Local strikes

Capris are commanding price premiums in California.

Some dealers can't resist marking up Capri prices

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Dedicated Mercury owner Lance Clay of Los Angeles couldn't wait for the sporty Mercury Capri to hit the showrooms last month. At an auto show in Hawaii in 1982, he had fallen in love with the Barchetta concept car that eventually became the Capri.

But Clay's excitement dimmed when he entered Star Lincoln-Mercury in Glendale, Calif., and saw the words "dealer mark-up $3,000" on a price tag for a base model Capri. The dealer, according to Clay, attributed the mark-up to upgraded equipment.

"I had to look at the vehicle again to make sure it wasn't a Miata," said Clay, referring to the Mazda roadster that continues to fetch more than the manufacturer's suggested retail price. Craig Garland, the dealership's sales manager, said the store changed owners three weeks ago and the added price on the Capri "was one of the first things to go."

Garland said Capris at Star are now priced without any dealer mark-up.

But another California dealer is continuing to receive premiums for the Capri. Jack Goode, assistant sales manager of Fresno Lincoln-Mercury in Fresno, said his dealership is asking $2,500 over sticker.

"We're only getting about half of that," said Goode, who said the dealership has sold all but one of the 12 Capris that it has received in the last month.

"People are willing to pay a premium for the car," he said.

Other California dealers told *Automotive News* that although the Capri is in high demand, they will not pad the sticker.

L-M spokesman Chuck Snearly said L-M General Manager Ross Roberts received a letter from Clay about his experience with Star Lincoln-Mercury. The division contacted Star and was assured that the cars were currently selling at the manufacturer's suggested retail price.

Snearly said L-M has had no other reports of dealers selling the Capri at inflated prices. He said those who do mark up the Capri will be "counseled" by L-M, but the division does not plan to curtail Capri shipments to offending dealers. L-M has said in the past that it does not want its dealers to mark-up Capri prices.

Domestic vehicle sales fall 4.55 percent in mid-August

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Trucks and transplant cars were the only gainers in the middle 10 days of August as domestic vehicle sales dropped a modest 4.55 percent from high year-ago figures.

Tom Webb, chief economist for the National Automobile Dealers Association, said he "expected much worse" in light of the crisis in the Middle East and rising energy prices.

A year ago, cars sold fast when historically high consumer incentives helped rid showrooms of hefty inventories.

Sales totaled 260,106 vehicles during the Aug. 11-20 period, which had eight selling days, the same as last year. Truck sales were up 5.07 percent with 100,766 units delivered. Car sales slipped to 159,340, down 9.77 percent from 1989.

As it has for much of this year, Chrysler Corp. had the biggest drop: 19.54 percent. Chrysler's truck sales fell 9.51 percent; its car sales declined 27.27 percent.

At Ford Motor Co., all Lincoln nameplates had gains, but every other Ford Motor Co. nameplate was down. An increase in truck sales helped Ford limit its overall vehicle sales decline to 7.37 percent in mid-August.

GM's overall sales slipped 6.10 percent. Car sales slid 10.15 percent; truck sales were up 1.31 percent.

Chevrolet, up 8.65 percent in overall car sales, was the only GM division to report an increase. Oldsmobile fared worst among GM's divisions, down 32.44 percent.

Nissan joined Chrysler as the only domestic maker to report a decline in truck sales, and its combined domestic car and truck sales slipped 0.26 percent.

Mazda led all transplants with a gain of 182.38 percent. The 1,900 deliveries of the 626 model, which hadn't yet gone into production at the Flat Rock, Mich., plant at this time last year, helped Mazda's rise.

Toyota's sales of U.S.-built vehicles were up 65.78 percent; Honda's were up 26.62 percent; and Mitsubishi's were up 23.62 percent.

10-DAY SALES

DOMESTIC BUILT

CARS

	August 11-20, 1990	% change '90 vs. '89
Eagle	1,526	– 1.61
Chrysler	4,038	+ 20.72
Dodge	7,250	– 29.97
Plymouth	4,997	– 45.93
CHRYSLER MTRS.	**17,811**	**– 27.27**
Ford	28,359	– 23.16
Lincoln	8,142	– 33.11
Mercury	4,612	+ 11.83
FORD MOTOR	**41,113**	**– 22.72**
Buick	11,970	– 24.85
Cadillac	5,570	– 5.14
Chevrolet	30,223	+ 8.65
Oldsmobile	9,701	– 32.44
Pontiac	12,633	– 10.00
GENERAL MTRS.	**70,097**	**– 10.15**
HONDA	**12,323**	**+ 26.62**
MAZDA	**2,660**	**+ 182.38**
MITSUBISHI	**1,120**	**+ 23.62**
NISSAN	**3,129**	**+ 3.92**
SUBARU	**643**	**—**
TOYOTA	**10,444**	**+ 65.78**
U.S. CAR TOTAL	**159,340**	**– 9.77**

TRUCKS

Chrysler	62	– 13.89
Dodge	8,690	– 5.67
Jeep	4,700	– 22.28
Plymouth	3,617	+ 2.44
CHRYSLER MTRS.	**17,069**	**– 9.51**
FORD MOTOR	**36,512**	**+ 19.34**
Chevrolet	32,859	– 2.52
GMC	8,707	– 2.27
Oldsmobile	830	—
Pontiac	791	—
GENERAL MTRS.	**43,177**	**+ 1.31**
ISUZU	**302**	**—**
NISSAN	**3,606**	**– 3.55**
U.S. TRK. TOTAL	**100,766**	**+ 5.07**
U.S. CAR-TRUCK TOTAL	**260,106**	**– 4.55**

There were 8 selling days in the period this year and last year.

Fleet buyers maintain orders for 1991

By Joseph Bohn
TRUCK EDITOR

Fleet sales may help stabilize an otherwise chaotic new-car and truck market in 1991.

Major fleet buyers, who are formulating their 1991-model buying plans, expect to repeat last year's strong buying activity, an *Automotive News* survey of seven major corporations suggests.

3M drops Dynasty for Acclaim, Page 36

Given the uncertainties in the economy and the oil supply from the Middle East, some fleets may still reassess their trade-in or buying plans.

But heading into 1991, it's still business as usual.

In 1989, fleet sales constituted about 20 percent of all new-vehicle sales, up from 13.5 in 1979, according to the National Automobile Dealers Association.

And fleets consist almost exclusively of domestic nameplates, according to Phillip Russo, assistant executive director of the National Association of Fleet Administrators in Iselin, N.J.

Uncertainty in the world hasn't translated into fleet buyers pulling in their horns.

As Tim Hoffman, manager of fleet services for 3M Corp. in St. Paul, Minn., pointed out, "If I have a stable replacement cycle that makes economic sense to our fleet, then we'll stay with that cycle unless there's a severe recession in the economy.

"Deferring purchases has a way of catching up to you. It's like not paying your Visa bill. Ultimately, it's still there," Hoffman added.

Chevrolet's Lumina APV minivan will continue to make inroads into commercial fleet markets this fall.

Premark International Inc.'s Tupperware Division in Kissimmee, Fla., for example, has placed orders for 2,500 Lumina APVs, according to John Bandy, director of fleet operations. They will replace Dodge Caravans.

Bandy cited the APV's "modern look" and "flexibility seating" as primary reasons for selecting it.

Tupperware's fleet business is basically all van. The company turns over its fleet of nearly 7,000 vehicles every two years.

Xerox Corp. of Rochester, N.Y., gave its employees a choice of Lumina APV, Dodge Caravan C/V cargo van or Ford Ranger pickup truck last year and plans to do so again in 1991, according to Ron Pink, business manager for vehicle fleet business.

About 2,200 employees picked Lumina APVs, 1,500 picked the Chrysler minivan and 200 picked Ford Ranger. Xerox also bought about 200 Pontiac 6000 mid-sized cars.

Pink expects the company to purchase 3,500 to 3,800 vehicles in 1991, following last year's pattern.

"We had excellent driver feedback on all the products," he said. "We're very happy with them."

The National Association of Fleet Administrators says about 99 percent of fleet vehicles are domes-

see FLEETS, page 36

Corrections

- A story last week gave the wrong pre-introductory price for the 1991 Oldsmobile Toronado Trofeo. The price is $26,495.
- An Aug. 6 story on the Chevrolet Caprice stated that its air bag would deploy in frontal impacts over 24 mph. Actually, the bag will deploy at speeds as low as 12 mph, depending on the severity of the impact.
- A headline Aug. 20 mistakenly identified Bill Nerenberg, who was released by the National Vehicle Leasing Association, as the organization's founder. He was the executive director.

Delays prompt Chevrolet to drop Beretta droptop

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Chevrolet last week canceled its long-delayed convertible version of the Beretta compact coupe.

That leaves Chevrolet dealers with only Camaro to offer in the mid-price segment of the convertible market. But sources at Chevrolet and ASC Inc. of Southgate, Mich., say Chevrolet has been discussing reviving the Cavalier convertible that was dropped at the end of the 1989 model year.

The demise of the Beretta program was announced by the parent of the company that was doing the conversion: C&C Inc. of Brighton, Mich.

"General Motors made a marketing decision," said Kenneth J. Zak, manager of investor relations at Masco Industries Inc., of Taylor, Mich. Masco bought C&C in 1987.

"The inventory on Corsica and Beretta is high," Zak said.

Last year Chevrolet sold 96,765 Berettas through the first seven months. Sales for the period dropped to 63,481 this year.

Another problem, Zak said, "was that this was supposed to be a '90 program and it was delayed for a variety of engineering problems and changes."

Chevrolet spokesman Tom Hoxie said delay, as C&C struggled to meet Chevrolet's tougher goals for quality, forced the cancellation. That delay allowed other makers to get a secure footing in the affordable convertible market.

Beretta competition would have included ragtop versions of the Pontiac Sunbird, Dodge Shadow, Ford Mustang, Chrysler LeBaron, Mercury Capri, Toyota Celica, Volkswagen Cabriolet and Camaro.

Hoxie said the price of the droptop Beretta was originally supposed to fall somewhere between $15,000 and $17,000. But he said estimates this year put the price closer to $20,000.

"Based on our analysis of the convertible market in this size and price range, we concluded that a sufficient opportunity to market the Beretta convertible profitably no longer existed."

Asked about reviving the Cavalier convertible, Hoxie said the possibility had been discussed with ASC.

The Southgate company converted the Cavalier and continues to convert the Pontiac Sunbird at a plant in North Jackson, Ohio, just a few miles from the Lordstown, Ohio, plant that builds the J-cars. An ASC representative said it would only take "three to six weeks" to make the changes necessary to again produce the Cavalier convertible.

In June 1989, Chevrolet told the press that the Beretta convertible would be built in January 1990 "with the first units going to dealerships in Florida and California." The balance were due in showrooms by last spring.

see BERETTA, page 38

Oldsmobile convertible last of 1990 introductions

Shipments of the Oldsmobile Cutlass Supreme convertible began the week of Aug. 13, making it the final 1990-model vehicle to be introduced.

The $20,995 car was announced Sept. 7, 1989, for a midyear introduction, but manufacturing difficulties at GM's Doraville, Ga., plant delayed the project. Only 450 were built before the plant changed over to 1991 models.

The ambitious conversion of coupes to convertibles is carried out at the plant by GM and conversion specialist C&C Inc. of Brighton, Mich. The convertible design uses a structural top bar that contributes to body rigidity, retains standard seatbelt anchors and outside door-handle mechanisms and protects rear-seat passengers from some wind buffeting. The top mechanism is electrically operated, and the top has a headliner.

Only 450 '90 Cutlass Supreme ragtops were built.

Production engineers said they discovered unacceptable body shake in early versions of the car, and introduction was delayed until the problem was resolved.

Oldsmobile used a prototype version of the Cutlass Supreme convertible as the pace car at the 1988 Indianapolis 500.

— William R. Diem

Indonesian group readies Mazda store in California, wants more U.S. outlets

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

IRVINE, Calif. — A group of Indonesian investors will open a mammoth Mazda dealership in Southern California next month and has set its sights on other stores.

Irvine Mazda is scheduled to open Sept. 7. It is the first U.S. dealership for the investors, who founded Indomobil (America) Inc. in 1988 "for the purpose of acquiring and operating dealerships within the United States."

At 90,000 square feet, it is one of the largest single-point Mazda facilities in the nation, according to Mazda Motor of America Inc. The store sits on three acres in the Irvine Auto Center mall in affluent Orange County, south of Los Angeles.

Irvine Auto Center is home to nine dealers representing 26 nameplates. Last year combined sales at the auto center totaled $400 million.

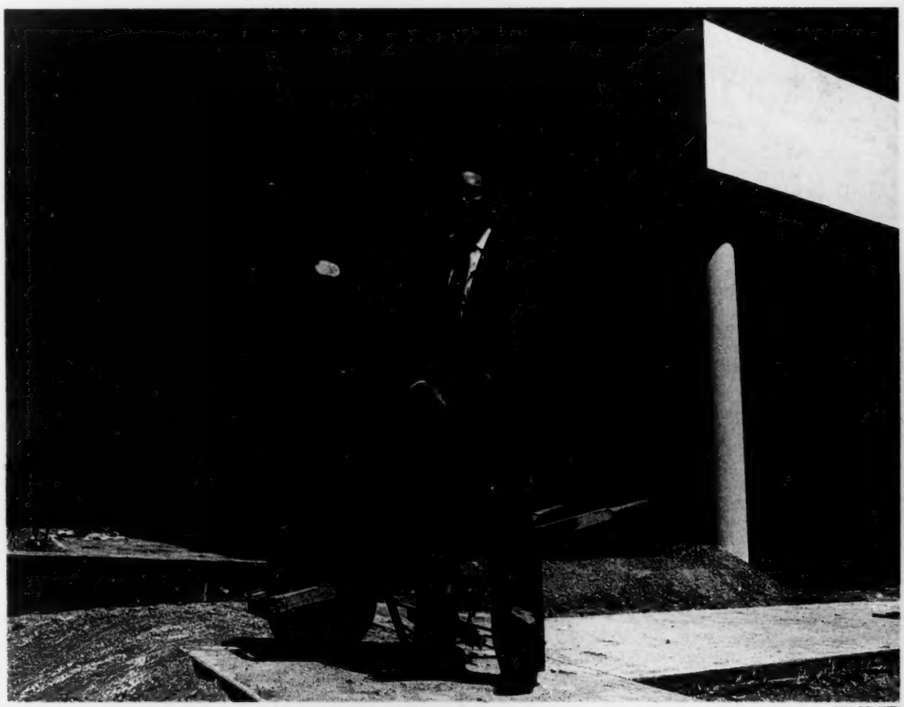
Dealer sources peg the Irvine Mazda investment — its building, land and other assets — at close to $9 million. Benny Burns, executive vice president of Indomobil (America), would not confirm the figure but called the store "a sizable investment."

Burns, a former sales operations manager with Mazda's Pacific region, joined Indomobil (America) Aug. 1. He said the company has no formal ties to Indomobil in Jakarta, Indonesia. The Indonesian operation is a large trading company that deals in automotive and other businesses.

"Our first concern will be to get this dealership up and operating, then we'll tackle where to go next," said Burns. "We are looking at a number of other opportunities."

Burns would not say how much money is available for other Indomobil (America) ventures. "We could do some more of those," he said, pointing to the Irvine Mazda

see MAZDA, page 38



BILL DELANEY

Ossy Tirta, president of Indomobil (America) Inc., and the group's new Mazda dealership in Irvine, Calif.

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Volvo shows top-line 900; U.S. debut set for autumn

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Volvo Car Corp. has taken the wraps off its new 960/940 range, a reskinned version of the eight-year-old 700 series that gives the Swedish company a more direct competitor to German luxury sedans.

The top-of-the-range 960, which takes Volvo farther upscale, has an all-new driveline, including an in-line six-cylinder, 3.0-liter engine and electronically controlled automatic transmission.

The 960 and the four-cylinder 940 replace the 760 and some versions of the 740. The 960/940 are distinguished by a new, rounder rear design with a softened angle for the upright C-pillar, long a source of criticism.

The 940 will be introduced in the United States this fall in GLE, Turbo and SE packages. The 740 will be offered in two versions, the 740 Turbo and 740.

The 960 is not scheduled to debut in the United States until the 1992 model year because of capacity limitations in Sweden and the schedule for compliance with California emissions standards.

Meanwhile, Volvo is phasing out the Carrozzeria Bertone-built 780 coupe, which has been sold primarily in the United States and Japan. Production of the coupe will cease at the end of the 1991 model run end, according to a Volvo Cars of North America spokesman. The coupe, which is produced at Bertone's plant in Turin, Italy, will lose its 780 designation in the United States this year and will be referred to only as "the coupe."

Plans call for exporting 400 coupes to the United States for the 1991 model year. They will have a special "Nuccio Bertone" signature plaque.

The 780 has never been a big sales success, but the spokesman said the car, introduced in 1985, was programmed for a limited production run. He said the close-out does not result from disappointing sales.

No new 900-series-based coupe is planned.

Only about 8,000 960s will be produced in 1990 — all designated for Europe. Capacity for the range-

see VOLVO, page 38

Volvo moves upscale with the 900 series. This 940SE is U.S.-bound.

U.S. VOLVO 700 SALES

	Jan.-July 1990	Jan.-July 1990	Percent change
740	30,098	27,620	+ 8.98
760	4,885	7,394	– 33.93
780	496	1,095	– 54.70
Total	35,479	36,109	– 1.74

West Germany leads Europe to sales upturn in July

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — New-car sales in Western Europe rose slightly in July as the booming West German market — Europe's largest — helped offset declines in the United Kingdom and Italy.

European sales in July edged up 1.8 percent to 1,028,700 units. Through the first seven months of 1990, 8,325,500 cars were sold, 0.3 percent more than last year, according to industry estimates compiled by *Automotive News*.

Industry analysts remain almost unanimous in predicting a second-half fallback that will cause the full-year total to drop 3 to 5 percent from last year's record 13.46 million.

But the strong German market is threatening to break its 1987 record of 2.92 million new registrations.

West German sales rose 14.3 percent in July to 257,700 units. For seven months, they were 4.0 percent over 1989 at 1,828,000.

Germany's market leader, the Volkswagen AG group, is clinging to first place in Western Europe with a 17-country market share of 15.4 percent. Fiat Auto S.p.A. is next at 15.3 percent.

Sales for the VW group — including the VW, Audi and Seat brands — fell 2.2 percent in July to 174,500. But for the year, sales were up 2.3 percent. A star performer has been Seat, VW's Spanish subsidiary, which boosted its European sales 7.1 percent to 195,400 despite an industrywide decline in Spain's home market.

Fiat group — including the Fiat, Lancia and Alfa Romeo brands — suffered a 6.8 percent slide to 161,700 units in July. The group was 1.0 percent behind its 1989 total through seven months.

France's Peugeot S.A. group — Peugeot and Citroen — rose 4.3 percent in July to 134,800 units. For seven months, Peugeot sales were down 0.4 percent, and the group was in third place with a 12.9 percent share.

General Motors Europe — including Opel, Vauxhall, Saab, Isuzu and some North American-built GM models — held 11.8 percent of the European market in the first seven months on the strength of a 3.6 percent sales increase. July sales rose 8.9 percent to 115,500.

Ford of Europe, including the Ford and Jaguar brands, followed with 11.3 percent of the market on sales of 943,000 cars, down 0.3 percent drop from 1989. July sales climbed 6.0 percent to 101,300.

Renault S.A. sales rose 1.6 percent in July to 118,800. They were down 0.6 percent for the year to 845,700, a 10.2 percent share.

Among specialists, Mercedes-Benz sales were down 0.8 percent for seven months, and arch-rival BMW dipped 5.3 percent.

Japanese makes combined were 4.2 percent above 1989 at 915,000 sales for seven months, good for 11 percent of sales in the 17 Western European nations. Nissan was tops with 223,700, a 6.6 percent decline through July. Mazda and Honda have made new headway in Europe this year. Mazda's seven-month sales were up 19.6 percent, and Honda's climbed 13.0 percent.

New-car sales in Italy plunged 10.3 percent to 195,000 units in July, according to unofficial estimates. For seven months, sales were up 3.9 percent to 1,625,200.

Sales in France rose 4.0 percent in July to 229,400 and were 5.2 percent ahead of 1989 for seven months. But the United Kingdom, beset by rising interest rates, was down 10.9 percent to 1,111,800. July sales in the United Kingdom declined 10.5 percent to 45,700.

Sales in Spain were off 0.5 percent in July and were down 8.3 percent for seven months.

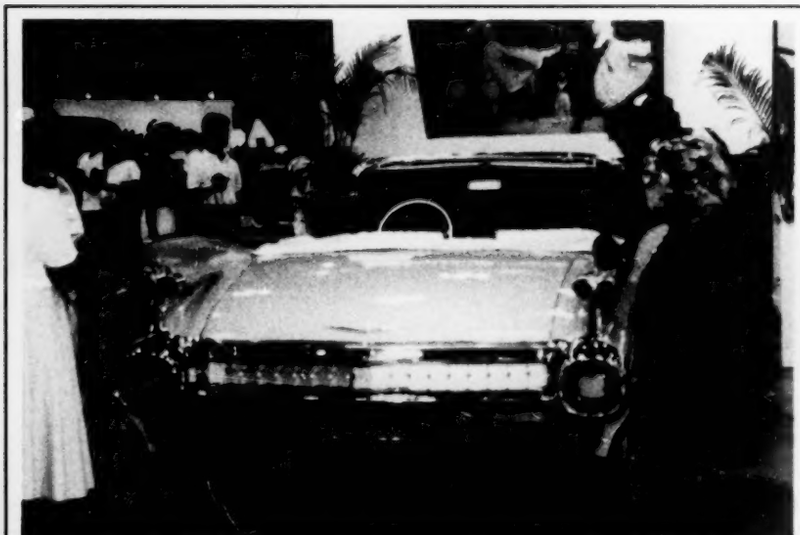
NEW-CAR SALES BY COUNTRY IN EUROPE

Country	7 Months 1990	Pct. change vs. 1989
Germany	1,828,000	+ 4.0
Italy	1,625,200	+ 3.9
France	1,417,400	+ 5.2
United Kingdom	1,111,800	−10.9
Spain	652,500	− 8.3
Netherlands	357,600	+ 2.3
Belgium-Luxembourg	336,300	+10.3
Switzerland	223,100	− 0.8
Austria	192,000	+ 5.3
Sweden	149,300	−18.2
Portugal	121,600	− 4.3
Finland	94,300	−18.0
Greece	66,500	+46.6
Ireland	58,500	+ 4.0
Denmark	53,600	+ 5.4
Norway	37,800	+20.9
Total	8,325,500	+ 0.3

EUROPEAN SALES

Manufacturer	7 Months 1990	1990 share*	7 Months 1989	Volume change (%) '90 vs. '89
Volkswagen	1,284,700	15.4	1,256,000	+ 2.3
Fiat Auto**	1,270,500	15.3	1,283,500	− 1.0
Peugeot S.A.***	1,070,900	12.9	1,075,500	− 0.4
General Motors****	982,800	11.8	948,300	+ 3.6
Ford†	943,000	11.3	946,000	− 0.3
Renault	845,700	10.2	850,400	− 0.6
Mercedes-Benz	259,000	3.1	261,200	− 0.8
BMW	229,700	2.8	242,500	− 5.3
Rover	224,800	2.7	235,000	− 4.3
Nissan	223,700	2.7	239,600	− 6.6
Toyota	213,300	2.6	205,600	+ 3.8
Mazda	165,700	2.0	138,500	+19.6
Volvo	149,800	1.8	159,800	− 6.3
Mitsubishi	102,300	1.2	101,200	+ 1.1
Honda	92,600	1.1	81,900	+13.0
Others	267,000	3.2	272,300	− 1.9
Total	8,325,500	100.0	8,297,300	+ 0.3

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
†Includes Jaguar
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, Saab, North America



America's era of chrome and big fins is a big hit with Japan's young at heart, judging from the attention given to the 1950s Fords, Chevrolets, Edsels and Pontiacs displayed at a car show last month. The No.1 attention grabber? A pink '59 Cadillac convertible, pictured here.

Finned Cadillacs of the '50s a favorite of young Japanese

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — It was a place to take your date. Young couples strolled through the First American Dream Car Fair, gawking at the cars Japanese seem to regard as the finest America has ever produced: the big finned iron of the 1950s.

The hit was a 1959 pink Cadillac available, according to exhibit organizers, for about $100,000. Youngsters lined up to have their pictures taken beside it.

The whole show was a movie set of period Americana. Hawaiian shirts were for sale, as well as such '40s and '50s kitsch as plastic dolls and Coca-Cola signs.

Dating couples were wide-eyed at the bright colors and voluminous shapes. Koji Yasui, 22, and Hiromi Tabata, 20, who work together at a computer firm, were delighted with how *hade* it all was, meaning eye-catching, gaudy. Akihiko Takamatsu, 20, brought his girlfriend to the show to see the America his parents had always talked about.

The American 1950s are special to the Japanese, "timeless and good," according to Keisuke Suzuki of the Japan Show Car Association, the main sponsor. The cars in particular, he says, convey the image of a country that was "rich, big and powerful" at a time when "Japanese were very poor. They wanted to be like the Americans in the '50s."

Suzuki is sure the American classics will continue to be popular in Japan and that sales, which he estimates at 1,000 to 2,000 units in the last few years, will rise, even at prices ranging from $40,000 to $100,000. "Japanese are not poor now," he explains.

Malaysia moves to tighten local-content requirements

By Michael J. Dunne
SPECIAL CORRESPONDENT

KUALA LAMPUR, Malaysia — Malaysian auto industry officials revealed plans Aug. 2 for a stricter local-content policy. Industry officials said the reform is designed to accelerate the rate at which local assemblers source Malaysian parts for their assembly operations.

Since 1979, Malaysia has used a local-content policy encumbered by bureaucratic processes and stringent guidelines. To date, the Malaysian Industrial Development Authority has approved only 27 parts for the program. Thailand, in contrast, boasts an across-the-board local-content requirement of 54 percent.

"Thailand's parts manufacturers are about five years ahead of us," commented BMW's local-content executive in Malaysia, Devindran Ramanathan.

"We think that the present local-content system is not effective," acknowledged Terry Hong, executive secretary of the Malaysian Automotive Component Parts Manufacturers Association. "So, there will be formulation in the next one or two months of a new local-content policy based on target percentages."

The proposal goes to the cabinet for action in September or October. Othman said his group "is almost 100 percent certain the policy will be adopted and implementation will follow almost immediately."

He estimated that the initial minimum target level would be set at around 30 percent, about the current industry average.

Malaysia's national car, the Proton Saga, has achieved a local content rate of more than 60 percent, about twice as high as the national average. Proton officials cite two reasons:

- First, the Proton national car project was undertaken primarily to promote the development of the local parts industry.
- Second, the high percentage of local content allows Proton to be exported on favorable terms to Great Britain.

Proton speeds sale of shares as profits soar

By Stephen Vines
STAFF CORRESPONDENT

HONG KONG — Malaysia's national carmaker Perusahaan Otomobil Nasional (Proton) has announced that profits have quintupled and has declared its intention to go public within a year.

Pre-tax profits for the year ended March 31 were $61 million, compared with $12 million last year. The profitability of the company reflects its dominant share of the local market and success in overseas markets, primarily the United Kingdom.

Prime Minister Mahathir Mohamad — closely identified with Proton development — said the company will seek a stock market listing two years ahead of schedule. State-run Heavy Industries Corp. of Malaysia owns 70 percent of Proton; Mitsubishi Motors Corp. of Japan holds 30 percent.

The Malaysian automaker has introduced a new Proton model called the Saga Megavalve. The Mitsubishi Lancer-based car is the first significant model change for the Saga since 1987.

MEXICAN EXPORTS, 1st HALF

	6 mos. 1990	6 mos. 1989
CHRYSLER		
Dart/Aries 2-dr	0	1,262
4-dr	0	16,374
Volare/Reliant 2-dr.	0	1,584
4-dr.	0	16,127
Shadow 2-dr	7	7
Spirit 4-dr	3	0
Phantom/LeBaron	15,538	60
Total passenger cars	15,548	35,414
D-150 pickup	13,434	11,063
Company Total	**28,982**	**46,477**
FORD		
Escort 2-dr	2,440	0
Stn Wgn	2,422	0
Tracer 2-dr	12,095	15,889
4-dr	0	7,642
Stn Wgn	1,862	4,696
Company Total	**18,819**	**28,227**
GENERAL MOTORS		
Celebrity	0	18,408
Century 4-dr	19,641	1,334
Total passenger cars	19,641	19,742
Suburban	0	84
Company Total	**19,641**	**19,826**
NISSAN		
Tsuru 4-dr	6,780	7,309
Stn Wgn	607	1,299
Samurai	22	67
Total passenger cars	7,409	8,675
Pick Up	2,617	3,797
Ichi Van	449	693
Company Total	**10,475**	**13,165**
VOLKSWAGEN		
Jetta 4-dr	4,254	267
Golf 2-dr	8,300	3,642
4-dr	9,330	4,159
Sedan (Beetle)	32	16
Total passenger cars	21,916	8,084
Panel Van	1	5
Combi Mini Bus	2	0
Company Total	**21,919**	**8,089**
Export Total	**99,836**	**115,786**

Ford changeover adds to 13.7% fall in Mexico exports

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Mexico's exports of assembled vehicles in the first six months were down 13.78 percent from the same period last year.

Much of the decline can be traced to Ford Motor Co. S.A. de C.V. plant in Hermosillo. It was closed through April, when the new Escort and Tracer went into production.

Chrysler Mexico S.A.'s export numbers also dropped significantly. It is no longer building Aries and Reliant models that were shipped to the United States from Mexico a year ago.

Figures published by the Mexican Automotive Industry Association show that 99,836 vehicles were exported from January through June, compared with 115,786 in the first half of 1989.

While half-year exports were down, exports increased in June. They rose 423 units to 26,595 vehicles.

Chrysler's first-half exports declined 37.6 percent to 28,982 this year.

Nissan Mexicana's overseas sales declined 19.7 percent to 10,475.

Exports by General Motors de Mexico S.A. de C.V. fell less than a percentage point to 19,641.

Volkswagen de Mexico's exports more than doubled to 21,919. U.S. Golf and Jetta models are now sourced mainly from Mexico.

Ford, Chrysler, GM and VW ship most of their Mexican-built exports to the United States. Nissan does not export from Mexico to the

VW execs woo German suppliers to Mexico

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Top Volkswagen executives based in Mexico will travel to Germany next month in a bid to persuade German components suppliers to invest in Mexico.

Martin Josephi, president of Volkswagen de Mexico S.A. de C.V., said the mission's participants will include leading Mexican government officials. Executives from Daimler-Benz, which holds an 80 percent stake in Mexican truckmaker FAMSA, also will make the trip.

Volkswagen has a major assembly operation in Mexico and plans to export 150,000 vehicles a year by 1993, mostly to the United States and Canada, according to Josephi. This year the company expects to export about 55,000.

Josephi said Volkswagen de Mexico, which imports about $633 million worth of components from Europe a year, hopes to halve such imports by the end of 1993.

It plans to do so by buying engine parts and other components from companies based in Mexico, rather than in Europe, he said.

"We will be happy if we get 10 or 15 suppliers to (come to) Mexico," said Josephi, stressing that they would be medium-sized companies that would be expected to make an average investment of up to $9.5 million each.

Josephi said Volkswagen de Mexico's "complete altering of its sourcing strategy," as he put it, is a result of the likelihood of a free trade agreement between Mexico and the United States being signed next year.

Josephi and Shoichi Amemiya, president and general director of Nissan Mexicana S.A. de C.V., believe that their three rivals in Mexico — Ford, Chrysler, and General Motors — will gain an initial advantage from an agreement simply because they are American.

Josephi said that Volkswagen has to pay a 10 percent import tax on parts shipped from Europe, whereas the American assemblers would pay nothing under the expected agreement because their parts come from the United States.

Said Amemiya: "Nissan Mexicana has been in Mexico for 30 years. We feel that we should receive preferential treatment.

Mexico's president, Carlos Salinas de Gortari, last spring declared Mexican interest in a free trade agreement, similar to the pact between the United States and Canada.

Formal negotiations are not expected to get under way until the end of this year.

Amemiya said that there are still "many uncertainties" to be clarified before any agreements are reached and he hoped Nissan Mexicana will be consulted.

He added: "I don't think Mexico will benefit overnight from an agreement. If you want to promote investment in heavy industry in Mexico, the period of pregnancy should be much longer than people are talking about. I think we need at least three years from the time of an investment being made until output starts."

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BERETTA

FROM PAGE 3

But Beretta sailed past the launch target. When asked in May about the cause of the inital delay, a Chevrolet spokesman said, "so far the vehicle has failed to meet our quality targets."

Beretta was to have been one of a new generation of higher quality convertibles with much of the body-stiffening conversion work done inside the assembly plant in Wilmington, Del. Minor rear-seat-area reinforcement, top stack installation, hard boot installation and some interior trim work were to be done at a C&C satellite factory in Bridgeport, N.J., 20 miles from the GM plant.

Reservations about the program did not stop Chevrolet from using a 245-horsepower version of the topless Beretta to pace this year's Indianapolis 500. Chevrolet General Manager J.C. "Jim" Perkins took the wheel himself for the pace laps.

Beretta convertible was expected to go on sale in January. Chevrolet blamed development delays and rising costs for the car's demise.

Even C&C admitted in May that there were problems meeting Chevrolet's stiff convertible standards.

"We don't launch cars today of any kind if the quality is not right," said C&C President David Draper in a May interview. "Our plant is still working on building pilots. Everybody wants to be at a comfort level that says the car is ready to launch. It will be Chevrolet's decision when they launch."

Masco's release announcing the cancellation said C&C would negotiate with GM to pursue recovery of C&C's investment of approximately $20 million in the Beretta project.

Four Chevrolet dealers plead guilty to price fixing

By Helen Kahn
SENIOR CORRESPONDENT

Four Chevrolet dealers in the Rochester, N.Y., area have pleaded guilty to charges that they took part in a price-fixing scheme at two tent sales in 1988 and 1989.

Five other Chevy dealers who were indicted insist they have not violated any law and will fight the charges.

New York Attorney General Robert Abrams originally charged nine Chevy dealerships and nine individuals with agreeing to raise tent sale prices and blocking comparison shopping by assigning customers to a particular dealer and salesperson.

In a statement, attorney Paul Braunsdorf said the four dealers pleaded guilty to avoid the expense of defending themselves. The other dealers will "vigorously" contest the charges and believe rules established at the tent sale were intended to "bring some order out of the chaos" at the event. Those rules did not restrict customers from negotiating the best deal, the statement said.

Also charged in the case were the Monroe County Chevrolet Dealers Association, the Rochester Area Chevrolet Dealer's Advertising Association and the Rochester Automobile Dealers Association.

A 10th Chevy dealership who participated in the August tent sales, Bob Johnson Chevrolet in Rochester, has not been charged. Johnson told *Automotive News* he could not comment because he believes his dealership may still be under investigation.

The four Chevy dealerships that pleaded guilty will pay $63,450 in restitution to 154 customers who bought cars at the sales. They are Durfee Chevrolet-Oldsmobile, Spencerport, $9,275 to 36 customers; Hallman Chevrolet Ltd., Rochester, $25,385 to 65 customers; Hoselton Chevrolet Inc., East Rochester, $16,290 to 32 customers; and Molye Chevrolet Sales Corp., Honeoye Falls, $12,-500 to 21 customers.

Last May, eight Rochester-area Chrysler dealerships, 10 individuals and the Rochester Automobile Dealers Association were arraigned for conspiring to fix prices on a tent sale that was scrubbed on Abrams' demand. In April, three other Chrysler dealers pleaded guilty to misdemeanor charges of facilitating conspiracy to fix prices and agreed to cooperate with the state.
A grand jury will continue its investigation through the end of the year and could bring more indictments.

MIDDLE EAST

FROM PAGE 1

to the Middle East when it phased out models that could use leaded gasoline. It exported only 250 North American-built vehicles to the Middle East in 1989 out of 83,000 worldwide.

All three manufacturers sell cars and trucks in the Gulf Cooperation Council countries: Kuwait, Saudi Arabia, Bahrain, the United Arab Emirates, Qatar and Oman.

GM, Ford and Chrysler said last week that they will continue to support the demand for full-sized cars and trucks in Middle East markets that are still open.

Dale R. Hermiller, executive in charge of GM's international export sales, said Kuwait dealers could not take delivery of 7,000 Chevrolet Caprice units since the Aug. 2 invasion, but dealers in other Mideast markets said they would take 2,000 of those cars.

"Quite frankly, I wish I had more cars and trucks on the ground in Saudia Arabia," said Hermiller, who said GM has 45 percent of that country's "high group" car market — the most expensive cars.

"There is a very large increase in demand for commercial vehicles. We need more four-wheel-drive pickups, Blazers and Suburbans," Hermiller said.

He is projecting sales of 37,000 to 38,000 vehicles in the Middle East for the 1990 calendar year, 42,000. Until the Iraqi invasion, he said, GM sales to the region were about 15 percent over projections.

Hermiller said GM continues to talk with government officials from Gulf Cooperation Council countries about building a components plant.

The Iraq/Kuwait conflict has not delayed those talks.

Holcomb said Chrysler is re-entering the Middle East with the Chrysler Imperial and New Yorker, Plymouth Acclaim, and Jeep Cherokee and Wrangler.

In the late 1980s, Chrysler exported to the Middle East its rear-wheel-drive Plymouth Gran Fury, Dodge Diplomat and Chrysler Fifth Avenue, which could be converted to burn leaded fuel. Chrysler dropped those cars in 1988.

Jeeps had been on the Arab boycott list for some two decades until the late 1980s.

Now, Chrysler is buying Mitsubishi V-6 engines that can run on leaded fuel for the luxury cars it exports to the Middle East. Wrangler and Cherokee engines can burn leaded or unleaded.

Ford spokeswoman Lin Cummins said Ford has had no problems shipping cars to any Middle Eastern market except Kuwait.

Cummins said Ford does not give sales projections, but she said Ford is anticipating an increase in exports to the Middle East for the next several years.

In Kuwait, several Big 3 dealerships and distributorships have been looted, and vehicles have been damaged.

Some distributorship management people have left.

Late last week, GM said five employees detained in Iraq are safe. For security reasons, Ford does not comment on the whereabouts of overseas personnel.

BIG 3 EXPORTS TO ARABIAN PENINSULA

Table shows North American units exported to Saudi Arabia, Dubai and Kuwait

	GM	Ford*	Chrysler*	Total
1985	31,003	—	300	31,303
1986	18,671	392	300	19,363
1987	25,778	6,598	550	32,926
1988	39,479	14,302	2,000	55,781
1989	42,952	9,550	250	52,752

*Also includes exports to Bahrain, United Arab Emirates, Qatar and Oman
SOURCE: Manufacturers

GM Brasil hikes alcohol-powered-vehicle output

By Rik Turner
STAFF CORRESPONDENT

The turmoil in the Middle East has prompted General Motors do Brasil to boost production of alcohol-powered vehicles.

By October, output will increase from 6 percent to 15 percent of total production, said Vice President Andre Beer.

The move marks a reversal of the trend over recent years. Sugarcane alcohol, or ethanol, which powers some 4.5 million autos in the country, has been in short supply. As a result, consumers lost confidence in the fuel and Brazil's auto industry turned to gasoline. In GM's case, production of alcohol-driven vehicles dropped from 90 percent to 6 percent.

Now Brazil is replacing oil lost from Iraq and Kuwait with more expensive oil.

The state oil monopoly Petrobras is calling for huge price hikes, and authorities are considering rationing.

GM do Brasil also has lost between $6 million and $7.5 million worth of pickup exports to Kuwait because of the United Nations trade embargo.

MAZDA

FROM PAGE 3

building. "We'll be able to make all the deals we want."

But Burns said the company's initial ambitions are local. "In the next 12 months we want to own things we can control," he said. "We don't want to have to be on planes all the time."

Some dealers in the area are miffed that another point is being filled in Orange County, where there are already eight Mazda dealers.

"If they are spending what we hear they're spending for a single-point store, they will be hard-pressed to make a dollar on it. I just don't follow the logic," said John Schultz, owner of Holiday Mazda-Oldsmobile in neighboring San Bernardino county. "They must have deep pockets."

Mazda dealer John Campbell, whose Campbell Automotive Group is 50 percent owned by Britain's Lex Service plc, is also curious.

"The point absolutely does not need to be there," he says. "I don't believe that any local dealer would get involved in this because the chance of getting a return on the investment is not that great."

Mazda has no rules regarding franchise concentration, according to a Mazda spokesman. The closest Mazda dealer to Irvine Mazda is less than four miles away.

Burns dismisses the aspersions and says simply that he and Indomobil are "more optimistic about Mazda and the market in general" than some other dealers.

Jay Ferron, a partner at J.D. Power and Associates, Agoura Hills, Calif., says that foreigners investing in the retail car business typically take a long-term view.

VOLVO

FROM PAGE 3

topper next year is 30,000 units, based on supplies of the I-6 powerplant at Volvo's new engine plant in Skovde, Sweden.

The new car was in development for only 24 months at a cost of 2 billion crowns ($350 million). The two-year gestation period puts Volvo in a league with Japanese companies for swiftness, said Volvo Car Corp. Chairman Roger Holtback. But that timetable does not include the new engine, which has been in development for six years.

The 24-valve, double-overhead-cam, 204-horsepower unit replaces the V-6 that Volvo sourced from its engine production joint venture with Peugeot and Renault.

Holtback said the 960 and four-cylinder 940 are the first of a series of three new Volvo models that will be introduced in the first half of the 1990s. The 600 series, pegged as the mid-range successor to the 240, is expected to debut in the second half of 1991.

Volvo is counting on the new 900 to make it more competitive with German cars in Europe. That would reduce Volvo's heavy reliance on the United States, United Kingdom and Sweden; all of those markets are declining.

One notable feature of the 960 and 940 is a patented "integrated child safety seat," a built-in child safety cushion in the rear seat. The center armrest can be adjusted to create a seat for children in the 3- to 10-year-old range.

Automotive News Special Correspondents Knut Moberg and Stig Bjorklund contributed to this re-

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1989-90 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Dodge trucks	$750-$2,500	2.9	7.9	7.9	10.9	Sept. 30*
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Jeep	$500-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Plymouth	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*

*Incentive financing of zero percent for 24 months, 4.8 percent for 48 months and 7.9 percent for 60 months applies to Chrysler LeBaron coupe, Imperial, New Yorker, New Yorker Salon, New Yorker Landau and New Yorker Fifth Avenue; Dodge Daytona and Dynasty, and Jeep Cherokee and Wagoneer Ltd. Rates of zero or 2.9 percent for 24 months (depending on model), 7.9 percent for 48 months and 10.9 percent for 60 months are available on all other models.

Ford Motor Co. (1990 models)						
Ford cars*	$700-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Mercury*	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Continental, Mark VII	$1,500-$2,000					Sept. 26
Ford Motor Co. (1991 models)						
Crown Victoria	$750	7.9	7.9	7.9	10.9	Sept. 26
Grand Marquis	$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Finance incentive is 4.8 percent for 48 months on Ford Taurus and Thunderbird and Mercury Sable and Cougar.

General Motors (1990 models)						
Buick	$500-$1,250	7.9	7.9	7.9	10.9	Sept. 26
Riviera	$2,000	7.9	7.9	7.9	10.9	Sept. 26
Reatta	$3,000	7.9	7.9	7.9	10.9	Sept. 26
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Oldsmobile*	$1,500-$2,500	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$750-$2,000**	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$1,500**					

*Rebates on 1989 Oldsmobiles are $500 more than on 1990 models. Finance rate is 4.8 percent for 48 months on 1989-90 Cutlass Supreme and Cutlass Ciera.
**Dealers contribute $1,000 on Grand Prix, $500 on Trans Sport.

General Motors (1991 models)						
Buick Regal Sedan	$500-$1,250	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet, Geo cars	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Oldsmobile	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$500	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$500					
Hyundai (1989-90)	$500-$750	1.0	4.9	4.9	10.9	Sept. 4
Mazda (1990 models)						
323 SE	$750					Oct. 2
MX-6, 626	$500-$1,000					Sept. 5
Trucks	$750					Sept. 5
MPV	$500-$700 discount on option packages					Sept. 5
Mitsubishi (1990 models)						
Cars	$500-$2,000					Aug. 31
Trucks	$750-$2,000					Aug. 31
Nissan (1990 models)						
Sentra	$1,000-$1,200					Oct. 2
Trucks	$1,000					Oct. 2
Subaru						
Justy (1989-90)	$500-$1,000					Oct. 2
Loyale (1990)	$800-$1,200					Oct. 2
Suzuki (1990 models)*						
Swift	$400-$1,500					Oct. 2
Samurai	$1,000					Oct. 2
Sidekick	$1,000-$2,500**					Oct. 2
Suzuki (1991 models)*						
Sidekick	$500-$800					Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to buyers of 1989 and 1990 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

INCENTIVES

FROM PAGE 1

Bonneville, Sunbird, Grand Am base model and Trans Sport; $750 on the 6000, LeMans, Grand Prix and Grand Am LE and SE; and $1,000 on Firebird.

In addition to announcing consumer rebates on 1991s, Oldsmobile enhanced its current incentive program with double cash rebates on some vehicles at participating dealerships or 4.8 percent financing on certain 1990 and 1989 models.

Rebates on 1991 models are: $500 on Cutlass Calais and Silhouette; $750 on Calais S, SL and International; $750 on Cutlass Ciera, Cutlass Supreme and 88 Royale; and $1,500 on Toronado.

Rebates on the 1990 Cutlass Calais and Cutlass Ciera have been doubled to $1,500 and $2,000 at participating dealerships.

Buyer rebates on other 1990 Oldsmobiles are $1,000 to $2,500, and there is an extra $500 on 1989 models.

Chevrolet's rebates on 1991 models range from $500 to $1,000 — $500 on Geo Metro and Storm and $1,000 on Geo Prizm; $500 on Cavalier; $750 on Corsica, Beretta and Lumina; and $1,000 on the mid-year 1991 Caprice Classic and Camaro.

Truck rebates are: $500 on the Geo Tracker two-wheel drive; $500 on the Astro (excluding the all-wheel-drive and awd extended models), Lumina APV, G-Van (full-sized), Blazer (full-sized), Suburban, CK pickup and cab chassis (with automatic transmission) and R/V pickup and cab chassis; and $1,000 on the Tracker 4wd.

Rebates on 1991 trucks that are already on the market are $500 on S/T Blazer two-door and $1,000 on the S/T Blazer four-door and S/T pickup.

Chevrolet also raised rebates on 1989-90 Cavaliers from $500 to $750 and on the 1989-90 G-Van from $600 to $1,000.

General Motors Acceptance Corp. said special 4.8 percent financing on terms up to 48 months will be offered on the following 1990 cars: Chevrolet Celebrity and Lumina; Pontiac 6000 and Grand Prix; Oldsmobile Cutlass Ciera and Supreme; and Buick Century and Regal (1991 sedan included).

GMAC also said Buick will offer financing rates of 3.9 percent, 5.9 percent, 7.9 percent and 10.9 percent for terms of 24, 36, 48 and 60 months on all 1991 models except the Regal Sedan.

GM incentive programs include 7.9 percent and 10.9 percent financing for 48 months and 60 months on a wide variety of 1990 and 1991 models.

The low finance rates are offered to consumers in lieu of cash rebates.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-90 models)		
LeBaron, Shadow, Spirit, Sundance, Acclaim	$750	Aug. 31
Monaco (1990 model)	$2,500	Sept. 30
Premier (1989-90 base models)	$2,500	Sept. 30
Cherokee Ltd., Wagoneer Ltd., Grand Wagoneer (1989-90 models)	$500-$4,000	Sept. 30
Ford Motor Co. (1990 models)		
Taurus SHO	$2,000	Sept. 26
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	Sept. 26
Crown Victoria	$300	Sept. 26
Town Car	$1,500-$2,500 based on number sold	Sept. 26
Continental Mark VII	$1,000-$2,000 based on number sold	Sept. 26
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90 models)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mazda (1990 models)	$500-$2,500, based on	
929, RX-7	number sold	Sept. 5
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31

*Quotas apply on Eclipse and 2wd pickups in some regions.

Nissan		
Stanza (1990 models)	$100-$1,000, based on number sold	Oct. 2
Trucks (1990-91 models)	$100-$200, based on number sold	Nov. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	Aug. 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$800	Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volkswagen (1990 models)		
Golf	$500	Aug. 31
Fox	$750-$1,000	Aug. 31
Corrado	$1,000	Aug. 31
Volvo (1989-90 models)	$200-$800, based on number sold	Aug. 31

Note: Some makers offer rebates to buyers on sales of 1989 and 1990 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

SATURN

FROM PAGE 1

new car company, GM aims to compete directly with Japanese makes, and California is a key battleground.

"Clearly, the car itself is more important" and will be the focus of later advertising, Campbell said. "But based on what I've seen of the advertising plan, the first thing they'll try to do is create an image of the people behind the car in order to build some awareness of the Saturn name."

The pre-launch advertising will convey "just how dedicated" the people are who are building this car, said Dugald Yska, vice president for business development for The Winner Group in Wilmington, Del., which holds the Wilmington area Saturn franchise. "People have made significant sacrifices to contribute to the Saturn concept."

Saturn drew most of its employees, including union workers, from volunteers from other GM divisions. They relocated to Spring Hill and took cuts in base pay to do so, with the provision that they will share in the rewards if Saturn succeeds.

"It's safe to say that Saturn is more than a car," said Bruce MacDonald, vice president of communications for Saturn. MacDonald said Saturn is breaking new ground in four areas:

- Partnership between management and the UAW.
- Franchise agreements giving dealers retailing rights to establish multiple outlets over larger-than-usual territories.
- An integrated manufacturing complex in Spring Hill.
- An overriding emphasis on teamwork within Saturn and with its various suppliers.

Saturn's first two models will roll out regionally, starting on the West Coast. Dealers said they expect the cars to be aggressively priced to compete with the likes of Toyota Corolla, Honda Civic and other small Japanese cars.

Dealers are urging Saturn to make a special effort to provide extra cars and incentives to get consumers to test drive the new Saturn models, said Edward Morse, who plans to open Saturn showrooms in West Palm Beach, Tampa and Delray Beach, Fla.

Morse said the Riney advertising agency is expected to assign staff to each dealer region.

Yska said Saturn plans to form dealer groups in areas where there is more than one franchisee.

PRODUCTION

Truck output zooms as GM plants return

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. truck production rose 33.55 percent last week as plants that were idled by the General Motors parts plant strike in Flint, Mich., returned to work.

Truck production was scheduled at 77,411 units. Although up one-third over the prior week, it was 4.79 percent below the 1989 week.

So far this year, 2,613,693 trucks have been produced, 7.18 percent below the year-ago total.

U.S. automakers scheduled 106,425 units last week, 0.75 percent above the prior week but 18.75 percent below the year-ago week.

Year-to-date, 3,959,808 cars have been assembled, 12.80 percent below 1989 car output at this time.

Big 3 workers and the UAW are negotiating new contracts with job security a main issue; current contracts expire Sept. 14.

Last week's scheduled production was shared as follows: GM, 46.59 percent; Ford Motor Co., 15.16 percent; Chrysler Corp., 13.95 percent; Honda of America Manufacturing Inc., 8.25 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.15 percent; Mazda Motor Manufacturing (USA) Corp., 4.02 percent; Diamond-Star Motors Corp., 3.05 percent; New United Motor Manufacturing Inc., 3.01 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.15 percent and Subaru-Isuzu Automotive Inc., 0.67 percent.

All GM car facilities are running except the Willow Run, Mich., plant, which has extended its downtime through this week. The plant was idled earlier because of a canceled export order. This week's extended downtime is due to slow sales. The plant makes Chevrolet full-sized rear-drive wagons.

Ford will resume output at its Atlanta; Kansas City, Mo.; Lorain, Ohio; and Dearborn, Mich., plants this week.

All plants will be closed next Monday for Labor Day.

Car, truck build rises in Canada

Canadian automakers scheduled 21,796 units last week, 76.37 percent above the prior week and 42.72 percent above the year-ago week.

So far this year, 669,669 cars have been assembled, 6.12 percent above 1989.

Truckmakers' targeted production of 14,302 units was 15.75 percent above the previous week but 27.83 percent below the 1989 week.

Year-to-date, 545,382 trucks have been built, 11.30 percent below last year's total at this point.

Ford's Oakville, Ontario, plant resumed output today after closing last week due to a lack of dealer orders.

Also, Volvo's Halifax, Nova Scotia, plant resumed production today. The plant was idled for a two-week vacation.

Chrysler's Bramalea, Ontario, plant was idle last week and also is down this week because of poor sales.

U.S. CAR	Week Ended Aug. 25, 1990	Week Ended Aug. 26, 1989	Week Ended Aug. 18, 1990	Aug. to Date	Jan. 1 to Aug. 25, 1990	Jan. 1 to Aug. 26, 1989
Horizon	0	1,258	0	0	4,327	21,017
Sundance	2,300	1,593	2,154	7,900	53,096	68,927
Acclaim	2,500	2,859	2,484	8,347	65,647	81,639
Total Plymouth	**4,800**	**5,710**	**4,638**	**16,248**	**123,070**	**171,583**
LeBaron A	0	0	0	0	8,064	0
LeBaron J	1,400	2,520	1,361	4,701	32,787	67,282
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	400	829	588	1,787	26,487	60,582
Fifth Avenue	900	1,904	1,451	4,283	18,958	4,747
Imperial	50	0	56	123	12,626	0
Total Chrysler	**2,750**	**5,253**	**3,456**	**10,893**	**98,922**	**135,557**
Omni	0	1,118	0	0	4,078	22,211
Daytona	900	1,704	944	3,076	21,821	54,558
Shadow	2,400	1,738	2,215	8,268	60,644	65,726
Dynasty	1,800	1,808	2,765	8,236	72,412	90,646
Lancer	0	0	0	0	0	1,528
Spirit	2,200	1,756	2,144	7,334	60,394	66,947
Total Dodge	**7,300**	**8,124**	**8,068**	**26,914**	**219,349**	**301,616**
CHRYSLER MOTORS	**14,850**	**19,087**	**16,162**	**54,055**	**441,341**	**608,756**
Escort	7,940	8,689	6,465	24,301	144,992	211,457
Mustang	0	4,415	0	5,899	88,727	142,092
Tempo	0	2,952	3,580	8,220	86,800	98,061
Taurus	3,357	8,105	7,703	23,361	230,457	239,275
Thunderbird	0	2,653	0	4,493	75,112	104,237
Total Ford Div.	**11,297**	**26,814**	**17,748**	**66,273**	**626,088**	**795,122**
Topaz	0	1,448	820	2,714	33,294	45,926
Cougar	0	2,622	0	2,934	49,857	89,961
Sable	1,158	2,472	2,049	7,216	69,949	77,313
Total Mercury	**1,158**	**6,542**	**2,869**	**12,863**	**153,100**	**213,200**
Continental	1,086	437	1,174	4,745	39,458	43,376
Mark VII	370	0	404	1,562	14,785	13,978
Town Car	2,222	1,016	2,416	9,607	100,758	81,860
Total Lincoln	**3,678**	**1,453**	**3,994**	**15,914**	**155,001**	**139,214**
Total L-M Div.	**4,836**	**7,995**	**6,863**	**28,778**	**308,101**	**352,414**
FORD MOTOR CO.	**16,133**	**34,809**	**24,611**	**95,051**	**934,189**	**1,147,536**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	1,940	1,709	1,945	6,390	58,667	37,079
Century	0	2,824	0	0	41,930	84,932
Riviera	504	378	458	1,246	14,362	12,178
Electra/Park Ave.	2,809	1,827	1,705	5,928	26,955	49,910
LeSabre (fwd)	3,476	3,587	2,118	8,373	105,097	98,305
LeSabre (rwd)	0	272	0	0	4,022	4,372
Reatta	0	146	0	0	5,277	3,450
Total Buick	**8,729**	**10,743**	**6,226**	**21,937**	**256,310**	**297,139**
Eldorado	520	308	461	1,276	13,537	19,778
Seville	524	304	455	1,290	24,096	14,623
Brougham (rwd)	950	625	789	3,437	18,702	23,432
DeVille (fwd)	3,296	3,865	1,947	7,003	102,905	130,528
Allante	89	0	89	320	2,961	2,077
Total Cadillac	**5,379**	**5,102**	**3,741**	**13,326**	**162,201**	**190,438**
Cavalier	6,920	3,005	5,271	18,258	210,446	238,685
Camaro	2,355	1,356	1,399	6,962	46,423	66,606
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	5,815	7,635	6,085	17,612	185,073	247,596
Caprice	0	4,077	0	9,133	161,072	120,807
Corvette	250	320	0	250	14,895	16,663
Total Chevrolet	**15,340**	**16,393**	**12,755**	**52,215**	**617,909**	**760,706**
Calais	2,140	1,848	2,161	7,092	66,818	58,877
Cutlass Ciera	0	1,412	0	0	48,972	59,998
Cutlass Supreme	2,033	2,891	1,593	6,202	58,619	59,933
Toronado	316	66	268	780	10,289	4,915
88 (fwd)	2,201	2	1,488	5,692	67,831	92,468
88 (rwd)	0	113	0	0	1,214	5,365
98	16	1,363	42	58	32,842	47,891
Total Oldsmobile	**6,706**	**7,695**	**5,572**	**19,824**	**286,585**	**329,447**
Sunbird	4,000	1,903	4,008	13,823	100,989	94,291
Grand Am	4,800	4,906	4,904	16,601	134,676	157,769
Firebird	895	922	661	3,504	28,103	36,779
Grand Prix	1,883	3,115	0	2,214	74,879	80,783
Pontiac 6000	0	1,646	0	0	36,411	54,708
Bonneville	1,849	2,226	1,574	4,929	51,452	59,949
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**13,427**	**14,718**	**11,147**	**41,071**	**426,510**	**486,970**
GENERAL MOTORS	**49,581**	**54,851**	**39,441**	**148,374**	**1,749,515**	**2,064,700**
DIAMOND-STAR	**3,250**	**2,856**	**2,709**	**10,932**	**85,999**	**41,847**
HONDA	**8,780**	**5,179**	**8,860**	**32,273**	**285,942**	**246,812**
Civic	1,909	1,806	2,059	7,221	75,909	83,192
Accord	6,871	3,373	6,801	25,052	209,133	163,620
MAZDA†	**4,273**	**3,998**	**3,743**	**13,418**	**113,810**	**132,731**
NISSAN	**1,228**	**2,628**	**780**	**2,276**	**53,373**	**76,911**
NUMMI	**3,296**	**4,976**	**4,264**	**14,127**	**137,633**	**135,536**
Corolla	1,600	1,779	2,169	7,245	69,411	54,855
Geo Prizm/Nova	1,600	2,300	2,035	6,882	68,422	80,681
SUBARU-ISUZU	**719**	**0**	**883**	**2,388**	**17,764**	**0**
TOYOTA	**4,426**	**3,791**	**4,485**	**15,887**	**142,942**	**86,244**
TOTAL CARS, U.S.	**106,425**	**130,988**	**105,628**	**388,795**	**3,959,808**	**4,540,973**
TOTAL CARS, CANADA	**21,796**	**15,272**	**12,358**	**54,788**	**669,669**	**631,055**
U.S., CANADA CARS	**128,221**	**146,252**	**117,986**	**443,552**	**4,629,477**	**5,172,028**
U.S., CANADA CARS AND TRUCKS	**219,934**	**247,376**	**188,306**	**725,962**	**7,758,981**	**8,982,865**

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Aug. 25, 1990	Week Ended Aug. 26, 1989	Week Ended Aug. 18, 1990	Aug. to Date	Jan. 1 to Aug. 25, 1990	Jan. 1 to Aug. 26, 1989
Monaco	0	0	759	1,244	6,891	0
Premier	0	0	526	1,922	7,398	27,241
CHRYSLER MOTORS	**0**	**0**	**1,285**	**3,165**	**14,289**	**27,241**
Tempo	2,926	3,002	0	7,036	77,733	85,062
Topaz	1,316	1,359	0	3,403	28,937	36,076
Crown Victoria	2,606	967	2,560	8,744	79,504	80,679
Grand Marquis	3,094	1,093	3,088	9,869	71,913	86,494
FORD MOTOR CO.	**9,942**	**6,421**	**5,648**	**29,053**	**258,087**	**288,311**
Celebrity	0	0	0	0	20,319	15,231
Cutlass Ciera	0	0	0	0	53,487	95,976
Lumina	4,885	4,535	863	5,748	137,968	89,356
Regal	2,619	2,187	668	3,287	60,469	46,222
GENERAL MOTORS	**7,504**	**6,722**	**1,531**	**9,035**	**272,243**	
HONDA	**2,150**	**1,636**	**2,119**	**7,233**	**68,022**	**53,947**
HYUNDAI	**720**	**0**	**458**	**1,714**	**12,957**	**0**
TOYOTA	**1,300**	**493**	**1,317**	**4,408**	**38,638**	**9,404**
VOLVO	**180**	**0**	**0**	**180**	**5,433**	**5,367**
TOTAL CARS, CANADA	**21,796**	**15,272**	**12,358**	**54,788**	**669,669**	**631,055**

U.S. TRUCK	Week Ended Aug. 25, 1990	Week Ended Aug. 26, 1989	Week Ended Aug. 18, 1990	Aug. to Date	Jan. 1 to Aug. 25, 1990	Jan. 1 to Aug. 26, 1989
Caravan	0	1,716	0	0	67,046	68,335
Dakota	1,500	1,809	1,529	5,164	44,620	63,381
Caravan C/V	0	81	0	0	4,171	4,794
Ram pickups	2,300	1,812	2,231	7,702	66,049	63,506
Total Dodge	**3,800**	**5,418**	**3,760**	**12,866**	**181,886**	**200,016**
Cherokee	3,700	4,182	3,347	9,504	99,694	146,139
Comanche	300	480	232	701	4,942	19,531
Grand Wagoneer	300	0	325	877	4,647	7,514
Wagoneer	100	88	95	258	2,443	5,470
Total Jeep	**4,400**	**4,750**	**3,999**	**11,340**	**111,726**	**178,654**
Voyager	0	1,604	0	0	62,823	64,324
Town & Country	0	179	0	0	2,078	2,198
Total C-P Div.	**0**	**1,783**	**0**	**0**	**64,901**	**66,522**
CHRYSLER MOTORS	**8,200**	**11,951**	**7,759**	**24,206**	**358,513**	**445,192**
Aerostar	5,000	3,324	3,528	16,495	134,996	150,755
Bronco	992	1,457	987	3,559	34,293	51,569
Bronco II/Explorer	4,648	2,282	4,352	17,203	118,738	80,145
Econoline	4,212	4,158	4,230	15,036	128,383	153,731
Mediums/Heavies	1,149	1,198	1,159	4,299	35,884	41,124
Light trucks	10,325	10,924	10,375	37,065	300,289	351,806
Ranger	4,720	6,242	4,640	18,398	185,423	210,756
Total Ford Div.	**31,046**	**29,585**	**29,271**	**112,055**	**938,006**	**1,037,886**
FORD MOTOR CO.	**31,046**	**29,585**	**29,271**	**112,055**	**938,006**	**1,037,886**
Astro	2,905	2,790	2,546	10,195	83,196	109,093
Blazer	358	0	279	1,225	11,771	0
Lumina APV	0	551	0	0	58,553	19,036
Mediums/Heavies	421	460	378	1,503	6,325	7,369
P-Model	0	299	0	0	15,501	20,749
Pickups	7,855	8,046	3,710	20,706	265,801	270,352
S-10	4,786	4,822	1,370	13,196	154,251	179,801
S-10 Blazer	4,174	4,193	380	9,825	67,032	130,811
Sportsvan/Van	1,001	1,800	670	1,671	39,459	65,547
Suburban	1,505	1,502	1,083	5,163	46,557	53,084
Total Chevrolet	**23,005**	**24,463**	**10,416**	**63,485**	**748,446**	**852,123**
Jimmy	110	167	80	367	3,631	5,639
Mediums/Heavies	645	483	629	2,092	7,417	12,194
P-Model	0	47	0	0	2,063	2,916
Pickups	1,745	2,902	981	4,454	93,261	80,695
S-15/Sonoma	1,073	1,244	215	2,537	35,187	40,704
S-15 Jimmy	1,070	858	107	2,711	22,425	36,994
Safari	855	714	795	2,990	29,752	28,451
Suburban	837	659	702	2,678	23,378	20,893
Vandura/Rally Vans	379	650	253	632	14,761	18,645
Total GMC	**6,714**	**0**	**3,762**	**18,461**	**231,875**	**0**
Olds Silhouette	0	0	0	0	23,636	0
Pontiac Trans Sport	0	7,724	0	0	36,842	241,190
GENERAL MOTORS	**29,719**	**32,187**	**14,178**	**81,946**	**1,040,799**	**1,093,313**
NAVISTAR	**1,581**	**1,656**	**0**	**4,088**	**47,819**	**52,130**
NISSAN	**2,450**	**0**	**2,412**	**8,855**	**94,833**	**0**
SUBARU-ISUZU	**965**	**2,478**	**894**	**3,189**	**19,183**	**79,633**
AM GENERAL*	**450**	**450**	**450**	**1,620**	**14,940**	**14,940**
MISCELLANEOUS*	**3,000**	**3,000**	**3,000**	**10,800**	**99,600**	**92,900**
TOTAL TRUCKS, U.S.	**77,411**	**81,307**	**57,964**	**246,758**	**2,613,693**	**2,815,994**

CANADIAN TRUCK	Week Ended Aug. 25, 1990	Week Ended Aug. 26, 1989	Week Ended Aug. 18, 1990	Aug. to Date	Jan. 1 to Aug. 25, 1990	Jan. 1 to Aug. 26, 1989
Caravan	1,256	3,407	943	2,563	85,280	92,751
Caravan C/V	0	201	0	0	5,610	7,695
Ram Wagon	350	663	417	1,924	16,173	17,329
Ram Van	1,570	1,727	1,487	3,202	36,964	44,630
Total Dodge	**3,176**	**5,998**	**2,847**	**7,689**	**144,027**	**162,405**
Voyager	1,132	2,636	769	2,207	67,965	82,117
Total Plymouth	**1,132**	**2,636**	**769**	**2,207**	**67,965**	**82,117**
Wrangler	1,465	1,826	1,357	4,441	37,875	53,129
Total Jeep	**1,465**	**1,826**	**1,357**	**4,441**	**37,875**	**53,129**
CHRYSLER MOTORS	**5,773**	**10,460**	**4,973**	**14,337**	**249,867**	**297,651**
FORD MTR. (lt. trks.)	**3,294**	**3,814**	**3,136**	**10,930**	**92,586**	**103,521**
Light trucks	3,480	3,404	3,206	6,686	109,044	103,572
Vans	104	1,070	0	104	32,032	37,967
Total Chevrolet	**3,584**	**4,474**	**3,206**	**6,790**	**41,076**	**141,539**
Light trucks	1,400	1,341	1,047	2,447	42,179	45,859
Vans	40	528	0	40	13,349	18,709
Total GMC	**1,440**	**1,869**	**1,047**	**2,487**	**55,528**	**64,568**
GENERAL MOTORS	**5,024**	**0**	**4,253**	**9,277**	**196,604**	**0**
NAVISTAR	**221**	**0**	**0**	**927**	**6,345**	**7,584**
TOTAL TRKS, CANADA	**14,362**	**19,817**	**12,389**	**34,772**	**545,362**	**614,863**
U.S., CANADA TRKS.	**91,713**	**101,124**	**70,329**	**281,530**	**3,121,584**	**3,430,857**

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

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September 3, 1990

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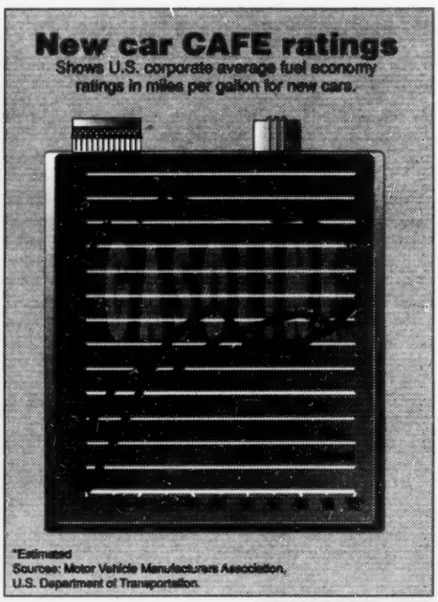
Odds tilt to CAFE bill as Senate faces Gulf crisis

Ralph Nader said that because of Detroit's reluctance to invest in fuel efficient technology, "America has to resort to a military policy."


New car CAFE ratings
Shows U.S. corporate average fuel economy ratings in miles per gallon for new cars.
*Estimated
Sources: Motor Vehicle Manufacturers Association, U.S. Department of Transportation.
AUTOMOTIVE NEWS / DAVID L. BURNHAM

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Persian Gulf crisis has given proponents of a 40-plus mpg standard a rising tide of support.

A bill to raise corporate average fuel economy 40 percent by the year 2001 could come to the Senate floor for a vote as early as next week, when the Senate returns from a month-long recess. The chance of its passing is much higher now than before Iraq invaded Kuwait.

The timing couldn't have been worse for the industry, which believes a higher CAFE will cut into profits by forcing car makers to sell lighter, less powerful, less popular cars.

Ford Motor Co. fears that with the November election approaching, the Senate will seize the bill, sponsored by Sen. Richard Bryan, D-Nev., "as a quick fix on fuel conservation and respond in a panicky way," said Jerry ter Horst, who heads Ford's Washington public affairs office.

Consumer advocates have seized the oil crisis as an opportunity to renew the call for a CAFE as high as 50 mpg by the year 2000. The 1990 model-year requirement is 27.5 mpg.

At a press conference last week, Ralph Nader accused the auto industry of destroying a national energy policy. Because of Detroit's reluctance to invest in fuel efficient technology, "America has to resort to a military policy," Nader said.

The industry sees Nader's view as destructive. "If you want to destroy the domestic auto industry, put in a 40-plus CAFE by the year 2000 and you'll do a great job," said David Cole, director of the Office for Automotive Study at the University of Michigan.

Even if a CAFE bill swiftly passes in the Senate, the House will be an obstacle. Rep. John Dingell, D-Mich., has quashed CAFE bills in the House for six years by never letting them out of the House Energy and Commerce Committee, which he chairs.

But the Iraq crisis could press the House subcommittee where a bill similar to Byran's is stranded to hold public hearings on the bill,

see CAFE, page 35

SENTRA

Core model last to get restyled

Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

When the all-new 1991 Nissan Sentra is introduced next week in Smyrna, Tenn., Nissan will have made its final — and most important — ugly duckling more swan-like. Since 1988, every vehicle has been redesigned, starting with niche models and ending with the volume leader.

No more 2nd fiddle for U.S., Page 34

The new products — particularly the 300ZX, Maxima and 240SX — share styling cues, performance characteristics and advertising themes, and Nissan's standing has risen in each of those niches.

Now, the company hopes for gains in the vast middle market where Sentra and Stanza compete. Sales of the new Stanza introduced last year are up 68 percent this year, totaling 45,964 through July.

Although redesigned, the Stanza borrowed both platform and engine from other Nissan products and has to swim on its own until 1993, when an entirely new model will arrive. Nissan Motor Corp. in U.S.A. hopes to sell 100,000 Stanzas this year and 150,000 to 200,000 annually by 1993.

General Manager Robert J. Thomas expects to sell 160,000 new Sentras the first year.

Although overall car sales for Nissan Division were down 16.88 percent through July, Nissan makes no apologies for a strategy that gave more attention to flashy niche products than to restyling staid high-volume cars.

"If you're trying to change the image of your franchise, you have to start with the image-laden vehicles. They must speak the truth about your mission," says Robert J. Thomas, Nissan Division vice president and gen-

see SENTRA, page 34

Auto ventures fade in E. Germany

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — In one euphoric weekend last March, the East German makers of the Trabant, the Wartburg and IFA trucks signed their lives away in joint-venture agreements with Western car manufacturers.

In little more than 24 hours, General Motors, Volkswagen AG and Mercedes-Benz AG virtually annexed East German manufacturers.

Five months later, the picture has changed.

The slam-bang pace of joint ventures in East Germany has been replaced by a new cautiousness that has already caused major automotive projects to be scrapped.

Analyst Edmund Chew of DRI Europe's Frankfurt office says the move away from manufacturing joint ventures doesn't reflect reduced interest in the region so much as a devaluation of the importance of partnerships with existing firms.

"The biggest problem is the flood away from East German goods in the domestic market," he says. "That has made the outlook for those (East German) firms a lot bleaker."

The change underscores the blitz-like pace of events in East Germany. The basis for decisions made last March has already been overtaken by two huge events:

- The currency union this summer, which hikes the price of East German goods and makes labor more expensive.
- The quick decision to merge the two countries on Oct. 3, which will undercut the advantage of having a "local" manufacturing base. West German plants will be plants in a united Germany.

Moreover, Western firms have been perplexed by hopelessly outdated facilities; a dilapidated in-

see ALLURE, page 35

3-crew setup an issue in GM talks

Lordstown team studied 10-hour, 4-day system in Europe

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

An impending report from the General Motors assembly plant in Lordstown, Ohio, could determine whether GM will be able to persuade union leaders to adopt three-crew production at some GM assembly plants.

Union and GM officials confirmed that a team of union and management representatives from Lordstown and an executive from Detroit returned Aug. 23 from a 13-day trip to Europe to study the system, which generally entails working 10-hour, four-day weeks at straight-time pay.

Now that the UAW has chosen GM as its target company to establish a pattern agreement by the Sept. 14 deadline, establishment of the three-crew

see LABOR, page 4

Canada's auto union will choose target Wed.

By Alex Law
STAFF CORRESPONDENT

TORONTO — The Canadian Auto Workers will choose their Big 3 strike target Wednesday.

CAW president Bob White said the announcement will be made after a meeting of the three bargaining committees. He said the selection of General Motors as the UAW's strike target in the United States does not rule out General Motors of Canada being chosen by the CAW. Contracts with GM, Ford of Canada and Chrysler Canada expire at midnight Sept. 14.

The favorite seems to be Ford, which hasn't been the target since 1976, when there was a four-day strike. Regarding the choice, White said "it gets down to where you think you can make the most progress, maximize pressure and have the shortest strike." The CAW represents 36,500 workers at GM, 12,800 at Ford and 11,300 at Chrysler.

NEWSPAPER

roll out their 1991s

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INTRO 1991

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GM races to catch up on air bags

Customer demand prompts maker to outfit all cars by '95

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

General Motors' customers have sold something to the automaker this time: air bags.

Acknowledging that the inflatable restraints will be a prerequisite for competition in the mid-1990s, GM confirmed last week that virtually all of its domestically designed passenger cars will have at least driver-side air bags by the fall of 1995.

All of the cars that get driver-side bags eventually get the system on the passenger side too, but not necessarily by 1995.

The announcement by GM President Lloyd Reuss means GM is moving quickly to play catch-up on air bags.

With Chrysler and Ford already committed to air bags in all their passenger vehicles — and with customers' dramatic acceptance of air bags in the 1990 model year — GM couldn't afford to do anything else, said officials with air bag supplier companies who did not want to be identified.

GM had lagged behind its domestic competitors in the percentage of cars with air bags in 1990, the first model year the federal government required either bags or automatic seat belts.

Reuss's announcement said nothing about bags in light trucks. Passive restraints are not mandated in light trucks, but federal officials indicate a mandate is likely in the future.

All of the 1991 GM car platforms that offer driver-side air bags also will get passenger-side air bags by 1994, sources said.

Of the other eight platforms, most will get driver-side air bags first and passenger-side air bags later. Reuss said the company has sold about 450,000 cars equipped with driver-side air bags in the 1990 model year and plans to nearly triple that number in 1991 to 1.3 million. Through July this year, GM has been on a pace to nearly match calendar 1989's sales of 3.44 million cars.

Air bags are standard on 46 of 50 GM models on which they are offered in 1991, and standard on all 12 of the models getting the system for the first time.

The only optional air bags in 1991 are on four models of the Oldsmobile 88.

Twelve of GM's 20 passenger car platforms will offer air bags in 1991. As recently as a year ago, GM was withholding air bag commitments on seven of the remaining eight platforms, thinking that passive seat belts would be good enough.

In the regulations for passive restraints for 1990 cars, the National Highway Traffic Safety Administration stipulated that cars with driver-side air bags are not required to have any passive restraint for front-seat passengers until the 1994.

In some cases after 1994, GM may provide a standard driver-side air bag and a manual passive seat belt on the passenger side for one or two model years until a bag can be engineered into the dashboard.

GM's passive belt system, essentially a standard three-point belt mounted on the door instead of the B-pillar, is much less expensive than competitors' motorized passive belts. It is typically disconnected by customers and used as active belts — one of its major criticisms.

But that means GM could use the passive belts for one or two years without a major upset to the interior design or a major expense.

The best time to introduce air bags is a platform redesign, because air bags require a total change in the instrument panel. But the platforms due for makeovers in the 1992 and 1993 model years were too far along in the design process to incorporate changes in the instrument panel for immediate installation of air bags, said a source at Buick.

"On some of the platforms coming out in the next year or two, the decision to give them air bags was made in the last 12 months," the source said. "There just wasn't time to do it at launch."

STANDARD DRIVER-SIDE AIR BAGS PLANNED FOR GM CARS

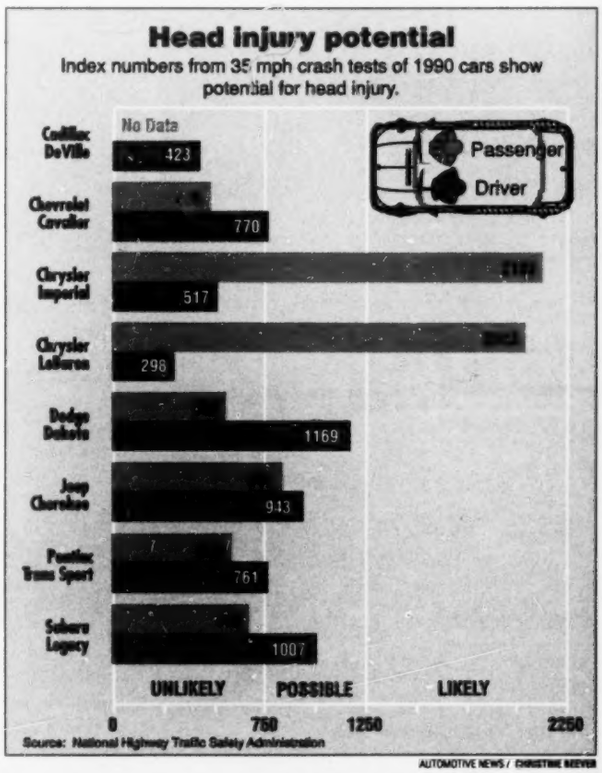
Model year	Platform	Models
1992	H	Oldsmobile 88 Royale,* Pontiac Bonneville, Buick LeSabre
1992½	D	Cadillac Brougham
1993	S	Geo Prizm
	T	Pontiac LeMans
1994	J	Chevrolet Cavalier, Pontiac Sunbird
	W	Chevrolet Lumina, Pontiac Grand Prix (driver and passenger)
1995	N	Pontiac Grand Am, Buick Skylark, Oldsmobile Cutlass Calais
	A	Chevrolet Celebrity wagon, Pontiac 6000, Oldsmobile Cutlass Ciera, Buick Century
	W	Buick Regal, Oldsmobile Cutlass Supreme (driver and passenger)

Saturn cars will have air bags by 1995.
Driver-side air bag is standard in all other models.
*Driver-side air bag available as option since 1990 model.
SOURCE: Automotive News

AUTOMOTIVE NEWS/JOE WILSSENS

Chrysler marks air bag milestone

The 1 millionth Chrysler Corp. car equipped with an air bag, a 1991 Sundance, was built at the carmaker's Sterling Heights, Mich., assembly plant last week. Chrysler marked the occasion with a ceremony which included John B. Damoose, right, Chrysler vice president of marketing; Jan Gardner, who survived a collision in an air bag-equipped Chrysler car; and her husband Ronald.



AUTOMOTIVE NEWS / CHRISTINE BEEVER

Business booms for safety suppliers

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Safety restraints are a booming industry.

Ford Motor Co. and Chrysler Corp. have already committed to installing air bags in all their cars by 1994, and General Motors now plans to install 1.3 million driver-side air bags in the 1991 model year. The domestic manufacturers have embraced air bags just a year after mass installations began under a federal mandate to have passive restraints in passenger cars.

"Right now, the worldwide occupant-restraints market is about a $3.5 billion industry," said Claude Gianino, a spokesman for TRW Occupant Restraint Systems, a unit of TRW Inc. and supplier of air-bag and seat-belt systems. "By 1995, we expect it to be an $8 billion industry, and much of that increase will be from North America.

"The North American air-bag industry is going to grow over the next five years at a compound annual rate of 45 percent — the fastest-growing area of the worldwide market," Gianino added.

Only three suppliers worldwide can manufacture the pyrotechnic inflators, bag and steering-column module that make up an air-bag system: TRW, Morton International Inc.'s Automotive Safety Products and West Germany's Beyern Chemie. All have been expecting and planning for the growth.

> "We've been increasing capacity because we know all the car companies are going to air bags."
>
> **Claude Gianino**
> TRW spokesman

"We are expanding our assembling facilities and are expanding our gas-generant facilities," said George Kirchoff, Morton vice president for automotive programs. "We have facilitized adequately for the near term, and we have enough capacity for the future."

CIL Corp., the only North American maker of sodium azide, the chemical that generates the gas to fill air bags, also has been gearing up for greater demand.

TRW's Gianino said, "We've been increasing capacity because we know all the car companies are going to air bags. It's not only General Motors, it's everybody — Ford, Chrysler, transplants, anybody who's selling a car in North America."

The National Highway Traffic Safety Administration is expected to expand passive-restraint requirements to light trucks. In anticipation, GM, Ford and Chrysler all have air-bag programs for some passenger versions of light trucks.

With the passive-restraint mandate applied to light trucks, an estimated six million additional vehicles annually would need air bags or automatic seat belts by 1995, Gianino said.

"Most will go with air bags, and that will occur for light trucks between 1994 and 1998," he said.

The rapid expansion in air-bag use also leaves open the possibility for new competitors to TRW and Morton.

Ready to jump in is Takata Inc. Restraint Systems, the North American subsidiary of the powerful and wealthy Japanese company Takata Corp., which commands 55 percent of Japan's market for seat belts and air-bag modules. Takata sells to every Japanese automaker.

Over the past several years, Takata has purchased companies in the United States that give it almost everything it needs to sell air-bag systems in this country. The one thing it lacks is an inflator manufacturing facility, but it plans to build one soon.

"It's a huge market, and there's probably room for everyone — not that we're looking to have other people in there," said a source at an air-bag supplier who did not want to be identified. "I'm sure Takata will get some of the business. They'll go in with a lowball price just to get in."

Officials at Takata, a privately held company that likes its privacy, declined to be interviewed.

LeBaron, Imperial passengers fare poorly in test program

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The passengers of Chrysler's LeBaron convertible and Imperial sedan would likely suffer severe head injuries in a head-on crash of 35 mph, the government said in releasing crash test results. But for drivers, injuries were unlikely.

The LeBaron scored a 2,043 head injury score on the passenger-side and the Imperial rated 2,132 for the passenger. The scores are the highest of the 24 1990 passenger cars tested by the National Highway Traffic Safety Administration.

But scores for the driver side, protected by air bags, were among the lowest at 298 for the LeBaron and 517 for the Imperial.

Also tested in the same class was the Cadillac DeVille four-door, with a driver-side score of 423. There was no data for passenger-side results.

Five other cars were tested in this latest round. NHTSA said that head injury numbers below 750 indicate that head injury is unlikely. Head injury is possible between 750 and 1,250. Above 1,250, head injury is likely.

Correction

Last week's story on the markup of Mercury Capri prices stated that Star Lincoln-Mercury in Glendale, Calif., had changed owners. Actually, Ed Jussen still owns Star Lincoln-Mercury but has changed his sales management team.

Buick to price Roadmaster below Park Avenue Ultra

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

NOVI, Mich. — The 1992 Buick Roadmaster will be the largest of the company's sedans but will be priced below the Park Avenue Ultra.

Buick has not settled on the price of the Roadmaster sedan, but it will be positioned under the smaller, front-wheel-drive Ultra, said General Manager Edward Mertz.

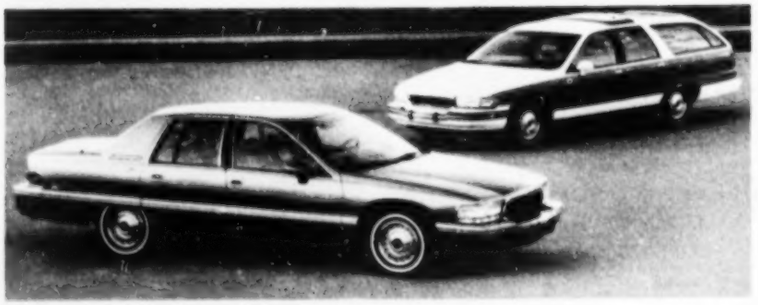
200-hp Park Ave. planned, Page 4

When pressed about the target price for the 215.8-inch long Roadmaster sedan, Mertz said, "It will be very reasonably priced."

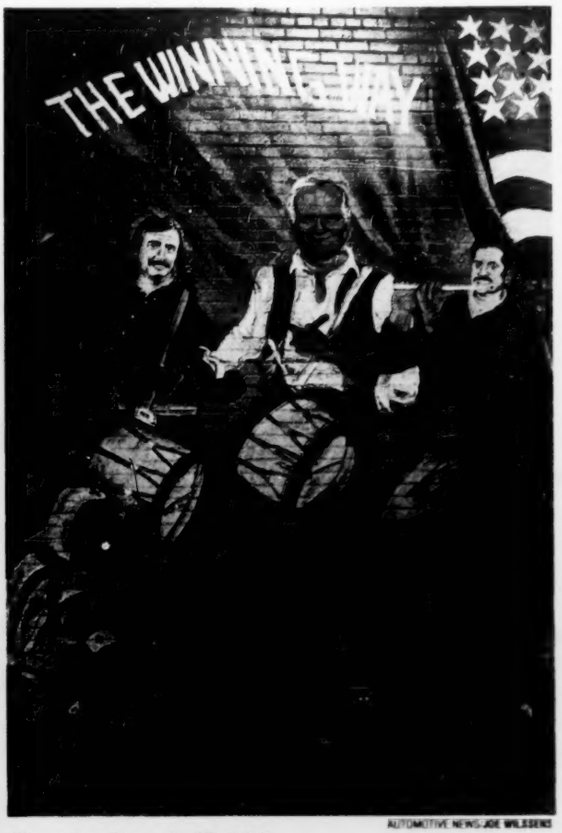
A source with information about Buick's pricing said the Roadmaster sedan will fill the gap between the Ultra, which carries a base price of $27,420, and the $18,430 LeSabre Limited.

The source, who did not want to be identified, said a price of $22,-

see BUICK, page 4



Roadmaster family members are 1992 sedan, left, and 1991 Estate wagon.



AUTOMOTIVE NEWS/JOE WILKINS

Chrysler Corp.'s 'Spirit'

The image of Chrysler Corp. Chairman Lee Iacocca gets a new twist in a painted mural at the end of the assembly line at the company's Sterling Heights, Mich., plant. The mural, which measures 20 feet by 20 feet, depicts Iacocca, plant manager Dur Roller, left, and plant product manager Buck Hendrickson, right, as Revolutionary War patriots. Beneath their feet lie the badges of Audi, Mazda and Honda. The mural, based on the 19th century "Spirit of '76" oil on canvas by Emanuel Leutze, was painted in 1986 by Margarita Garza, a plant employee. It was updated six months ago by plant employee Mike Robinson after Roller and Hendrickson assumed their jobs.

Ford zeros in on Accord sales lead

Taurus uses bargain option packet to counter higher base price

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Division will offer a new value package on its base Taurus sedan in the 1991 model year that will give it more artillery to compete with the Honda Accord in the battle for U.S. car-sales leadership.

Accord and Taurus ranked first and second in car sales last year and held the same spots for the first seven months of 1990. Accord led Taurus by 55,089 sales through July.

The base Taurus L sedan had a $394 sticker price advantage over the automatic-transmission Accord DX in the 1990 model year. But Ford gave away that edge with a hefty $1,016 price increase on the Taurus L for the 1991 model year. Ford officials say the price increase is explained by the addition of a new partially electronic transmission on the 1991 Taurus.

The 1991 Accord DX sedan with automatic went up only $200 and holds a $422 price advantage over the 1991 Taurus L. Automatic transmission is standard on all 1990 and 1991 Taurus models.

Taurus' new value package, L Plus, includes air conditioning, rear window defroster, power lock group and paint stripes. The retail prices of the items in the package total $1,264, but the group has a $300 discount, bringing it to $964.

The retail price of a Taurus L sedan with the L Plus package and an optional 3.0-liter V-6 engine ($521) would be $15,202.

The actual dealer cost, including dealer holdback, for the Taurus L with the L Plus package and the V-6 is $13,121.

Ford said that dealers could advertise the Taurus L Plus sedan at $13,999. The price does not include the destination charge of $480.

At the end of the 1990 model year, the Taurus L is at $12,701, and the Honda Accord DX with automatic transmission is $13,095, not including the $260 destination charge.

Ford Division also is offering cut-rate option packages on the 1991 Taurus GL and LX sedans in its battle with Honda. On those models, Taurus already has a price advantage over the Accord.

TAURUS VS. ACCORD

	1991 Prices	Final 1990 prices
Taurus L 4	$13,717	$12,701
Taurus L Plus V-6	13,999*	—
Accord DX 4	13,295	13,095
Taurus GL 4	14,190	13,174
Taurus GL V-6 (with pkg.)	15,199*	—
Accord LX 4	15,845	15,645
Taurus LX V-6	17,057	16,241
Taurus LX V-6 (with pkg.)	17,852	—
Accord EX 4	17,545	17,345

*Ford Division suggested "advertisable price," which is lower than the manufacturer's suggested retail price.
Accord prices include automatic transmission

Germans don't want Trabant any more

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Sales of East Germany's Trabant have been halted in its home market — where buyers once waited up to 17 years for delivery — because no East German will buy the 35-year-old, plastic-bodied relic.

Open borders have caused the market for the car to collapse. And while the Trabant is no longer for sale in East Germany, production continues — but only to fill previous contracts from other Eastern European countries.

"Sales are down to zero," said a Volkswagen AG official assigned to VW's joint marketing venture company with IFA Kombinat Personenkraftwagen, a unit formed to market Trabants and VW, Audi and Seat vehicles.

Instead of buying locally produced Trabants and Wartburgs, East German citizens this year have turned to used cars from the West, buying about 100,000 in the first seven months of 1990, according to estimates.

Earlier this year, the manufacturer suddenly made available 3,-000 Trabants that had not been

see TRABANT, page 14

Trabants are being shunned by East Germans, who prefer buying used cars from West Germany.

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Whitehead ends 24-year reign as head of Jaguar in U.S.

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Michael H. Dale will succeed Graham W. Whitehead as president of Jaguar Cars Inc. next month when Whitehead retires after 24 years as Jaguar's top U.S. official.

Dale, 55, has been responsible for sales and marketing since 1973. He has been senior vice president of the U.S. firm since 1985.

Whitehead announced last week that he will retire Oct. 1. He will be 62 on Sept. 13. He has spent 45 years in the British auto industry.

Gene Fisher, chairman of Jaguar's dealer council and owner of Overseas Motors Corp. in Dallas and Fort Worth, said dealers will miss Whitehead, but they welcome Dale as his successor.

Whitehead

Dale

"Graham was a stabilizing influence through BMC (British Motor Corp.), British Leyland or whomever else we did business with," Fisher said. "He was always there, always helpful, and he had a lot of talent."

Under Whitehead's leadership, Jaguar Cars Inc. and its predecessor companies in America have sold almost one million British cars, including marques like MG and Triumph, worth more than $10 billion. He was appointed a Commander of the Order of the British Empire in 1977.

Now, like other European imports, Jaguar is trying to reverse a sales slide that began in 1987. U.S. sales dropped from 24,464 in 1986 to 18,967 last year. Sales through July this year were 10,860, just 23 units ahead of last year.

Whitehead's career has followed Jaguar through a succession of owners, including the British government.

Ford Motor Co. bought Jaguar last February for about $2.56 billion. The Ford takeover should help ease Whitehead's retirement, since his stock and options brought him a profit that could have been more than $1 million.

"He deserves it," dealer Fisher said.

Whitehead began his auto career with Wolseley Motors Ltd. in 1945, moved to British Motor Corp. Ltd. in 1955 and became senior sales executive for BMC (USA) Ltd. in New York in 1959.

He continued in executive posts in this country as the import firm became British Motor Corp./Hambro Inc., British Motor Holdings (USA) Inc. and British Leyland Motors Inc. The U.S. company was renamed Jaguar Cars Inc. in March 1983.

New Ford Escort to test tough European segment

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

GSTAAD, Switzerland — Ford Motor Co. has rolled out an important new entry in Europe's largest segment with the launch of the European Escort/Orion subcompact that goes on sale in October.

Ford of Europe invested $1.5 billion in the new line, its highest ever for a product program. Escort/Orion will compete in the lower-medium segment, which accounted for 32 percent of European sales last year — about four million cars.

Ford has capacity for 650,000 of the cars at its plants in Saarlouis, West Germany; Halewood, England; and Valencia, Spain.

Escort/Orion sales totaled about 600,000 last year; the nine-year-old model's best performance was 630,000 units in 1987.

The segment is heavily contested, but Ford's new entry will have the spotlight to itself for a while.

Volkswagen's Golf/Jetta and General Motors' Opel Kadett/Vauxhall Astra were the two best-selling models in Europe last year; new versions of those cars will be displayed at the 1991 Frankfurt show.

Peugeot S.A. plans to enter the segment, hoping to rise from third place to first in European sales. The Citroen FX, once slated for the Paris show in October, is now planned for a Geneva debut next March.

Instead of dribbling out versions of its Escort over several years, Ford of Europe will bring out most of them, including this notchback, in October.

Ford will bring out most versions of its new car at introduction time, including a hatchback, notchback and station wagon. That is a departure from Ford's past practice in Europe of dribbling out versions over several years.

Versions of the new model available immediately include:

- Three-and five-door hatchbacks
- A five-door station wagon
- The four-door Orion sedan
- A convertible co-designed with Karmann in Germany
- A light commercial van.

Werner Kalkert, management board member for product development at Ford of Germany, said a sporty Escort XR31 2000 will be introduced in the first half of 1991 and a 220-horsepower Escort Cosworth Turbo a year later.

The range was designed and developed in Europe and differs from the new U.S. Escort that was co-developed with Mazda. The five-year European project involved 2,500 designers from Ford research and development facilities in Dunton, England, and Merkenich, Germany.

Styling is not radically different from the Escort it replaces, and reaction from the enthusiast press has been mixed.

Ford of Europe has offered advanced aerodynamic designs, starting with the Sierra in 1982, but the company has clearly decided on a more conservative path in the 1990s.

If recent history is a guide, conservative could pay off. The new Fiesta took some knocks from the enthusiast press when it was introduced 18 months ago, but the car set a European record for first-year sales with 540,000.

Helmuth Schrader, chief designer at Ford of Germany, said Ford chose an evolutionary Escort/Orion design over revolutionary treatments because of the past success of the line and clinic research.

Schrader said stylists sought and got greater individuality for the Orion notchback.

Horst Winkler, a Ford of Germany marketing executive, predicted that in Germany, the notchback could rise to 15 percent of the Escort/Orion mix, up from 9 percent last year.

The new Escort has a longer wheelbase and more interior space, but overall length is only slightly greater than its predecessor's. Wheelbase is 99.5 inches, an increase of almost five inches, but length has been increased only 2.8 inches to 159.

Low-priced models are powered by Ford's lean-burning HCS engine that was introduced in 1988. Also offered is Ford's CVH engine range, four million of which have been produced in Europe. A version of Ford's 1.8-liter OHC naturally aspirated diesel engine also is available.

Among numerous features offered for the first time on the European Escort/Orion are electronic anti-lock brakes from Teves, power steering, air conditioning, a new torsion-beam rear suspension, rear disc brakes, near-flush side glass, flush-bonded windshield and rear window.

A 16-valve engine and a turbodiesel, both new to the range, will be available next year.

Ford's Continuously Variable Transaxle stepless automatic transmission is an option with the 1.4- and 1.6-liter CVH engines.

Prices in Germany range from 19,080 marks ($12,300) for the 1.4-liter three-door Escort CL to 34,450 marks ($22,225) for the convertible.

Fiat to idle 35,000

Sales fall in Italy ends decade of go-go

By Luca Ciferri
STAFF CORRESPONDENT

TURIN, Italy — Fiat Auto will idle 35,000 of its 116,000 line workers at various plants in the next four months.

The decision, announced in Rome on Aug. 28 to unions, will represent a production decrease of around 75,000 units, 3.7 percent of 1989 total production.

The move follows decreasing sales in Italy that have caused Fiat Auto's European passenger car inventory to rise from about 185,000 to more than 225,000 units.

Since late 1980, when Fiat Auto started its recovery from near bankruptcy, no plants have been shut except for retooling or rebuilding.

Italian sales for Fiat Auto were down 5.7 percent in June and about 5 percent for July and August, mainly due to Fiat and Alfa Romeo brands.

In the first half of the year, Fiat was down 5.88 percent and Alfa Romeo 6.82 percent. Lancia, thanks to the success of Dedra, was 4.41 up in the same period.

The shutdowns are spread over several months and many plants.

Alfa's Arese plant, with 7,000 workers, will close one week each month through December, cutting production by 10,000 to 12,000 units.

Fiat's Mirafiori and Rivalta plants will close for 3 weeks, and Fiat's Termini Imerese and Lancia's Desio plants will stop for one week; in total, 19,000 workers are involved, and production wil be cut by 65,000 units. Another 9,000 workers in component and subassembly plants will have temporary layoffs.

Four other plants will not close.

Volvo suffers too; 5,000 jobs cut

FRANKFURT, West Germany — AB Volvo last week announced a 54 percent plunge in pre-tax profits for the first half of 1990 and said it will cut 5,000 jobs by the end of 1991. In addition, Volvo GM Heavy Truck Corp. is planning layoffs at its New River Valley plant in Dublin, Va.

Volvo said pre-tax profits dropped to 2.06 billion Swedish kronor ($360 million) from 4.48 billion ($782 million) in the first half of 1989. The company blamed reduced demand in its three biggest markets: the United States, Great Britain and Sweden.

Swedish car plants, which employ about 23,000, will absorb about 80 percent of the planned manpower cuts.

The New River Valley plant will lay off 350 workers out of a total workforce of 1,500 as production is pared back from 60 trucks daily to 42 beginning in mid-October. Volvo said U.S. heavy truck sales fell 28 percent to 7,200 units in the first half.

Volvo said worldwide new-car deliveries declined 3.9 percent to 198,000 units in the first half; U.S. car sales fell 8.5 percent to 56,939 through July.

Volvo profits also have been undercut by heavy investment in new car models, including the just-introduced 960/940 line and the replacement for the 200 series expected next year. Declining productivity in its Swedish workforce also was cited as a factor.

— Richard Johnson

Honda slips past Chrysler in Canada sales

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — Honda's combined sales of North American-built and imported cars in Canada topped Chrysler Corp.'s total in July, putting Honda in third place and dropping Chrysler to fourth for the first time.

Honda sold 3,043 North American-built cars and 5,400 imports in July for a total of 8,443.

Chrysler sold 7,043 North American cars and 936 imports for a total of 7,979.

Overall, sales of North American-built cars increased in July; sales of imports dipped slightly.

General Motors did the best among the Big 3 in North American car sales, up 7.79 percent. Ford Motor Co. slipped 12.40 percent, and Chrysler dropped 4.01 percent, compared with July 1989.

The year-to-year increase for North American-built cars — including Honda, Hyundai, Mazda and Volvo was 4.22 percent, but seven-month sales were down 10.69 percent.

No breakout was available for Toyota and Suzuki on sales of North American-built and imported vehicles.

In commenting on July sales, Bill Atkinson, vice president of marketing for GM of Canada, said, "In the midst of an overall soft market, we experienced sales increases throughout our product lineup."

He said the Chevrolet Cavalier is now the best-selling car in Canada.

Import sales were down 301 cars in July, from 26,743 to 26,442. Only six of the 18 importers reporting showed increases:

- Volkswagen was up 29.13 percent
- GM increased by 28.36 percent
- Mazda sales were up 27.73 percent
- BMW sales increased 24.03 percent
- Suzuki sales were up 21.20 percent
- Honda sales increased by 2.74 percent.

Total car sales were up 2.25 percent for July but were down 7.81 percent for the first seven months of this year.

Sales of North American-built trucks held steady for the month at 28,882 compared with 28,879 in July 1989. Imports gained 7 percent. Total truck sales for the month were up 412 units, or 1.19 percent.

Total car and truck sales in July were up 1.90 percent over July 1989, but down 8.31 percent for the first seven months of this year.

CANADIAN CAR AND TRUCK SALES

North American cars	July 1990	July 1989	7 mos., 1990	7 mos., 1989
General Motors	23,944	22,214	177,858	198,680
Ford	12,104	13,818	94,834	116,332
Chrysler	7,043	7,337	67,575	77,660
Honda	3,043	1,767	21,029	15,552
Hyundai	534	0	1,044	0
Mazda	657	159	2,592	159
Volvo	223	327	1,896	2,337
North American car total	**47,548**	**45,622**	**366,828**	**410,720**
Import cars				
Honda	5,400	5,256	39,588	33,639
Toyota	5,137	5,675	46,515	46,753
General Motors	3,304	2,574	17,012	18,131
Volkswagen	3,090	2,393	21,053	16,200
Mazda	2,312	1,810	17,614	16,817
Nissan	1,818	2,102	15,089	16,856
Hyundai	1,162	2,471	9,695	16,206
Suzuki	1,006	830	5,390	4,727
Chrysler	936	1,109	9,430	13,767
Subaru	608	676	4,354	3,466
Ford	577	632	3,789	5,523
Mercedes-Benz	368	385	2,580	2,560
BMW	351	283	2,268	2,618
Volvo	166	270	1,430	1,778
Jaguar	73	102	705	1,000
Saab	73	84	530	765
Lada	48	61	398	440
Peugeot	13	30	72	167
Import car total	**26,442**	**26,743**	**197,512**	**201,413**
TOTAL — ALL CARS	**73,990**	**72,365**	**564,340**	**612,133**
North American trucks (including vans)				
GM	11,836	10,839	89,211	97,863
Ford	9,672	10,038	78,234	87,339
Chrysler	7,374	8,002	47,530	65,129
North American truck total	**28,882**	**28,879**	**214,975**	**250,331**
Import trucks (including vans)				
Mazda	1,790	1,129	11,440	10,475
Toyota	1,327	1,431	10,559	9,637
Nissan	1,082	1,038	8,770	7,961
Suzuki	938	805	5,086	4,759
GM	896	1,113	6,939	6,005
Volkswagen	122	100	647	454
Chrysler	72	177	1,120	1,631
Lada	16	49	106	160
Land Rover	8	0	10	0
Import truck total	**6,251**	**5,842**	**44,677**	**41,082**
TOTAL — ALL TRUCKS	**35,133**	**34,721**	**269,652**	**297,413**
TOTAL — CARS, TRUCKS	**109,123**	**107,086**	**833,992**	**909,546**

Peterbilt's new sleeper boxes

Peterbilt Motors of Newark, Calif., has two new 48-inch sleeper boxes, a high-roof and a standard-sized version, for its long-haul conventional models. Their 48-inch length provides floor space for dressing, and each has full-length closets. The high-roof version provides stand-up room for drivers of average height.

JUNE TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1990	TOTAL 1989
FORD	MO	125,274	2,779	0	789	2,839	1,475	133,156	127,641
	YR	836,216	17,254	0	3,314	16,615	8,384	881,783	760,806
FREIGHTLINER	MO	0	0	0	0	0	2,050	2,050	2,147
	YR	0	0	0	0	0	13,828	13,828	12,385
CHEVROLET	MO	117,365	0	35	784	793	0	118,977	112,782
	YR	776,194	0	185	4,287	4,297	0	784,963	663,898
GMC	MO	32,516	0	113	672	1,449	0	34,750	30,012
	YR	201,506	0	1,743	3,260	8,568	0	215,077	190,537
KENWORTH	MO	0	0	0	0	35	1,201	1,236	1,445
	YR	0	0	0	0	238	8,733	8,971	9,092
MACK	MO	0	0	0	82	109	1,418	1,609	2,413
	YR	0	0	0	752	1,003	9,361	11,116	12,861
MERCEDES-BENZ	MO	0	0	0	28	140	0	168	172
	YR	0	0	0	325	696	0	1,021	1,078
NAVISTAR	MO	0	16	12	873	2,882	2,584	6,367	7,313
	YR	0	43	75	7,983	17,630	16,655	42,386	40,532
PETERBILT	MO	0	0	0	0	15	1,034	1,049	1,369
	YR	0	0	0	0	264	7,214	7,478	8,403
VOLVO/GM HEAVY	MO	0	0	0	0	61	944	1,005	1,649
	YR	0	0	0	0	448	8,208	8,656	8,848
HINO	MO	21	0	40	49	47	0	157	217
	YR	201	0	280	366	582	0	1,429	1,162
NISSAN DIESEL	MO	60	0	59	51	30	0	200	171
	YR	428	0	543	307	306	0	1,584	1,159
ISUZU TRUCK	MO	475	57	33	75	46	0	686	512
	YR	3,608	426	238	1,300	356	0	5,928	4,288
MITSUBISHI FUSO	MO	146	0	32	30	35	0	243	289
	YR	1,135	0	400	165	336	0	2,036	1,730
SCANIA	MO	0	0	0	0	0	6	6	24
	YR	0	0	0	0	0	68	68	58
IVECO TRUCKS	MO	186	65	34	20	0	0	305	259
	YR	903	295	149	95	0	0	1,442	1,134
WESTERN STAR	MO	0	0	0	0	0	99	99	161
	YR	0	0	0	0	0	611	611	827
OTHER TRUCKS	MO	142,332	0	0	0	0	68	142,400	144,686
	YR	1,013,942	0	0	34	1	479	1,014,456	832,337
GRAND TOTAL, 1990	MO	418,375	2,917	358	3,453	8,481	10,879	444,463	433,262
	YR	2,834,133	18,018	3,613	22,188	51,340	73,541	3,002,833	2,551,135
1989 YR to DATE		2,521,576	10,085	4,240	29,672	51,728	71,739	2,551,135	

NOTE: Class 1-3 total includes light trucks sold by all makes other than those listed. Class 4-8 reported by Motor Vehicle Manufacturers Association.

Navistar International hikes engine torque, horsepower for '91

CHICAGO — Navistar International Corp. is offering higher horsepower and torque ratings in its 1991 engine lineup.

The new engine offerings are designed to improve driveability and to provide more power for better operating efficiency, said John Toole, manager of product planning for Navistar Engine and Foundry Division.

Navistar produces a broad line of truck engines in the 150 to 275 hp range. They include the DT/DTA 466, DT/DTA 360 and 7.3-liter V-8 engine series.

The DT 466 and DTA 466 are in-line six-cylinder, open-chamber, direct fuel injection, 7.6-liter displacement engines. They feature a premium wet-sleeve design.

The engines are available in International 2000, 3000, 4000, 5000 and 7000 series medium- and heavy-duty trucks.

For 1991, the DT 466 is available for the first time with 195 hp at 2,400 rpm and 520 pounds-feet of peak torque at 1,600 rpm.

A second version of the DT 466 continues to be available with 210 hp at 2,400 rpm and 570 pounds-feet of peak torque at 1,600 rpm.

The turbocharged and air-to-air intercooled DTA 466 is available with 270 hp at 2,400 rpm, with a higher peak torque of 795 pounds-feet at 1,600 rpm.

Another version of the DTA 466 is rated at 250 hp at 2,400 rpm with 700 pounds-feet at 1,600 rpm.

There are two versions of the DTA 466 available at 220 hp at 2,400 rpm: one rated at 600 pounds-feet peak torque at 1,600 rpm, and a second at 650 pounds-feet of peak torque at 1,600 rpm.

> The new engine offerings are designed to improve driveability and to provide more power for better operating efficiency.
>
> **John Toole**
> Navistar

The turbocharged DT 360 and turbocharged and air-to-air intercooled DTA 360 diesel engines continue to be available for the International 4700 series medium-duty trucks and 3800 series school bus chassis.

Like the DT 466/DTA 466, both the DT 360 and DTA 360 feature a premium wet-sleeve design.

The DT 360 continues to be available with 170 hp at 2,700 rpm and 400 pounds-feet of peak torque at 1,700 rpm.

Two DTA 360 versions are available with 185 hp at 270 rpm: one with 445 pounds-feet peak torque at 1,700 rpm; the other with 485 pounds-feet peak torque at 1,700 rpm. Both are in-line, six-cylinder, open-chamber, direct fuel injection engines with 5.9-liter displacements.

The 7.3-liter diesel is a compact, lightweight, naturally aspirated V-8, available for International 4600 medium-duty trucks and 3700 school bus chassis.

All 1991 International engines are in full compliance with 50-state emissions standards.

TRUCK BRIEFS

ADP buys Ultimate Roads

CHICAGO — ADP Dealer Services, a division of Automatic Data Processing Inc., has purchased the assets of Ultimate Roads from Ultimate Corp.

Dallas-based Ultimate Roads provides computer hardware and software services to almost 400 heavy-duty truck and trailer dealerships in the United States.

ADP Dealer Services supplies computer systems to more than half of the heavy-duty truck market in the United States.

ADP said it would retain the Ultimate Roads management team and staff. All current Ultimate Roads clients will continue to be serviced by the group in Dallas.

Distributor profits dip

LIVONIA, Mich. — Net profit before taxes for the typical truck equipment distributorship dropped to 1.6 percent in 1989, down from 1.7 percent the previous year, according to a survey by the National Truck Equipment Association.

Even the high profit distributorships — the top 25 percent that scored higher marks in all critical areas of measurement — saw profit margins drop to 5.0 percent, compared with 5.1 percent in 1988, according to the association's 1990 Distributor Profit Survey Report.

Sales growth for the 149 firms responding to the survey dropped dramatically to 4.20 percent in 1989, down from 11.50 percent the previous year. The companies' sales had grown 9.00 percent during 1988 and 8.40 percent in 1987.

New used-truck program

KIRKLAND, Wash. — Kenworth Truck Co. has introduced its Elite used-truck program at participating dealerships. Dealerships involved in the program test and recondition used trucks.

Kenworth developed the program because used vehicles account for 45 percent of all heavy-duty trucks purchased in the United States, said Jon Wyman, Kenworth's national used-truck manager.

Used trucks involved in the Elite program have mechanical and structural checks performed with necessary components replaced if required.

Kenworth also provides an Elite Buyer Protection Plan under which it will back selected used Kenworth and Peterbilt models with a one-year, 100,000-mile, limited protection plan. The plan covers major components, cabs, sleepers and frames.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1989-90 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Dodge trucks	$750-$2,500	2.9	7.9	7.9	10.9	Sept. 30*
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Jeep	$500-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Plymouth	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*

*Incentive financing of zero percent for 24 months, 4.8 percent for 48 months and 7.9 percent for 60 months applies to Chrysler LeBaron coupe, Imperial, New Yorker, New Yorker Salon, New Yorker Landau and New Yorker Fifth Avenue; Dodge Daytona and Dynasty, and Jeep Cherokee and Wagoneer Ltd. Rates of zero or 2.9 percent for 24 months (depending on model), 7.9 percent for 48 months and 10.9 percent for 60 months are available on all other models.

Ford Motor Co. (1990 models)						
Ford cars*	$700-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Mercury*	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Continental, Mark VII	$1,500-$2,000					Sept. 26

Ford Motor Co. (1991 models)						
Crown Victoria	$750	7.9	7.9	7.9	10.9	Sept. 26
Grand Marquis	$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Finance incentive is 4.8 percent for 48 months on Ford Taurus and Thunderbird and Mercury Sable and Cougar.

General Motors (1990 models)						
Buick*	$500-$1,250	7.9	7.9	7.9	10.9	Sept. 26
Riviera	$2,000	7.9	7.9	7.9	10.9	Sept. 26
Reatta	$3,000	7.9	7.9	7.9	10.9	Sept. 26
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Oldsmobile*	$1,500-$2,500	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$750-$2,000**	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$1,500**					

*Rebates on 1989 Oldsmobiles are $500 more than on 1990 models. Finance rate is 4.8 percent for 48 months on 1989-90 Cutlass Supreme and Cutlass Ciera and 1990 Buick Century and Regal.
**Dealers contribute $1,000 on Grand Prix, $500 on Trans Sport.

General Motors (1991 models)						
Buick*	$250-$1,250	3.9	5.9	7.9	10.9	Sept. 26
Chevrolet, Geo cars	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Oldsmobile	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$500	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$500					

*Buick rebates based on option package selected. Finance rates on Regal sedan are 4.8/4.8/4.8/10.9. No rebates or special financing on Reatta and Park Avenue.

Hyundai (1989-90)	$500-$750	1.0	4.9	4.9	10.9	Sept. 4

Mazda (1990 models)		
323 SE	$750	Oct. 2
MX-6, 626	$500-$1,000	Sept. 5
Trucks	$750	Sept. 5
MPV	$500-$700 discount on option packages	Sept. 5
Nissan (1990 models)		
Sentra	$1,000-$1,200	Oct. 2
Trucks	$1,000	Oct. 2
Subaru		
Justy (1989-90)	$500-$1,000	Oct. 2
Loyale (1990)	$800-$1,200	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California
Note: Some makers offer rebates to buyers of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Nissan and Adesco settle service contract dispute

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Nissan Motor Corp. in U.S.A. has reached an out-of-court settlement with its former in-house extended service contract administrator, Adesco Inc., ending a messy legal feud that included allegations of fraud and bribery. Terms of the settlement were not disclosed.

The imbroglio began in 1988 when Adesco of Tulsa, Okla., threatened to terminate several Nissan dealers in Florida it claimed submitted fraudulent repair claims for payment.

Nissan sued Adesco in California for breach of contract and not administering claims properly. Nissan obtained an injunction in U.S. District Court for the Central District of California that stopped Adesco from terminating dealers.

Adesco then sued the dealers in Florida for allegedly submitting false claims. Adesco also countersued Nissan, claiming there was a nationwide conspiracy by Nissan dealers to file inflated claims.

Nissan answered with an amended complaint, asking to take over the dealers' existing extended service contracts for administration. Nissan claimed Adesco failed to administer the claims properly.

In April 1989, Nissan brought fraud charges, alleging that Adesco bribed a former Nissan employee to obtain the contract to administer its extended service contracts.

A lawsuit against that employee, Fred Gramcko, by Nissan is pending in the San Diego County Superior Court. The automaker claims Gramcko violated his duties of loyalty to the company and accepted bribes. He has filed a wrongful discharge suit against Nissan.

In July, U.S. District Court Judge William Rey ordered a trial on Nissan's charges that Adesco obtained the contract fraudulently.

But two days into the trial, the companies reached a settlement. Part of the settlement is that Adesco's lawsuit against the Florida dealers will be dropped.

Nissan is selling and administering its own extended service contracts and those sold by Adesco.

There is an exception — extended service contracts sold before October 1988 are being administered by American Warranty, based in Lincolnwood, Ill.

Ironically, American is on the verge of collapse. But an attorney for Nissan said claims are being paid because they are backed by Nissan.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-90 models)		
Monaco (1990 model)	$2,500	Sept. 30
Premier (1989-90 base models)	$2,500	Sept. 30
Cherokee Ltd., Wagoneer Ltd., Grand Wagoneer (1989-90 models)	$500-$4,000	Sept. 30
Ford Motor Co. (1990 models)		
Taurus SHO	$2,000	Sept. 26
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	Sept. 26
Crown Victoria	$300	Sept. 26
Town Car	$1,500-$2,500 based on number sold	Sept. 26
Continental Mark VII	$1,000-$2,000 based on number sold	Sept. 26
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90 models)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mazda (1990 models)		
929, RX-7	$500-$2,500, based on number sold	Sept. 5
Nissan		
Stanza (1990 models)	$100-$1,000, based on number sold	Oct. 2
Trucks (1990-91 models)	$100-$200, based on number sold	Nov. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volkswagen (1990 models)		
Golf	$500	Dec. 31
Volvo (1989-90 models)	$200-$600, based on number sold	Sept. 30

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California
Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Toyota income up 27.4% for fiscal 1990

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Toyota Motor Corp. reported a 27.4 percent increase in consolidated net income to 441.3 billion yen ($2.8 billion) for the fiscal year ended June 30.

Net sales for the period were up 14.6 percent to 9.19 trillion yen ($60 billion), and operating income rose 37.4 percent to 642.9 billion yen ($4.2 billion).

Toyota attributed the increase to growth in sales worldwide, but particularly in Japan. The home market is the company's largest, and sales were supported by six full model changes and five all-new model introductions.

Toyota said it expects brisk sales to continue in Japan market, but anticipates more difficult conditions in the United States and Europe. Even so, the company forecasts a 4 percent growth in domestic sales this fiscal year, to 2.5 million units, and a 7.6 percent growth in exports, to 1.7 million.

Although Vice President Masami Iwasaki acknowledged the possibility that the Persian Gulf crisis might affect oil prices and interest rates, he said it is still too soon to determine exact effects. So far, he said, there is no apparent effect on the Japanese market.

Domestic production for the fiscal year was up 0.5 percent to 4,028,149 units, while overseas output rose 83.5 percent to 607,662.

Buick marches in GM parade of rebates on '91s

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Buick has joined Oldsmobile, Chevrolet and Pontiac in offering consumer rebates or, in lieu of the cash, cut-rate financing on most of its 1991 models even before their official introduction Sept. 27. Dealers have permission to sell those vehicles as they receive them.

The rebates run through Sept. 26 and are based on the option package selected. The payments are $250 to $1,000 on the Skylark, Century and LeSabre; $500 to $1,250 on the Regal; and $1,000 on the Riviera.

In lieu of cash, Buick will offer through General Motors Acceptance Corp. finance rates of 3.9 percent, 5.9 percent, 7.9 percent and 10.9 percent for terms of 24, 36, 48 and 60 months on all 1991 models except the Regal sedan, Reatta, Park Avenue and Park Avenue Ultra.

On the 1991 Regal sedan and 1990 Century and Regal, the finance rates are 4.8 percent for loans of 24, 36 and 48 months and 10.9 percent for 60 months.

In dealer incentive programs, Volkswagen United States Inc. extended the $500 payback on the 1990 Golf through Dec. 31, and Volvo Cars of North America extended through Sept. 30 payments of $200 to $600 on 1989-90 models, based on the number sold. The VW and Volvo programs had been scheduled to expire Aug. 31.

Car output at 4 million, trails 1989

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. automakers produced their four-millionth car of the year last Tuesday. In 1989, the four-millionth auto was built July 21.

Year-to-date, U.S. car production is 4,082,839, 12.42 percent behind last year.

Last week U.S. automakers' scheduled output was 124,039, 17.67 percent above the previous week and 1.96 percent above the year ago week.

Year-to-date, U.S. truck production is 2,689,250, down 7.00 percent from last year at this time.

Truckmakers scheduled 75,664 units last week, 2.12 percent below the prior week's total and 8.13 percent above the same week in 1989.

Estimated car production was split last week as follows: General Motors, 43.15 percent; Ford Motor Co., 24.62 percent; Chrysler Corp., 14.03 percent; Honda of America Manufacturing Inc., 7.02 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.56 percent; Mazda Motor Manufacturing (USA) Corp., 2.85 percent; Diamond-Star Motors Corp., 2.59 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.20 percent; Subaru-Isuzu Automotive Inc., 0.60 percent and New United Motor Manufacturing Inc., 0.38 percent.

Ford has extended the downtime at its Dearborn, Mich., assembly plant an additional two weeks. The plant was idled the week of Aug. 13 and is not scheduled to resume production until Sept. 10.

The additional downtime is due to a parts shortage related to start-up on the revised 2.3-liter engine. About 2,100 hourly workers are employed at the facility, which builds about 3,700 Mustangs per week.

Chrysler idled the Grand Wagoneer line at its Toledo, Ohio, plant last week because of high inventories at dealerships.

NUMMI scheduled a rolling model changeover last week. Production of the 1991 models is expected to begin tomorrow. NUMMI builds the Geo Prizm and the Toyota Corolla.

Chrysler Corp. has scheduled daily overtime this week at four assembly plants: Belvidere, Ill.; Sterling Heights, Mich.; Toledo, Ohio; and St. Louis No. 2.

All U.S. car and truck facilities are closed today for Labor Day.

Canada cars ahead of 1989

Canadian automakers scheduled production of 22,094 cars last week, 4.49 percent above the prior week and 31.08 percent above the same week last year.

Year-to-date, Canadian automakers have produced 691,111 units, 6.99 percent above 1989.

Truckmakers' targeted production of 15,953 units rose 6.62 percent above the previous week, but dropped 17.91 percent below the year-ago week.

So far this year, 561,995 trucks have been produced, 11.39 percent below the total at this time last year.

U.S. CAR	Week Ended Sept. 1, 1990	Week Ended Sept. 2, 1989	Week Ended Aug. 25, 1990	Aug Est	Jan. 1 to Sept. 1, 1990	Jan. 1 to Sept. 2, 1989
Horizon	0	0	0	0	4,327	21,175
Sundance	2,300	1,791	2,395	10,295	55,491	70,620
Acclaim	3,000	2,805	3,626	12,473	69,773	84,498
Total Plymouth	**5,300**	**4,596**	**6,021**	**22,769**	**129,591**	**176,293**
LeBaron A	0	0	0	0	8,064	0
LeBaron J	1,400	2,764	1,416	6,117	34,203	69,702
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	600	603	571	2,558	27,258	61,511
Fifth Avenue	1,400	1,754	1,432	6,215	20,890	6,951
Imperial	100	0	9	182	12,685	0
Total Chrysler	**3,500**	**5,121**	**3,428**	**15,071**	**103,100**	**141,110**
Omni	0	0	0	0	4,078	22,229
Daytona	900	1,819	958	4,034	22,779	56,262
Shadow	2,400	1,982	2,413	10,681	63,057	67,664
Dynasty	2,700	1,481	2,825	11,961	76,137	92,354
Lancer	0	0	0	0	0	1,528
Spirit	2,600	2,023	3,069	10,803	63,863	68,703
Total Dodge	**8,600**	**7,305**	**9,265**	**37,479**	**229,914**	**308,740**
CHRYSLER MOTORS	**17,400**	**17,022**	**18,714**	**75,319**	**462,605**	**626,143**
Escort	6,627	8,473	5,450	28,438	149,129	217,764
Mustang	0	2,446	0	5,899	88,727	144,551
Tempo	3,199	2,959	0	11,419	89,999	100,875
Taurus	7,705	5,077	3,402	31,111	238,207	244,482
Thunderbird	3,354	0	0	7,847	78,466	104,099
Total Ford Div.	**20,885**	**18,955**	**8,852**	**84,713**	**644,528**	**811,771**
Topaz	1,069	1,382	0	3,783	34,363	47,453
Cougar	2,238	0	0	5,172	52,095	89,789
Sable	2,711	1,539	1,133	9,902	72,635	78,783
Total Mercury	**6,018**	**2,921**	**1,133**	**18,856**	**159,093**	**216,025**
Continental	1,031	384	1,096	5,788	40,501	43,745
Mark VII	181	128	252	1,625	14,848	14,105
Town Car	2,420	768	2,169	11,974	103,125	82,628
Total Lincoln	**3,632**	**1,280**	**3,519**	**19,387**	**158,474**	**140,478**
Total L-M Div.	**9,650**	**4,201**	**4,652**	**38,244**	**317,567**	**356,503**
FORD MOTOR CO.	**30,535**	**23,156**	**13,504**	**122,957**	**962,095**	**1,168,274**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	1,940	1,738	1,946	8,336	60,613	39,435
Century	784	2,940	0	784	42,714	87,781
Riviera	548	546	469	1,759	14,875	12,620
Electra/Park Ave.	3,002	2,387	2,188	8,30[illegible]	29,336	51,890
LeSabre (fwd)	3,476	3,196	3,368	11,741	108,465	101,892
LeSabre (rwd)	0	215	0	0	4,022	4,592
Reatta	0	195	0	0	5,277	3,645
Total Buick	**9,750**	**11,217**	**7,971**	**30,929**	**265,3[illegible]**	**308,768**
Eldorado	571	423	500	1,827	14,088	20,139
Seville	572	400	490	1,828	24,634	14,886
Brougham (rwd)	903	673	826	4,216	19,481	24,049
DeVille (fwd)	2,800	3,952	3,089	9,596	105,498	134,393
Allante	89	0	89	409	3,050	2,077
Total Cadillac	**4,935**	**5,448**	**4,994**	**17,876**	**166,751**	**195,544**
Cavalier	7,220	4,351	7,854	26,412	218,600	243,048
Camaro	2,208	1,597	2,321	9,136	48,597	68,127
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	6,160	8,392	6,340	24,297	191,758	256,314
Caprice	0	4,050	0	9,133	161,072	124,957
Corvette	380	513	313	693	15,338	17,181
Total Chevrolet	**15,968**	**18,903**	**16,828**	**69,672**	**635,365**	**779,976**
Calais	2,140	1,876	2,128	9,220	68,946	61,425
Cutlass Ciera	576	1,242	0	576	49,548	61,445
Cutlass Supreme	2,295	3,467	2,103	8,567	60,984	63,347
Toronado	344	111	298	1,106	10,615	5,082
88 (fwd)	2,201	1,415	2,103	7,795	69,934	92,381
88 (rwd)	0	109	0	0	1,214	5,475
98	208	1,487	39	289	33,073	49,254
Total Oldsmobile	**7,764**	**9,707**	**6,671**	**27,553**	**294,314**	**338,409**
Sunbird	4,000	2,352	4,022	17,845	105,011	96,668
Grand Am	4,800	4,925	4,856	21,457	139,532	162,675
Firebird	1,045	1,141	880	4,534	29,133	38,031
Grand Prix	2,993	3,684	2,309	5,633	78,298	84,516
Pontiac 6000	608	1,679	0	608	37,019	56,264
Bonneville	1,656	2,515	1,622	6,358	52,881	62,111
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**15,102**	**16,296**	**13,689**	**56,435**	**441,874**	**502,956**
GENERAL MOTORS	**53,519**	**61,571**	**50,153**	**202,465**	**1,803,606**	**2,125,653**
DIAMOND-STAR	**3,211**	**2,276**	**3,345**	**14,238**	**88,405**	**44,671**
HONDA	**8,710**	**6,421**	**8,902**	**41,105**	**293,874**	**253,011**
Civic	1,871	3,608	2,020	9,203	77,891	86,781
Accord	6,839	2,813	6,882	31,902	215,983	166,230
MAZDA†	**3,539**	**3,998**	**4,313**	**16,989**	**117,189**	**136,950**
NISSAN	**1,485**	**2,724**	**1,180**	**3,713**	**54,810**	**79,505**
NUMMI	**475**	**1,145**	**142**	**11,544**	**135,250**	**137,915**
Corolla	225	434	69	5,939	68,105	55,934
Geo Prizm/Nova	250	711	73	5,605	67,145	81,981
SUBARU-ISUZU	**750**	**0**	**722**	**3,142**	**18,526**	**0**
TOYOTA	**4,415**	**3,340**	**4,442**	**20,324**	**146,479**	**89,695**
TOTAL CARS, U.S.	**124,039**	**121,653**	**105,417**	**511,796**	**4,082,839**	**4,661,817**
TOTAL CARS, CANADA	**22,094**	**16,855**	**21,144**	**76,230**	**691,111**	**645,948**
U.S., CANADA CARS	**146,133**	**138,508**	**126,561**	**588,025**	**4,773,950**	**5,307,765**
U.S., CANADA CARS AND TRUCKS	**237,750**	**227,916**	**218,827**	**961,725**	**7,987,624**	**8,833,559**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe
*Estimated

CANADIAN CAR	Week Ended Sept. 1, 1990	Week Ended Sept. 2, 1989	Week Ended Aug. 25, 1990	Aug Est	Jan. 1 to Sept. 1, 1990	Jan. 1 to Sept. 2, 1989
Monaco	0	0	0	1,244	6,891	0
Premier	0	0	79	2,001	7,477	25,966
CHRYSLER MOTORS	**0**	**0**	**79**	**3,244**	**14,368**	**25,966**
Tempo	3,152	3,119	2,852	10,114	80,811	88,064
Topaz	1,354	1,327	1,287	4,728	30,262	37,435
Crown Victoria	2,476	1,688	2,611	11,225	81,985	81,646
Grand Marquis	2,970	1,737	3,060	12,805	74,849	87,587
FORD MOTOR CO.	**9,952**	**7,871**	**9,810**	**38,873**	**267,907**	**294,732**
Celebrity	0	61	0	0	20,319	15,286
Cutlass Ciera	0	185	0	0	53,487	96,157
Lumina	6,652	4,360	4,625	12,140	144,360	94,267
Regal	1,220	2,387	2,572	4,460	61,642	48,633
GENERAL MOTORS	**7,872**	**6,993**	**7,197**	**16,600**	**279,808**	**254,343**
HONDA	**2,150**	**1,665**	**2,137**	**9,370**	**70,159**	**55,823**
HYUNDAI	**720**	**0**	**423**	**2,137**	**13,380**	**0**
TOYOTA	**1,300**	**146**	**1,318**	**5,726**	**39,956**	**9,897**
VOLVO	**100**	**180**	**180**	**280**	**5,533**	**5,187**
TOTAL CARS, CANADA	**22,094**	**16,855**	**21,144**	**76,230**	**691,111**	**645,948**

U.S. TRUCK	Week Ended Sept. 1, 1990	Week Ended Sept. 2, 1989	Week Ended Aug. 25, 1990	Aug Est	Jan. 1 to Sept. 1, 1990	Jan. 1 to Sept. 2, 1989
Caravan	0	1,785	0	0	67,046	70,051
Dakota	1,500	2,011	1,516	6,680	46,136	65,490
Caravan C/V	0	81	0	0	4,171	4,825
Ram pickups	2,300	2,009	2,404	10,106	68,453	65,618
Total Dodge	**3,800**	**5,886**	**3,920**	**16,786**	**185,806**	**205,984**
Cherokee	3,900	3,923	3,809	13,513	103,703	150,321
Comanche	300	465	330	1,031	5,272	20,011
Grand Wagoneer	0	0	325	902	4,672	7,514
Wagoneer	100	74	96	354	2,539	5,508
Total Jeep	**4,300**	**4,462**	**4,560**	**15,800**	**116,186**	**183,354**
Voyager	0	1,592	0	0	62,823	65,928
Town & Country	0	175	0	0	2,078	2,377
Total C-P Div.	**0**	**1,767**	**0**	**0**	**64,901**	**68,305**
CHRYSLER MOTORS	**8,100**	**12,115**	**8,480**	**32,586**	**366,893**	**457,643**
Aerostar	4,750	3,891	5,000	21,245	139,746	154,492
Bronco	988	1,191	1,005	4,560	35,294	52,774
Bronco II/Explorer	5,258	2,303	4,648	22,461	123,996	82,462
Econoline	4,192	4,126	4,198	19,214	132,561	157,941
Mediums/Heavies	1,151	1,266	1,161	5,462	37,047	42,324
Light trucks	9,541	10,296	10,321	46,602	309,826	364,687
Ranger	4,327	6,198	4,739	22,744	189,769	216,977
Total Ford Div.	**30,207**	**29,271**	**31,072**	**142,288**	**968,239**	**1,069,657**
FORD MOTOR CO.	**30,207**	**29,271**	**31,072**	**142,288**	**968,239**	**1,069,657**
Astro	2,910	3,066	3,044	13,244	86,245	111,884
Blazer	358	547	409	1,634	12,180	0
Lumina APV	458	0	0	458	59,011	19,587
Mediums/Heavies	364	355	458	1,904	6,726	7,829
P-Model	269	596	0	269	15,770	21,645
Pickups	8,059	7,853	7,193	28,103	273,198	278,396
S-10	3,350	0	4,657	16,417	157,472	179,651
S-10 Blazer	3,647	0	3,873	13,171	70,378	131,177
Sportsvan/Van	1,289	1,794	977	2,936	40,724	67,347
Suburban	1,508	1,460	1,475	6,641	48,035	54,584
Total Chevrolet	**22,212**	**15,671**	**22,086**	**84,778**	**769,739**	**868,381**
Jimmy	132	158	134	523	3,787	5,805
Mediums/Heavies	530	575	577	2,554	7,879	12,677
P-Model	20	41	0	20	2,083	3,032
Pickups	1,761	2,594	1,869	6,339	95,146	83,599
S-15/Sonoma	703	0	1,167	3,334	35,984	40,782
S-15 Jimmy	995	0	1,232	3,868	23,582	36,719
Safari	850	819	888	3,873	30,635	29,164
Suburban	834	644	789	3,464	24,164	21,554
Vandura/Rally Vans	487	635	386	1,126	15,255	19,294
Total GMC	**6,312**	**5,466**	**7,042**	**25,101**	**238,515**	**0**
Olds Silhouette	110	0	0	110	23,746	0
Pontiac Trans Sport	223	0	0	223	37,065	246,685
GENERAL MOTORS	**28,857**	**21,137**	**29,128**	**110,212**	**1,069,065**	**1,115,066**
NAVISTAR	**1,580**	**1,413**	**1,597**	**5,684**	**49,415**	**55,186**
NISSAN	**2,450**	**2,589**	**2,471**	**11,326**	**97,304**	**0**
SUBARU-ISUZU	**1,020**	**0**	**1,106**	**4,350**	**20,344**	**82,007**
AM GENERAL*	**450**	**450**	**450**	**2,070**	**15,390**	**15,390**
MISCELLANEOUS*	**3,000**	**3,000**	**3,000**	**13,800**	**102,600**	**96,600**
TOTAL TRUCKS, U.S.	**75,664**	**69,975**	**77,304**	**322,315**	**2,689,250**	**2,891,549**

CANADIAN TRUCK	Week Ended Sept. 1, 1990	Week Ended Sept. 2, 1989	Week Ended Aug. 25, 1990	Aug Est	Jan. 1 to Sept. 1, 1990	Jan. 1 to Sept. 2, 1989
Caravan	1,501	2,779	1,010	3,818	86,535	95,652
Caravan C/V	0	171	0	0	5,610	7,850
Ram Wagon	342	665	333	2,249	16,498	17,992
Ram Van	1,578	1,731	1,588	4,798	38,560	46,357
Total Dodge	**3,421**	**5,346**	**2,931**	**10,865**	**147,203**	**167,851**
Voyager	1,337	2,206	1,032	3,444	69,202	84,281
Total Plymouth	**1,337**	**2,206**	**1,032**	**3,444**	**69,202**	**84,281**
Wrangler	1,500	1,768	1,483	5,959	39,393	54,955
Total Jeep	**1,500**	**1,768**	**1,483**	**5,959**	**39,393**	**54,955**
CHRYSLER MOTORS	**6,258**	**9,320**	**5,446**	**20,268**	**255,798**	**307,087**
FORD MTR. (lt. trks.)	**2,950**	**3,194**	**3,186**	**13,482**	**95,418**	**106,535**
Light trucks	3,700	3,305	4,341	11,247	113,605	107,054
Vans	1,174	1,299	407	1,581	33,509	39,273
Total Chevrolet	**4,874**	**4,604**	**4,748**	**12,828**	**47,114**	**146,327**
Light trucks	1,180	1,657	1,230	3,457	43,189	47,122
Vans	466	406	129	595	13,904	19,345
Total GMC	**1,646**	**2,063**	**1,359**	**4,052**	**57,093**	**66,467**
GENERAL MOTORS	**6,520**	**6,667**	**6,107**	**16,880**	**204,207**	**0**
NAVISTAR	**225**	**252**	**223**	**754**	**6,572**	**7,829**
TOTAL TRKS. CANADA	**15,953**	**19,433**	**14,962**	**51,385**	**561,995**	**634,245**
U.S., CANADA TRKS.	**91,617**	**89,408**	**92,266**	**373,700**	**3,213,674**	**3,525,794**

*Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Automotive News®

September 10, 1990

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Biggest service-contract firm loses insurer, folds

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

General Group International, the nation's largest independent administrator of vehicle service contracts, folded last week after failing to find an insurer to underwrite its contracts.

The company — led by Jerry Farrar, its high-profile president and a founder of the extended warranty industry — joins a string of extended service contract companies that have shut down in the last three years.

Settlement of claims will continue under the supervision of General's current underwriter, Maryland Casualty Insurance Co.

The insurer, based in Baltimore, has hired General's claims and data processing staff of about 140 people. General's remaining 140 employees will be laid off.

"Since the major portion of our revenues comes from sale of vehicle service contracts, we had no alternative but to cease the company's operations," Farrar, 52, told *Automotive News*.

General, based in Harbor City, Calif., had become the largest administrator in the industry, with 65 general agents employing 400 sales agents. The company sold contracts through 7,500 new-car dealers. Farrar said the company has 1.7 million contracts in force and a premium reserve fund of $200 million to pay claims.

George Cass, executive vice president of Maryland Casualty, declined to estimate the amount of Maryland's potential underwriting losses on General's service contracts because the last one won't expire until 1997.

Asked if the insurer will lose money on the General contracts, he said: "Absolutely, we will suffer losses. All of our actuaries clearly point to red ink."

Cass said Maryland will continue to underwrite the business sold by dealers of all General's business until Oct. 15, when they will have to find another carrier.

At its peak in 1989, General sold 500,000 service agreements representing sales of $240 million.

Industry officials say General's demise will be less tumultuous for dealers than other administrator closings.

see DEMISE, page 53

AUTOMOTIVE NEWS-JOE WILSSENS

Pontiac excitement

John Middlebrook, Pontiac general manager, took the stage at a Detroit nightclub last week to introduce the 1991 models. Details of Pontiac's plans for the 1991 model year, along with those for Cadillac and Oldsmobile, begin on Page 2.

Iveco's U.S. pullout stuns dealer network

By Joseph Bohn
TRUCK EDITOR

Iveco SpA, of Torino, Italy, stunned its North American distributor organization and dealer network last week by surreptitiously announcing it would pull the plug on U.S. operations in mid-1991 after 13 years of operation.

Iveco, after helping popularize Class 3, 4 and 5 low-cab-forward diesel trucks, fell victim to the onslaught of Japanese competitors that entered the market during the last five years.

Nine competitors marketing low-cab-forward models will remain when Iveco drops out. Only Ford Motor Co. plans to build such a truck domestically next year, but several U.S. manufacturers produce conventional trucks in Classes 3 through 6. Low-cab-forward trucks position the driver over and ahead of the front axle, but they are much smaller than Class 8 tractors of the same design. In conventional trucks, drivers sit behind the engine and front axle.

"I'm stunned," said Dave Busby, summarizing the feelings of Iveco's 160 dealers.

"We put 10 years into the franchise," said Busby, owner of Draco Trucks, of San Diego. "I'm speechless."

Busby noted that Iveco of North America officials repeatedly had said they were not going to pull out of this market. "They were saying they would have a full line and were serious about this market," Busby said.

see IVECO, page 53

Lutz, Gorman to address '91 World Congress kickoff

DETROIT — Chrysler Motors President Robert Lutz will deliver the keynote address at the 1991 Automotive News World Congress, to be held Jan. 13-16 at the Westin Hotel in Detroit.

TRW Inc. Chairman Joseph T. Gorman also will address the Sunday night opening session.

Lutz

Gorman

The 15th Automotive News World Congress, co-sponsored by *Automotive News* and the University of Michigan Transportation Research Institute, will be held in conjunction with the North American International Auto Show and is expected to attract automotive leaders from around the world.

During the four-day event, internationally acclaimed experts and executives from the manufacturing and supplier communities will present insights into the tumultuous worldwide auto industry of the 1990s.

Keynoter Lutz is known in the industry as a "product guy." He loves high speeds, and his passion for cars was most recently evidenced when he championed development of the V-10 Dodge Viper sports car.

Lutz now is in the running to succeed Chrysler Corp. Chairman Lee Iacocca. Lutz joined Chrysler in 1986 as an executive vice presi-

see CONGRESS, page 53

The 1992 Ford Crown Victoria bows next spring with a revamped platform, a new 4.6-liter V-8 engine and a shapely, aerodynamic silhouette.

POPULAR MECHANICS-JIM DUNN

MORE POWER, LESS TIME

Ford's plans for the '90s include shorter product cycles, new powertrains and attention to some aging platforms

This article is the first in a series over coming months exploring 1990s product plans of the U.S. Big 3 and Asian and European importers.

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co.'s future product schedule for the 1990s shows shorter product cycles and new powertrains as the No. 2 automaker tries to protect its market share from foreign and domestic competitors.

Ford will substantially redesign many of its models after three or four years to be more competitive with Japanese automakers. But the company will match the Japanese with their

see FORD, page 54

FUTURE PRODUCTS

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Ford welcomes CAW targeting; White talks strike

By Alex Law
STAFF CORRESPONDENT

TORONTO — Ford Motor Co. of Canada was named the strike target last week by a strike-talking Canadian Auto Workers President Bob White.

"I don't know if we can do this without a strike," he said. "I think these negotiations are going to be very difficult, the most difficult since the early 1980s."

UAW, GM talks down to the wire, Page 58

White said Ford has "ridden on the coattails" of Chrysler Canada and General Motors of Canada long enough, since the last time Ford was a target in 1976. Contracts covering 63,000 workers at Ford, Chrysler and GM expire Sept. 14, the same day the UAW's U.S. contracts expire.

> "I don't know if we can do this without a strike. I think these negotiations are going to be very difficult, the most difficult since the early 1980s."
>
> **Bob White**
> Canadian Auto Workers

White said there was a strong chance of strikes on both sides of the Canada-U.S. border since the UAW picked GM as its target.

White's description of the UAW-GM contract talks is in stark contrast to that of UAW President Owen Bieber, who described GM as the settlement target, not "strike target." Little news has emanated from negotiation rooms since the UAW and GM began talking in earnest Aug. 28.

White was not quiet. He told union negotiators that there would be "a big jumbo strike" between the UAW and GM. He said he ruled GM of Canada out as a strike target for that very reason, since Canadian plants will shut almost as soon as American plants if there is a strike in the United States.

"I think our members would question our intelligence if we chose GM," White said.

For its part, Ford said it "welcomes the opportunity to set the Canadian pattern for a new contract in the industry and will work toward reaching a fair and realistic agreement before the Sept. 14 deadline."

Don McKenzie, Ford's chief negotiator, admitted that "the two negotiating teams face a difficult task" to settle without a strike."It is not impossible to reach a settlement before the deadline," he said, "but we are going to have to work very diligently in the time remaining if we are going to make it."

White said there was "no persuasive argument for not going to Ford. We've been to Chrysler several times. We've been to GM several times." There was a 12-day strike against GM in 1984 and a week-long strike against Chrysler in the last negotiations in 1987.

Ford has not put a proposal on the table yet, but the CAW is looking for percentage increases rather than lump-sum payments in each year of a new contract, plus full cost-of-living protection, greater job security and more time off.

AUTOMOTIVE NEWS/JOE WILSSENS

Computer Command Ride, a new feature of 1991 Cadillacs, automatically varies damping rates of struts on Eldorado (pictured), Fleetwood and Seville and is optional on DeVille.

Late-August sales trail '89; month shows drop of 17%

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Sales of both cars and light trucks declined for domestic automakers as new-vehicle deliveries slid 21.01 percent in the last 10 days of August, compared to the same period a year ago.

For the entire month, total vehicle sales, including imports, were off 16.96 percent from August 1989. There were 27 selling days in the month this year and last, but August 1989 sales were spurred by a plethora of fat incentive programs to reduce swollen inventories. August was the highest month of 1989 for car sales.

Truck sales, the saving grace for some of the makers this year, were down across the board in the final period of the month. Only transplant automakers Honda, Mazda, Mitsubishi and Toyota had higher car sales among domestic car producers.

A total of 387,389 cars and trucks were sold during the 10-day period, which had the Middle East crisis on its back and fewer incentives than last year. The late-August period had 10 selling days both years.

"Sales typically spurt ahead in the final 10-day period," said Tom Webb, chief economist for the National Automobile Dealers Association. "With consumer confidence low, the economy so weak and the potential for destabilizing events so high, we see little hope for an immediate turnaround."

see AUGUST, page 56

SECONDHAND OLDS

New buyers wooed with used-car warranty plan

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

The Oldsmobile Edge now is a double-edged blade that dealers can use to carve a bigger base of customers from people whose first cars are purchased through used-car departments.

The Value-Rated Edge used-car program is patterned after the new-car program that Oldsmobile introduced last year. The new plan was announced by General Manager J. Michael Losh at a media preview of 1991 Oldsmobile products. Pontiac and Cadillac also held previews last week.

Oldsmobile revamps 98 for 1991, Page 10

Value-Rated Edge will operate on two levels: Value-Rated Plus, covering only used 1990 and 1991 Oldsmobiles, and Value-Rated, covering any brand of used 1984 to 1991 vehicle.

The Value-Rated program offers three basic elements that are similar to Oldsmobile Edge:

- A 12-month, 12,000-mile warranty similar to Bumper-To-Bumper Plus, with deductibles applicable in many cases
- At least one year of coverage under the Roadside Assistance Program
- A guaranteed satisfaction program that involves no-deductible repairs for "reasonable component failures" that occur in the first 30 days or 1,000 miles of ownership.

Oldsmobile is looking for long-term gains from the Value-Rated plan, Losh said. Designers of the plan hope to woo people who don't want to pay full ticket for a new car, or parents who are buying a first car for their children.

Ultimately, Oldsmobile hopes the buyer of the nearly new car will buy new the next time. In the other scenario, parents may be shopping for a new car themselves at the same time they are buying a used vehicle for their children, and the children could become the next generation of Oldsmobile buyers.

The plan recognizes that used cars are an important part of a dealer's business, while giving Oldsmobile dealers an advantage in that market, Losh said.

The new program will be available only at dealerships that pay to participate, unlike the Oldsmobile Edge program. Losh said he expects dealers would fold their cost for the program into the price of the used car.

Also at the media preview, Losh said he believes Oldsmobile sales are headed up after bottoming out in 1990. Although he admitted being wrong last year when he said the same thing about 1989, Losh said there are good indications of an upswing now.

He predicted that the new Bravada sport-utility, 98 luxury sedan and Custom Cruiser wagon should help Oldsmobile raise its market share by a half percent.

Losh said his overly rosy outlook last year "miscalculated the intensive competitive pressure in the market, and also the downturn in the market."

Slow startups with the Toronado and Silhouette minivan also contributed to a down model year in which Oldsmobile will sell 507,000 cars and 21,000 vans.

Those figures translate to a 5.5 percent share for cars and 0.5 percent for light trucks, he said, adding that Oldsmobile's

see GM CARS, page 56

Japanese prices move up

Toyota, Nissan rise about 2% on carryover models

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — The leading Japanese auto retailers in the United States are tacking modest price increases onto their 1991 models, and it appears their peers will follow suit.

Last week Toyota Motor Sales U.S.A. Inc. said it will raise prices an average of 2.3 percent, or $318, over comparably equipped 1990 models. Nissan Motor Corp. in U.S.A. said prices will go up an average of 1.8 percent, or $290.

But there was an asterisk on each: Toyota didn't include its new Tercel, which will be priced later. Nissan omitted its new Sentra. The base Sentra two-door has risen $600. It's now $7,999. Other Sentra model designations have been changed for 1991, making comparisons with 1990 difficult.

American Honda Motor Co. Inc. has announced prices only for the Accord. They are up $200. Honda will announce Civic and Prelude prices Sept. 20. "We don't expect to have any major increase," said a spokesman.

Those increases compare with hikes of 0.9 percent ($135) for Chrysler Corp., 2.3 percent ($389) for General Motors and 3.2 percent ($528) for Ford Motor Co.

According to analyst Maryann Keller, managing director of Furman Selz of New York, comparing domestic and import price increases is tricky business.

"With all the crazy option packages, option changes, rebates and incentives on the domestics, it's hard to tell what's a bargain," she says. "The Japanese strategy is to keep pricing relatively simple. Maybe they know something about the buyers who are fed up with this absurd game."

The Japanese pricing announcements come with the yen at its 1990 high against the U.S. dollar. Late last week, the yen was trading at 141 per dollar.

A stronger yen generally puts more pressure on Japanese importers to raise U.S. prices, but Keller says they will sacrifice profits for sales.

"The Japanese have their sights set on one thing: that's market share," Keller said. "They've lost money before and they'll do so again, but that's not their first concern."

But an argument against the need for a Japanese price increase is the fact that the yen has been weaker than expected since the 1990 models were introduced a year ago, which has meant higher profits for the Japanese importers in this country.

Toyota price increases, figured on comparably equipped base models, are: Corolla, up $250 to $8,998; Camry, $360 to $11,948; MR2, $250 to $15,148; Celica, $300 to $12,698; Supra, $960 to $23,820; Cressida, $700 to $22,198; Previa, $400 to $14,398.

In addition to the base Sentra two-door, the entry-level 1991 sedan is $9,100, and the top-of-the-line four-door is $12,750.

Nissan vice president and general manager Robert J. Thomas stresses that the Sentra sales strategy will focus on value-for-the-dollar, not low price.

Price hikes for other Nissan lines include: Stanza, up $250 to $11,900; 240SX, $360 to $13,609; Pathfinder, $400 to $16,120.

Nissan will announce 1991 Infiniti prices tomorrow. A company spokeman said the increase will average 2.5 percent. The new G20 sedan is expected to be priced lower than expected at about $17,500. Toyota's Lexus Division raised the price of the LS400 by $2,000, plus a boost of $1,000 in May.

Mazda Motor of America Inc. will announce its 1991 prices this week. A spokesman said any increases "will be relatively modest."

Mideast turmoil puts mpg in 1991 ad spotlight

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Bracing for the possibility of a fuel crisis as a result of problems in the Middle East, Cadillac will tout fuel economy as a major selling point in its 1991 ad campaign.

Using its "Cadillac Style" theme as a backdrop, the luxury car division has integrated its 26-mpg highway rating into all its ads, said Peter Levin, director of advertising.

In light of the Middle East crisis and gasoline prices fast approaching $1.50 per gallon, other General Motors divisions also use new 1991-model ad campaigns to play up fuel efficiency.

While contending that their buyers are willing to pay more for the appointments and power of a luxury car, Cadillac and Buick stress that contemporary vehicles are much more fuel efficient than those they sold during the fuel crisis created by the Organization of Petroleum Exporting Countries' embargo in the mid-1970s.

Said Buick General Manager Edward Mertz: "There's no need to go from a very long car to a very small car. We can't squeeze everybody into a Geo Metro."

Oldsmobile and Pontiac seem to be playing it safe.

Oldsmobile, in a new 15-second ad, features its 1966 442 model along with the 1991 version. The voice over explains that the 25-year-old car got 16 mpg on the highway and went from 0 to 60 mph in eight seconds. The 1991 model, the announcer says, gets 30 mpg and goes from 0 to 60 mph in seven seconds.

Oldsmobile General Manager J. Michael Losh said the division did not create the ad because of the threatened fuel shortage, but because research indicates that fuel efficiency is among the concerns of consumers.

Pontiac has designed its 1991 ads with what it calls "creative flexibility," allowing it to integrate fuel economy information into existing ads, said Pontiac General Manager John Middlebrook. He also said that the 1991 Grand Am and Sunbird "react very well to the fuel economy problem. We're in excellent shape."

Spokespersons for Ford Division and Lexus said those manufacturers will continue to monitor the fuel situation but currently have no plans to alter their strategies.

Chevrolet and Chrysler Corp., which have yet to unveil 1991 marketing plans, declined to comment.

Hostages held for Passat parts

By Rik Turner
STAFF CORRESPONDENT

SAO PAULO, Brazil — Iraq is demanding a shipment of auto parts in exchange for 18 hostages who work for Volkswagen do Brasil in Iraq.

The parts, which fit the 160,000 Passats in Iraq built by Volkswagen do Brasil, were en route by sea to Iraq when Saddam Hussein invaded Kuwait and the United Nations ordered an embargo on trade with Iraq.

The Iraqi demand for the auto parts is the latest obstacle raised to the release of the VW employees.

Earlier, the government had refused to grant exit visas to the workers on the pretext that the contract between Baghdad and Autolatina had not been fulfilled.

Autolatina last week rescinded the contract with Iraq's state-run General Automobile and Machinery Co. and says the matter is now in the hands of Brazil's foreign ministry, which is honoring the embargo.

Autolatina is the Volkswagen-Ford Motor Co. joint venture in Brazil and Argentina.

Japan shifting to right-hand drive imports

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Ken Urushibara bought a Packard convertible in 1951 and through the years had one American car after another in his garage, never minding that the steering wheel was on the wrong side. Passing on the highway was "a bit awkward," he said, but it was easier to park.

He recently sold his last American car, a Chrysler New Yorker he bought in 1982. Given the option now, he said he would always prefer right-hand drive in Japan.

In increasing numbers, Japanese buyers of imported cars are opting for right-hand drive to be in tune with the country's traffic driving on the left. The change reflects how the import segment has grown from an exotic arena to part of the real mass market.

European carmakers are leading the move to satisfy demand for right-hand-drive imports. America's Big 3 are ignoring it. Only Honda sells right-hand-drive cars made in America.

Although it is changing quickly, most import buyers still choose left-hand drive. In the fiscal year that ended March 31, 61.5 percent of the 169,150 units imported were left-hand drive, according to the Japan Automobile Importers Association. That was a decline from 66.2 percent in the previous fiscal year, when imports totaled 120,453.

Japanese commentators have long argued that one reason Americans sell few cars in Japan is that they do not bother to produce cars with right-hand drive.

For instance, Japanese translator Hiroshi Takami, writing in *Automotive Week*, a sister publication to *Automotive News*, noted that in Japan, drivers must pay tolls on most roads. "Toll booths are always on the right side to suit the left-side traffic rule. . . . I wonder if (Lee Iacocca) realizes the nuisances Chrysler drivers have to endure at toll booths. . . . Even a small company like Porsche is now exporting cars with right-hand steering."

Historically, the left-hand nature of the import market in Japan is an indication of its limited size. Last year, imports made up only 3.9 percent of the total market of 4.3 million.

Even Honda did not bother importing right-hand-drive cars initially. And several European makers, which make right-hand-drive cars for the British market, did not send them to Japan. "You never had to," an official of one European company said.

Standard thinking among manu-

see RIGHT DRIVE, page 22

Imports to Japan: Left vs. right drive

Imports of left- and right-hand drive for fiscal year ending March 31

Source: Japanese Automobile Importers Association

AUTOMOTIVE NEWS / DAVID L. BURHANS

Lamm, Riesenbach quit Subaru posts

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Lamm

Riesenbach

NEW YORK — Fuji Heavy Industries has appointed Takeshi Higurashi, a 36-year Fuji veteran, to replace Harvey H. Lamm as chairman of Subaru of America Inc.

Masaharu Masumitsu, whom Fuji appointed Subaru vice chairman last spring, will remain in that job and will acquire Lamm's chief executive title. He and Thomas R. Gibson, who remains president and chief operating officer, will oversee Subaru's day-to-day operations.

Lamm, 54, who co-founded Subaru of America in 1968, announced his resignation as chairman and chief executive officer last week, shortly after Subaru became a wholly owned subsidiary of Fuji. Marvin S. Riesenbach, 60, executive vice president and chief financial officer, also said he will take early retirement at the end of Subaru's fiscal year, Oct. 31.

Fuji's purchase of the 50.7 percent of Subaru it didn't already own became effective Aug. 31. Lamm resigned the next business day, Sept. 4.

Subaru said in a statement that Lamm stepped aside "to provide a clear path for the strategic and operational integration of the manufacturing, product development, and sales and marketing arms of the new enterprise."

Subaru of America hasn't posted an annual profit since 1986, and its vehicle sales have declined every year since then. But it has shown a profit for

see SUBARU, page 53

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PEOPLE POWER

Effort to build affordable car nurtures growth of auto industry in Philippines

By Stephen Vines
STAFF CORRESPONDENT

MANILA, The Philippines — The number of carmakers in the Philippines could more than double under the People's Car Program poised to take effect before the end of the year.

Negotiations are nearing completion among the first four participating manufacturers, and production of cars from semi-knockdown kits could begin within the next two months.

Philippine car sales growing, Page 17

The idea was to create a new brand of locally assembled cars that would cost less than the Toyotas, Nissans and Mitsubishis assembled by the country's three existing makers.

Thirteen companies from around the world wanted to join the scheme. With a great deal of flourish, the government announced it was setting a 175,000 peso ($7,292) retail price limit on the cars to be produced in the program. The limit is about 100,000 pesos ($4,167) cheaper than retail prices of existing models.

But it now looks as though the participants in the program will be lucky to sell even half the number of cars forecast by government planners, and it looks like they will

see PHILIPPINES, page 16

"We wanted to break the cartel" of three goverment-licensed assembly companies in the Philippines, says Elena Lim, who helped start the People's Car Program.

ORIENT EXPRESS

Healthy car sales, robust predictions whet Toyota, GM appetites for Turkey

By Richard W. Bruner
STAFF CORRESPONDENT

ISTANBUL, Turkey — The new-car market in Turkey is expected to double by the mid-1990s. And a newcomer to the country — Toyota — has plans to capture a fifth of the country's sales.

Production by Fiat and Renault dominates the Turkish automobile market. Renault is expected to increase its presence by building a new plant in Torbali.

General Motors is also building a factory in Torbali. It will assemble 10,000 to 15,000 Vectras a year.

Mehmet Kahya, 39, president, of Toyotasa, the 50-50 joint venture between Toyota and the Turkish company Temsa, said he expects annual demand for new cars to reach 300,000 to 500,000 by 1995. How high it goes will depend on government tax policy. With lower taxes, it could easily reach 500,000, he said. Toyota plans to produce 100,000 of those cars.

Nejat Emirli, general secretary of the Turkish Automobile Manufacturers Association, said 1989 production was 118,314, and strong demand could push that number to 200,000 this year. Virtually all of the output is sold in Turkey and accounts for about 85 percent of the country's car sales.

Emirli

People in Turkey are "widening their eyes," he said. "They want more comfort." Incomes in many sections of Turkey are improving.

Ali Ihsan Ilkbahar, 51, general manager of the Ford operation in Turkey and president of the Turkish Automobile Manufacturers Association, said, "Everyone's projection for the year is an increase of no less than 50 percent for all kinds of vehicles."

Ilkbahar

Car sales are up 54 percent this year. Truck sales have grown 60 percent; minibuses, 30 percent; and farm tractors, 98 percent. Ilkbahar explained that the growth follows a decline in 1989 sales. The country's value-added tax increased from 25 percent in 1988 to 38 percent in 1989.

Taxes have dropped slightly this year, and interest rates and inflation also have declined. Turkey's productivity and exports have improved, putting more money into consumers' pockets.

Ford Motor Co., Fiat S.p.A. and Renault S.A. now make cars in Turkey. Last year's car production totaled 6,140 for Ford, 51,781 for Renault and 60,393 for Fiat.

Toyota is the first Japanese manufacturer to express an interest in Turkey's auto market. The Toyota-Temsa joint venture will build a $250 million assembly plant 93 miles from Istanbul.

Kahya said he expects the first auto to be built in early 1993. Turkish law requires that at least 70 percent of the parts be made in Turkey.

First-year production is scheduled to be about 20,000 cars, most of them Corollas. Within a year, Kahya expects capacity to be 100,000, all for sale in Turkey.

Kahya's current task is to set up a sales system so his company can import Corollas for sale here.

Ilkbahar, general manager of Otosan Otomobil Sanayi A.S., Ford's joint venture in Turkey, said his company focuses its attention on commercial vehicles, including 4,000 20-ton Ford Cargo trucks and 6,000 Ford vans a year.

The company also makes a small pickup truck called Anadol, the first vehicle completely Turkish in design and manufacture. Otosan introduced it in 1966. It had a fiberglass body with a Ford-licensed powertrain. In 1983, Otosan redesigned it as a pickup truck and has been making about 1,500 annually. Next March, Ilkbahar expects his company to begin producing 2,000 Ford Taunus pickups a year.

Otosan also imports and sells Ford Escorts but has no plans to manufacture them. Except for a small number of vans exported to Hungary and Bulgaria, all of Otosan's production is for Turkish sale.

To dedicate a new factory in Torbali, Turkey, to build Opel Vectras, GM Europe Vice President Tom Mason planted a tree.

Ford has long tenure in Turkey

ISTANBUL, Turkey — Ford Motor Co. has a long history in Turkey. Sixty-two years ago, the founder of the Koc Group of companies, Vehbi Koc, added a Ford dealership to his growing list of enterprises.

In 1959, the Koc Group expanded its Ford operation into what was called a "dealer-assembly" operation. Gradually, the company moved into the manufacture of Ford components under Ford license, as well as importing parts for assembly.

The Koc Ford operation now includes an engine and truck assembly factory, in Inonu, plus an automobile assembly plant in Istanbul.

In 1983, the Koc Group sold 30 percent of its share in its Ford manufacturing facilities to Ford Motor Co.

The Koc Group also has the license to produce Fiats. But automobiles are only part of its holdings. Other enterprises include banks, electronics manufacturing, construction, mining and food products.

— Richard W. Bruner

Joint-venture chief learns in America

Mehmet Kahya, the 39-year-old president of Toyotasa, the joint venture that will build and sell Toyotas in Turkey, is a product of American business education.

Like many members of the Turkish middle class, Kahya learned to speak English as a youngster. He was born in southern Turkey where his father, a farmer and landowner, was determined to see his children get the best possible education.

Kahya

As a boy, Kahya went to American schools. He later attended Robert College (the equivalent of an American high school) in Istanbul. Robert has an excellent reputation among American college educators.

That helped Kahya get a scholarship to Yale, where he majored in economics and chemical engineering. He later earned a master's in finance marketing and quantitative methods from Northwestern University.

Kahya is also president of Temsa, Toyota's partner in the Toyotasa joint venture. The company assembles and distributes such Japanese products as Komatsu forklifts and Mitsubishi buses. Because of the deal with Toyota, Temsa has stopped distributing Mitsubishi cars.

— Richard W. Bruner

RIGHT DRIVE

FROM PAGE 3

facturers has been that either there wasn't enough volume to justify producing a right-hand-drive version of a model or that the snob appeal of left-hand drive was a marketing advantage.

Volume is low for importers. Yanase and Co. imports Volkswagen, the leading import at 48,980 units for the fiscal year ended March 31, 1990. The leading single model this calendar year is VW's Golf, with 13,463 units imported through July. But there is no clear answer to the question of how much volume would justify the tooling to make right-hand-drive versions of cars.

At some point, the government could get involved in the question as a safety issue. Left-hand-drive cars have been permitted on highways, in part because there were so few imports. Also, government policy now encourages imports from the United States to diminish the trade deficit, and a right-hand-drive rule would be perceived as another barrier to the Big 3.

But when Honda began importing Ohio-made cars two years ago, the government reportedly warned the company it would have to switch fairly rapidly to right-hand drive. On April 1, right-hand-drive Accords began arriving.

Here, as in the United States, safety is a large part of Volvo's marketing campaign, and Volvo Japan Co. recommends right-hand drive for safety. The company hopes to sell 11,000 vehicles this year, and 90 percent will be right-hand drive. Still, Volvo finds it necessary to provide left-hand drive for those who demand it.

Status, not safety, is on the minds of most import buyers. But as affluent Japanese consumers become more accustomed to luxury cars, the exotic appeal of left-hand drive is beginning to fade.

When BMW Japan Corp. introduced right-hand-drive vehicles in 1985, its dealers were unhappy, a company spokesman said. They could not imagine selling prestige imports with ordinary right-hand drive.

In the first six months of 1989, when BMW customers could choose a model offered in both left-hand and right-hand drive, 79 percent chose left. In the first half of 1990, that figure dropped to 69 percent.

In the 1950s, Volkswagen first offered right-hand drive in Japan; the percentage of right-hand-drive models has grown steadily to 70 percent of VW sales and 60 percent of Audi sales.

Honda imported its Accord coupe from Ohio with left-hand drive for two years until 10,000 units had reached Japan. Company officials had said they would not introduce right-hand drive until volume was high enough to make it financially feasible.

The company plans to bring in 50,000 Hondas annually by the mid-1990s. The ratio of left- to right-hand drive, says a spokesman for Honda North America Inc., will be largely up to the market.

For now, say Japanese sources, Honda is importing a 50-50 ratio of the new Accord coupe. While Accord cognoscenti know that all coupes are built in Marysville, Ohio, the right-hand-drive versions look as though they could have come off the line at the Sayama plant in Saitama Prefecture.

While Accord cognoscenti know that all coupes are built in Marysville, Ohio, the right-hand-drive versions look as though they could have come off the line at the Sayama plant in Japan.

Mercedes-Benz Japan Co. Ltd., which hopes to sell 40,000 units this year, said 65 percent of its vehicles have left-hand drive. The percentage is decreasing gradually, a spokesman said, because Japanese buyers are starting to distinguish between brands, rather than between imports and domestics. In a few years, the company expects to offer "mainly right-hand drive."

America's Big 3 don't offer right-hand-drive imports from North America.

Jim Steinhagen, director of North American sales for General Motors Overseas Corp., said GM expects to sell 9,000 units in Japan this year. He said he could sell more cars if they had right-hand drive, at least in the lower end of the market, but he would not guess how many more or say what kind of volume it would take to justify tooling costs for right-hand drive versions.

But GM is not totally without right-hand-drive capacity. Sales of Opel models in Japan last year were 2,643, and right-hand drive made up 36 percent.

Ford Motor Co. sells approximately 6,000 imports in Japan annually, all left-hand drive, and 75,000 Mazda-made cars with Ford badges, all right-hand drive.

Ben R. Lever III, president of Ford Motor Co. Japan, said he thinks he could sell "some more" with right-hand drive. He said that at volume of 100,000 units of one model, the demand would be for right-hand drive.

Chrysler sold only 973 cars in Japan in calendar 1989, all left-hand drive. With Honda preparing to distribute Jeeps in Japan, sales are expected to grow by 2,000, all left-hand drive, in the model year that begins Oct. 1.

Tsuneo Iizuka, manager of operations and finance for Northern Pacific Operations for Chrysler Corp., said Chrysler has investigated the potential for right-hand drive world-wide, but hasn't made a decision yet.

Japan's market is demanding. Ken Urushibara, who sold his Chrysler New Yorker, is a simultaneous interpreter and an appreciator of deluxe cars.

Because big cars depreciate quickly, he could go to the used car market and for relatively low prices buy Cadillacs and Imperials: large, well-appointed cars that had been tenderly handled by chauffeurs. Until the late '70s, he said, the American cars he bought were better equipped than the top-line Japanese cars.

Now he owns a Mazda Miata, Nissan Cefiro and Toyota Lexus. They have have everything he wants in a car, including right-hand drive.

Pontiac campaign maps out detour around dullsville

By Raymond Serafin
CRAIN NEWS SERVICE

Pontiac parlayed its emphasis on muscle and handling ability into solid growth during most of the 1980s, but that success led more competitors into its territory.

Pontiac is betting that nesting instincts, cocooning and growing older won't dull baby boomers' enthusiasm for a little zip in their cars.

The division's 1991-model advertising breaks on network television Sept. 24. It offers Pontiac as the antidote to social scientists' predictions that "dullsville is right around the corner," said Noel Nauber, senior vice president and group creative director at Pontiac's advertising agency, D'Arcy Masius Benton & Bowles, of Bloomfield Hills, Mich.

New music also plays a key role in the image-building television campaign, which Pontiac will complement with a print strategy aimed at delivering product information.

Pontiac will put about 25 percent of its 1991-model-year spending in print, compared to about 10 percent in the past several years. Television will get about 70 percent of Pontiac's budget, with the other 5 percent going to radio, direct mail and outdoor.

General Motors hasn't yet determined 1991 ad budgets, set on a calendar-year rather than a model-year basis. Pontiac's ad spending for 1990 is estimated at $130 million.

Pontiac parlayed its emphasis on muscle and handling ability into solid growth during most of the 1980s, but that success led more competitors — such as Dodge, Nissan and Mitsubishi — into its territory. Pontiac's share of the U.S. new-car market slipped from 7.36 percent in 1988 to 6.88 percent in 1989. It was 6.91 percent for the first seven months of 1990.

Four new 30-second spots use the format of alternating statements by smug social critics with shots of individualistic Pontiac drivers breaking out of the predicted conservative mold.

One spot shows a stern-looking pair of white-coated sociologists discussing data that indicates "the baby boomers are slowing down . . . the adventure curve has peaked and is now on the decline." That alternates with shots of a couple driving a Grand Prix STE, with visual subtitles that make product points.

"Face it, the good times are over," says the male sociologist, to which the male driver replies, "Is that a fact?"

New music uses the lyrics, "Don't settle for less than the ride of your life on the Pontiac Express." The division's theme line, "We build excitement," is back for a 10th year, appearing as a visual tag.

The format also could be used if fuel economy becomes a factor in buying decisions as a result of the Persian Gulf crisis, said Dwight Logie, Pontiac assistant general sales and service manager in charge of marketing. Pontiac would rebut the idea that fuel efficiency can't co-exist with fun.

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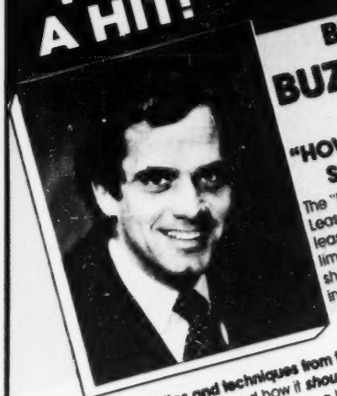

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(x $1,000)
Passenger cars and light trucks (up to 10,000 lbs. gvw)

Country	Trade	May 1989	May 1990	Annualized trade June 1988-May 1989	Annualized trade June 1989-May 1990
Japan	from U.S.	$ 33,080	$ 41,833	$ 349,363	$ 437,436
	to U.S.	1,620,241	1,414,762	20,393,642	19,731,103
Canada	from U.S.	552,202	680,052	6,247,435	6,310,272
	to U.S.	1,231,381	1,458,819	12,965,173	12,887,331
West Germany	to U.S.	404,241	484,080	6,071,553	5,221,033
South Korea	to U.S.	118,414	107,932	2,262,391	1,138,040
Sweden	to U.S.	134,572	150,141	1,850,971	1,619,063
Mexico	to U.S.	160,816	161,756	1,298,079	1,073,364
Yugoslavia	to U.S.	3	20	21,814	2,207
United Kingdom	to U.S.	84,613	83,339	968,132	897,913
Italy	to U.S.	24,372	26,332	181,861	284,093
France	to U.S.	16,129	22	137,401	13,316
Brazil	to U.S.	18,835	0	225,247	229,997
Others	from U.S.	223,847	275,439	2,198,943	2,583,078
	to U.S.	40,510	39,500	387,267	418,681
Car and truck total	from U.S.	958,618	1,178,325	10,685,862	11,055,587
	to U.S.	4,606,821	4,775,618	54,324,196	51,520,537
VEHICLE TRADE BALANCE		(3,648,203)	(3,597,293)	(43,638,334)	(40,464,950)
Car total	from U.S.	809,128	997,373	8,795,741	9,330,786
	to U.S.	3,854,130	3,926,703	46,793,532	43,576,142
CAR TRADE BALANCE		(3,045,002)	(2,929,330)	(37,997,791)	(34,245,356)
Truck total	from U.S.	149,490	180,952	1,890,121	1,724,801
	to U.S.	752,691	848,915	7,530,664	7,944,395
TRUCK TRADE BALANCE		(603,201)	(667,963)	(5,640,543)	(6,219,594)
TOTAL U.S. Merchandise trade	from U.S.	30,655,000	32,786,300	341,599,300	376,172,700
	to U.S.	40,915,600	40,517,600	456,740,100	479,863,700
TRADE BALANCE		(10,260,600)	(7,731,300)	(115,140,800)	(103,691,000)

Auto trade deficit edges lower

Trade analysts have said the sluggish U.S. new-car market, which has hurt sales of both imported and domestic vehicles, is the chief reason for positive trade news.

WASHINGTON — Increased exports by U.S. automakers helped reduce the U.S. trade deficit in automobiles and light trucks by 1.4 percent in May.

U.S. exports were valued at $1.18 billion, up 22.9 percent for the month, according to the latest statistics from the U.S. Commerce Department. Imports to the United States registered a modest 1.9 percent gain over the same period, with shipments valued at $4.78 billion.

The automotive trade deficit for the month declined $50 million compared with May 1989, to $3.60 billion, an improvement of 1.4 percent.

Trade analysts have said the sluggish U.S. new-car market, which has hurt sales of both imported and domestically produced vehicles, is the chief reason for positive trade news in early 1990. In addition, Japanese automakers are offsetting imports from their home country by building more cars in the United States.

On an annualized basis, the automotive trade deficit improved 7.3 percent from last year. The deficit in the June 1989 through May 1990 period stands at $40.46 billion, compared with $43.64 billion in the year-ago period.

Japanese imports were down 12.7 percent for the month, while South Korean shipments were off 8.9 percent. Other countries registering a decrease in imports were: United Kingdom, 1.5 percent; France, 99.9 percent; and nations classed as "others," 2.5 percent. Brazil shipped no vehicles to the United States during the month after sending more than 18,000 in May 1989.

Canada increased its shipments by 18.5 percent. Other increases came from West Germany, 19.8 percent; Sweden, 11.6 percent; Mexico, 0.6 percent; and Italy, 8.0 percent. Yugoslavia shipped 20 vehicles to the United States in May 1990, compared with three in May 1989.

Exports of U.S.-built vehicles to Japan increased 26.5 percent. Shipments to Canada rose 23.2 percent and those to countries classified as "others" were up 23.0 percent.

GM CARS

FROM PAGE 2

goal for the 1991 model year is to raise those shares to 6.0 percent and 1.0 percent, respectively.

For the third year in a row, Oldsmobile will market its products under the "New Generation of Olds" banner.

CADILLAC: General Manager John Grettenberger said Cadillac aims to sell 258,000 1991 cars, earning a 2.8 percent market share. The division has sold 225,000 1990 cars through August and has a 2.8 percent share.

The 1991 targets are to maintain an upward sales momentum while maintaining market share and retaining its No. 1 luxury nameplate status, Grettenberger said, despite a down market and increased competition for the luxury buyer.

In its 1991 ads, Cadillac will focus on specific benefits from the more powerful 4.9-liter engine and new electronic transmissions available on most models. The Brougham also gets more efficient with a 5.0-liter electronic throttle-body fuel injected powerplant.

PONTIAC: Pontiac expects sales and market share advances in the 1991 model year that will foreshadow even greater potential in 1992, when the Grand Am and Bonneville get new designs.

Model year sales of 800,000 units and an 8 percent share of the passenger-car market in 1992 are "very attainable," Pontiac General Manager John Middlebrook said at a preview of 1991 models.

The division expects to close the 1990 model year with sales of about 670,000 units, down about 30,000 from predictions at this time last year, Middlebrook said.

"Positive momentum has swung back our way," he said. "While our model year share is at 6.8 percent of the passenger-car market, our calendar year share through Aug. 20 is up to 6.9 percent, which is the same level we finished the '89 calendar year at."

Pontiac still hopes to reach the 700,000 unit sales mark and 7 percent share in 1990, although in the calendar year rather than the model year, Middlebrook said. The calendar year performance would be up from 678,968 units and a 6.9 percent share in 1989.

Another incremental increase is in the forecast for the 1991 model year, when Pontiac's goal is to sell 710,000 units, he said. The assumptions are based on expectations of domestic sales of 14.5 million 1991-model cars and light trucks.

Also disclosed at the preview:

- Pontiac is not considering all-wheel drive or four-wheel drive for any of its models because the off-road image such outfitting evokes is not consistent with the division's high-performance theme, an engineer said.

Pontiac is turning instead to traction control which will be on the Bonneville in 1992 and Firebird, Grand Prix and Trans Sport in 1993.

- Pontiac over the next three years plans to eliminate the "LE" designation from its entry-level products because it also doesn't fit a sporty image.

DOMESTIC Market Shares

	August Sales	Pct. of Total
Subcompact	96,646	17.12
Compact	174,071	30.84
Intermediate	194,477	34.46
Standard	96,854	17.16
Speciality	2,363	0.42
TOTAL	564,411	100.00

SALES

AUGUST

FROM PAGE 2

Transplant automaker Nissan suffered the biggest overall sales drop in the final period of August, its deliveries slumping 34.38 percent.

This year's output of Nissan' best-selling Sentra model at the Smyrna, Tenn., plant was down 24,695 units through Sept. 1 as the company prepared for the introduction of the new 1991 Sentra, which will debut this week.

Chrysler's vehicle sales were down 31.03 percent; Ford's tumbled 28.87 percent; and GM's sales fell 22.58 percent.

In an eight-month comparison, 1990 had one more selling day, 206 vs. 205, but domestic and import vehicle sales still slid 5.18 percent.

Analyst Webb said it's not all bad. "Fortunately, dealership profits are not as dependent on new-unit sales as they have been in the past," he said.

Among the North American makers for the eight-month period, only Honda, Mazda, Mitsubishi and Toyota were ahead of last year in total vehicle sales. Among the Big 3, Lincoln was the only make to show an increase in sales of North American-built cars.

Only six imported makes were up for the year: Alfa Romeo, Audi, Chevrolet Geo, Mitsubishi, Suzuki and Volkswagen. The Geo increase lifted Chevrolet above its overall 1989 car-sales total.

Chevrolet's 0.78 percentage point gain in combined car and truck market share for the year almost matched Ford Division's combined loss of 0.68 of a percentage point. Chevrolet is within 0.33 of a percentage point of overtaking Ford as the market-share leader in U.S. vehicle sales. Last year, Ford had a lead of 1.80 percentage points at the end of August.

Robert Rewey, vice president of sales operations for Ford, attributes some of Ford's market share decline to an earlier temporary shutdown of the company's Wayne, Mich., plant, which produces the Escort. Escort sales are down 21.76 percent for the year.

LIGHT-DUTY TRUCK SALES

	Aug 1990	Aug 1989	8 Mos 1990	8 Mos 1989
Vans	11,272	15,726	106,861	119,501
Aerostar	14,082	17,122	128,126	136,662
Club Wagon	1,383	1,546	14,699	17,941
Ranger	26,997	26,866	197,557	190,214
Bronco	3,427	6,083	36,033	41,643
Bronco II/Explorer	20,050	9,819	106,635	73,167
Pickups	40,229	49,271	380,999	406,565
Ford	**117,440**	**126,433**	**970,910**	**982,693**
Vans	7,727	13,498	73,870	84,227
Sportsvan	475	675	6,502	7,505
Geo Tracker†	3,176	838	23,324	6,088
Astro	8,862	16,291	87,362	103,204
Lumina APV	6,349	0	45,421	68
S-10	23,956	22,332	140,451	155,246
S-10 Blazer	13,283	18,261	102,001	118,410
Blazer	1,138	1,958	12,066	14,803
Suburban	4,204	6,095	39,891	43,620
Pickups	37,229	53,029	348,515	372,506
Chevrolet	**106,399**	**132,977**	**880,687**	**905,677**
Pontiac Trans Sport	**2,672**	**0**	**21,254**	**0**
Olds Silhouette	**3,064**	**0**	**16,964**	**0**
Vans	4,076	4,870	40,619	51,301
Ram Wagon	1,012	1,296	16,506	17,623
Voyager	11,795	13,731	121,479	129,192
Caravan	12,178	15,134	136,952	139,914
Caravan C/V	504	843	8,962	10,222
Town & Country	201	305	1,978	558
Ram 50	748	2,426	8,296	20,333
Raider	0	971	1,092	5,762
Ramcharger	901	1,376	7,922	14,031
Dakota	5,112	7,009	52,757	61,075
Pickups	5,791	5,565	64,598	57,082
Chrysler	**42,318**	**53,526**	**461,161**	**507,093**
Vans	3,012	4,144	26,550	29,279
Safari	3,198	3,089	24,210	22,577
S-1/Sonoma	4,512	4,829	30,423	34,562
S-15 Jimmy	3,594	4,295	25,555	28,566
Jimmy	342	549	3,507	4,301
Suburban	2,171	2,122	17,092	15,312
Pickups	10,699	14,689	99,360	105,193
P Model	227	289	1,836	2,519
W-4	167	97	895	866
GMC	**27,922**	**34,103**	**229,428**	**243,175**
Wrangler	4,218	4,549	36,818	36,734
Wagoneer	240	609	2,305	4,418
Cherokee	10,194	16,019	83,851	107,500
Grand Wagoneer	528	999	4,548	7,336
Comanche	730	1,981	9,599	17,983
Jeep	**15,910**	**24,157**	**137,121**	**173,971**
Daihatsu	**509**	**0**	**3,359**	**0**
Isuzu*	**7,566**	**32,542**	**60,585**	**64,269**
Mazda	**11,681**	**19,817**	**86,320**	**81,140**
Mitsubishi	**3,681**	**11,359**	**29,498**	**27,269**
Nissan*	**15,937**	**11,054**	**119,968**	**115,970**
Range Rover	**426**	**3,872**	**2,952**	**3,148**
Suzuki*	**862**	**2,569**	**10,124**	**17,419**
Toyota	**32,232**	**481**	**190,033**	**100,632**
Volkswagen	**643**	**398**	**5,818**	**3,791**
Imports	**73,537**	**82,862**	**516,849**	**493,638**
Industry Total	**389,282**	**453,288**	**3,234,374**	**3,398,247**

*Includes domestic vehicles †Includes imported Tracker Sales charts compiled by Karen Dabkowski

DOMESTIC CAR SALES

	Aug. 21 to Aug. 31, 1990	Same Period, 1989	Aug 1990	Same Month, 1989	Jan. 1 to Aug. 31, 1990	Same Period, 1989
Talon	832	366	1,980	783	18,808	1,200
Premier	1,316	2,115	3,198	5,024	13,434	34,787
Total Eagle	**2,148**	**2,481**	**5,178**	**5,807**	**32,242**	**32,661**
Horizon	225	3,897	505	8,763	11,015	28,731
Laser	1,081	843	2,735	2,132	29,951	13,047
Sundance	3,547	5,540	6,579	12,411	41,304	59,221
Reliant	0	1,586	0	3,396	2,371	25,864
Acclaim	2,842	3,328	7,056	6,757	68,256	57,843
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**7,695**	**15,194**	**16,875**	**33,459**	**152,897**	**186,882**
LeBaron A	1,273	0	3,440	0	22,590	787
LeBaron J	1,788	2,796	3,900	6,093	41,587	60,247
LeBaron GTS	0	179	0	389	1,544	3,502
Fifth Avenue (rwd)	0	625	0	1,297	740	10,000
Fifth Avenue (fwd)	1,263	0	2,589	0	22,397	0
Imperial	310	0	723	0	7,763	0
New Yorker C	886	2,176	2,104	4,847	30,872	61,206
New Yorker E	0	0	0	0	0	237
Total Chrysler	**5,520**	**5,776**	**12,756**	**12,626**	**127,493**	**135,979**
Omni	202	3,947	490	9,051	10,879	29,144
Shadow	3,605	4,064	6,998	10,222	47,233	56,886
Monaco	895	0	1,898	0	6,424	0
Daytona	1,178	2,211	2,691	5,185	24,322	50,027
Aries	0	1,475	0	2,988	1,915	25,522
Lancer	0	152	0	322	1,081	2,382
Spirit	2,434	2,209	5,782	4,472	56,634	47,519
Diplomat	0	0	0	0	0	2,551
Dynasty	3,872	2,831	8,359	6,213	63,933	78,036
Dodge 600	0	0	0	0	0	808
Total Dodge	**12,186**	**16,889**	**26,218**	**38,453**	**212,421**	**292,875**
CHRYSLER MOTORS	**27,549**	**40,340**	**61,027**	**90,345**	**525,053**	**648,397**
Escort	11,968	15,249	25,221	34,522	188,432	240,840
Mustang	4,607	6,646	11,010	14,187	87,232	125,782
Tempo	6,641	8,902	16,081	19,831	152,163	156,667
Taurus	9,647	13,941	26,310	30,957	217,796	245,766
Thunderbird	2,760	6,228	7,031	14,236	73,044	86,624
Probe	2,286	5,522	8,118	13,331	86,986	97,077
Crown Victoria	4,619	7,726	9,434	14,587	76,279	79,691
Total Ford Div.	**42,528**	**64,214**	**103,205**	**141,651**	**881,932**	**1,032,447**
Topaz	2,264	3,123	5,549	7,492	52,304	61,890
Sable	2,546	4,164	7,909	10,628	66,777	81,098
Cougar	2,157	5,322	5,375	12,205	55,029	73,154
Grand Marquis	4,391	6,926	9,624	14,992	61,576	80,931
Total Mercury	**11,358**	**19,535**	**28,457**	**45,317**	**244,989**	**297,073**
Continental	2,130	1,820	5,149	4,116	41,927	38,411
Town Car	4,056	4,713	10,839	10,967	100,674	80,545
Mark VII	709	646	1,614	1,483	16,196	19,394
Total Lincoln	**6,895**	**7,179**	**17,602**	**16,566**	**158,797**	**138,350**
Total L-M Div.	**18,253**	**26,714**	**46,059**	**61,883**	**403,786**	**435,423**
FORD MOTOR CO.	**60,781**	**90,928**	**149,264**	**203,534**	**1,285,718**	**1,467,870**
Skyhawk	0	660	0	1,482	827	13,962
Somerset/Skyiark	3,296	1,388	6,072	3,367	66,235	45,220
Century	3,564	5,044	8,036	11,809	75,613	89,010
Regal	3,314	2,649	8,004	6,581	55,662	55,319
LeSabre	5,762	7,706	12,710	18,736	106,368	101,167
Reatta	231	253	504	598	4,782	5,509
Electra/Park Ave.	1,999	3,379	4,349	7,827	34,437	54,213
Riviera	836	691	1,968	1,618	14,671	13,391
Total Buick	**19,002**	**21,770**	**41,643**	**52,018**	**358,595**	**377,791**
Cimarron	0	0	0	0	0	232
Allante	120	134	310	307	2,379	2,341
Seville	498	477	1,079	1,076	25,690	15,874
DeVille	6,976	8,771	13,864	17,963	105,175	113,145
Brougham	927	1,164	1,901	2,417	23,190	23,522
Eldorado	731	1,225	1,578	2,573	15,925	21,811
Total Cadillac	**9,252**	**11,771**	**18,732**	**24,336**	**172,359**	**176,925**
Geo Metro	2,580	0	6,060	0	21,035	0
Geo Prizm/Nova	2,729	3,679	9,929	8,856	79,870	52,159
Cavalier	9,245	11,490	20,260	25,825	193,366	204,365
Camaro	3,126	3,290	7,691	7,795	59,053	76,916
Celebrity	517	3,056	2,657	7,561	26,368	128,870
Corsica/Beretta	7,398	10,382	19,144	24,260	206,230	255,478
Lumina/Monte Carlo	5,443	4,929	15,971	11,781	156,918	47,687
Caprice	4,481	6,605	12,629	15,697	119,852	112,884
Corvette	258	1,736	1,549	3,613	16,866	16,236
Total Chevrolet	**35,777**	**45,167**	**95,890**	**105,388**	**879,558**	**894,595**
Firenza	0	0	0	0	0	12
Calais	3,444	4,684	6,074	9,901	69,574	66,800
Cutlass Ciera	4,157	10,398	8,730	19,713	94,627	138,858
Cutlass Supreme	3,729	4,628	7,254	8,122	69,798	66,386
88	3,880	6,665	9,383	14,656	70,885	101,929
98	1,307	2,782	3,327	6,228	34,908	48,613
Toronado	421	559	905	870	10,541	5,474
Total Oldsmobile	**16,938**	**29,716**	**35,673**	**59,490**	**350,333**	**428,072**
Fiero	0	0	0	0	0	1,961
Sunbird	6,032	4,136	11,026	9,036	76,522	67,633
Firebird	1,706	1,786	3,903	4,457	29,501	44,989
Grand Am	8,445	8,570	15,905	18,486	148,204	140,020
Pontiac 6000	1,582	2,907	3,384	5,685	32,549	49,264
Grand Prix	4,029	4,493	9,376	9,449	81,849	80,797
Bonneville H	2,543	3,681	5,482	7,752	45,209	61,653
Safari/Parisienne	0	162	0	385	0	3,275
Total Pontiac	**24,337**	**25,735**	**49,076**	**55,256**	**413,834**	**449,582**
GENERAL MOTORS	**105,306**	**134,159**	**241,014**	**296,482**	**2,174,679**	**2,326,975**
Civic	12,213	6,315	20,949	15,206	139,908	117,150
Accord	13,011	11,930	24,215	21,773	187,627	146,737
HONDA	**25,224**	**18,245**	**45,164**	**36,979**	**327,535**	**263,887**
MX-6	1,452	0	2,696	0	21,297	0
626	3,605	0	6,645	0	30,030	0
MAZDA	**5,057**	**2,064**	**9,341**	**3,795**	**52,481**	**29,[illegible]**
MITSUBISHI	**1,896**	**1,656**	**3,907**	**3,656**	**34,099**	**17,789**
NISSAN	**5,484**	**8,267**	**10,581**	**14,221**	**68,490**	**74,844**
Corolla	8,404	6,287	16,269	10,[illegible]	98,432	54,119
Camry	14,377	12,131	25,529	19,370	148,651	80,475
TOYOTA	**22,781**	**18,418**	**41,798**	**29,338**	**245,083**	**134,594**
SUBARU	**1,115**	**0**	**2,315**	**0**	**7,226**	**0**
DOMESTIC TOTAL	**255,193**	**314,077**	**564,411**	**670,948**	**4,720,984**	**4,984,000**
IMPORT TOTAL			**221,546**	**282,964**	**1,714,794**	**1,920,500**
INDUSTRY TOTAL			**785,957**	**961,912**	**6,435,758**	**6,902,577**

IMPORTED CAR SALES

	Aug 1990	Aug 1989	8 Mos. 1990	8 Mos. 1989
Acura	12,881	14,871	97,783	98,696
Alfa Romeo	404	260	2,232	2,191
Aston Martin*	5	5	40	40
Audi	1,852	1,718	14,501	13,688
BMW	5,240	5,619	41,436	45,486
Chevrolet/GEO	9,430	14,223	100,098	81,928
Chrysler	259	587	3,474	5,326
Daihatsu	1,106	1,326	7,807	9,368
Dodge	2,177	2,837	15,152	25,607
Eagle	951	2,219	10,329	17,835
Ferrari*	80	80	640	640
Ford	4,584	6,330	39,377	49,757
Honda	20,024	26,362	168,190	168,584
Hyundai	12,879	20,552	93,421	132,440
Infiniti	1,936	0	13,303	0
Isuzu	437	2,264	2,633	13,718
Jaguar	1,509	1,563	12,369	12,400
Lamborghini*	13	13	104	104
Lexus	6,111	0	40,146	0
Lotus*	27	27	216	216
Maserati*	20	20	160	177
Mazda	13,750	19,977	110,052	128,340
Mercedes-Benz	6,400	6,776	48,991	49,444
Mercury/Merkur	5,621	6,853	22,968	51,526
Mitsubishi	4,884	8,586	75,480	50,320
Nissan	28,878	37,764	224,254	281,857
Peugeot	359	660	3,072	4,242
Plymouth	1,862	2,513	14,049	23,602
Pontiac	4,684	4,401	30,355	37,175
Porsche	660	955	6,541	6,676
Rolls/Bentley*	100	100	800	800
Saab	2,386	3,788	19,267	23,643
Sterling	247	305	2,856	4,126
Subaru	9,442	14,023	66,812	101,110
Suzuki	668	761	4,358	4,000
Toyota	38,976	52,500	259,606	312,569
Volkswagen	11,704	10,636	91,699	90,841
Volvo	8,548	10,553	65,487	72,769
Yugo	452	937	4,736	7,348
TOTAL	**221,546**	**282,964**	**1,714,794**	**1,928,589**

* Estimate

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	Aug 1990	Percent Share	Aug 1989	Percent Share	8 Mos. 1990	Percent Share	8 Mos. 1989	Percent Share
Alfa Romeo	404	0.05	260	0.03	2,232	0.03	2,191	0.03
Aston Martin*	5	0.00	5	0.00	40	0.00	40	0.00
American Honda	78,069	9.93	78,212	8.13	593,508	9.22	531,167	7.71
BMW	5,240	0.67	5,619	0.58	41,436	0.64	45,486	0.66
Buick	41,643	5.30	52,018	5.41	358,595	5.57	377,791	5.48
Cadillac	18,732	2.38	24,336	2.53	172,359	2.68	176,925	2.57
Chevrolet	105,320	13.40	119,611	12.43	979,656	15.22	976,523	14.17
Chrysler	13,015	1.66	13,213	1.37	130,967	2.03	141,305	2.05
Daihatsu	1,106	0.14	1,326	0.14	7,807	0.12	9,368	0.14
Dodge	28,395	3.61	41,290	4.29	227,573	3.54	318,482	4.62
Eagle	6,129	0.78	8,026	0.83	42,571	0.66	50,496	0.73
Ferrari*	80	0.01	80	0.01	640	0.01	640	0.01
Ford	107,789	13.71	147,981	15.38	921,309	14.32	1,082,204	15.70
Hyundai	12,879	1.64	20,552	2.14	93,421	1.45	132,440	1.92
Isuzu	437	0.06	2,264	0.24	2,633	0.04	13,718	0.20
Jaguar	1,509	0.19	1,563	0.16	12,369	0.19	12,400	0.18
Lamborghini*	13	0.00	13	0.00	104	0.00	104	0.00
Lincoln	17,602	2.24	16,566	1.72	158,797	2.47	138,350	2.01
Lotus*	27	0.00	27	0.00	216	0.00	216	0.00
Maserati*	20	0.00	20	0.00	160	0.00	177	0.00
Mazda	23,091	2.94	23,772	2.47	162,533	2.53	158,092	2.29
Mercedes	6,400	0.81	6,776	0.70	48,991	0.76	49,444	0.72
Mercury/Merkur	34,078	4.34	52,170	5.42	267,957	4.16	348,599	5.06
Mitsubishi	8,791	1.12	12,242	1.27	110,179	1.71	68,089	0.99
Nissan Motor	41,395	5.27	51,985	5.40	306,047	4.76	356,701	5.18
Oldsmobile	35,673	4.54	59,490	6.18	350,333	5.44	428,072	6.21
Peugeot	359	0.05	660	0.07	3,072	0.05	4,242	0.06
Plymouth	18,737	2.38	35,972	3.74	166,946	2.59	210,484	3.05
Pontiac	53,760	6.84	59,651	6.20	444,189	6.90	486,767	7.06
Porsche	660	0.08	955	0.10	6,541	0.10	6,676	0.10
Rolls/Bentley*	100	0.01	100	0.01	800	0.01	800	0.01
Saab	2,386	0.30	3,788	0.39	19,267	0.30	23,643	0.34
Sterling	247	0.03	305	0.03	2,856	0.04	4,126	0.06
Subaru	11,757	1.50	14,023	1.46	74,038	1.15	101,110	1.47
Suzuki	668	0.08	761	0.08	4,358	0.07	4,000	0.06
Toyota Motor	86,885	11.05	82,436	8.57	544,835	8.47	447,163	6.49
Volvo	8,548	1.09	10,553	1.10	65,487	1.02	72,769	1.06
VWoA	13,556	1.72	12,354	1.28	106,200	1.65	104,529	1.52
Yugo	452	0.06	937	0.10	4,736	0.07	7,348	0.11
TOTAL	**785,957**	**100.00**	**961,912**	**100.00**	**6,435,758**	**100.00**	**6,892,677**	**100.00**
TOTAL GM	**255,128**	**32.46**	**315,106**	**32.76**	**2,305,132**	**35.82**	**2,446,078**	**35.49**
TOTAL FORD	**159,469**	**20.29**	**216,717**	**22.53**	**1,348,063**	**20.95**	**1,569,153**	**22.77**
TOTAL CHRYSLER	**66,276**	**8.43**	**98,501**	**10.24**	**568,057**	**8.83**	**720,767**	**10.46**
TOTAL JAPANESE	**252,199**	**32.09**	**267,021**	**27.76**	**1,805,938**	**28.06**	**1,689,408**	**24.51**
TOTAL EUROPEAN	**40,006**	**5.09**	**44,015**	**4.58**	**315,147**	**4.90**	**334,831**	**4.86**
TOTAL KOREAN	**12,879**	**1.64**	**20,552**	**2.14**	**93,421**	**1.45**	**132,440**	**1.92**

* Estimate. Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.

U.S. car and light-truck sales, 8 months — 1990 vs. 1989 (ranked by car and light-truck total sales)

Company	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)	Changes Sales (Units)
Ford	921,309	1,082,204	14.32	15.70	970,910	982,693	30.02	29.72	1,892,219	2,064,897	19.57	20.25	-0.68	- 8.36	-172,678
Chevrolet	979,656	976,523	15.22	14.17	880,687	905,677	27.32	27.39	1,860,343	1,882,200	19.24	18.45	0.78	- 1.16	- 21,857
Toyota	504,689	447,163	7.84	6.49	190,033	180,632	5.88	5.46	694,722	627,795	7.18	6.16	1.03	10.66	66,927
Dodge	227,573	318,482	3.54	4.62	337,704	377,343	10.44	11.41	565,277	695,825	5.85	6.82	-0.98	-18.76	-130,548
Honda	495,725	432,471	7.70	6.27	—	—	—	—	495,725	432,471	5.13	4.24	0.89	14.63	63,254
Pontiac	444,189	486,767	6.90	7.06	21,254	0	0.66	0.00	465,443	486,767	4.81	4.77	0.04	- 4.38	- 21,324
Nissan	292,744	356,701	4.55	5.18	119,968	115,970	3.71	3.51	412,712	472,671	4.27	4.63	-0.37	-12.69	- 59,959
Oldsmobile	350,333	428,072	5.44	6.21	16,964	0	0.52	0.00	367,297	428,072	3.80	4.20	-0.40	-14.20	- 60,775
Buick	358,595	377,791	5.57	5.48	—	—	—	—	358,595	377,791	3.71	3.70	0.00	- 5.08	- 19,196
Plymouth	166,946	210,484	2.59	3.05	121,479	129,192	3.76	3.91	288,425	339,676	2.98	3.33	-0.35	-15.09	- 51,251
Mercury	267,957	348,599	4.16	5.06	—	—	—	—	267,957	348,599	2.77	3.42	-0.65	-23.13	- 80,642
Mazda	162,533	158,092	2.53	2.29	86,320	81,140	2.67	2.45	248,853	239,232	2.57	2.35	0.23	4.02	9,621
GMC	0	0	0.00	0.00	229,428	243,175	7.09	7.36	229,428	243,175	2.37	2.38	-0.01	- 5.65	- 13,747
Cadillac	172,359	176,925	2.68	2.57	—	—	—	—	172,359	176,925	1.78	1.73	0.05	- 2.58	- 4,566
Lincoln	158,797	138,350	2.47	2.01	—	—	—	—	158,797	138,350	1.64	1.36	0.29	14.78	20,447
Mitsubishi	110,179	68,089	1.71	0.99	29,498	27,269	0.91	0.82	139,677	95,358	1.44	0.93	0.51	46.48	44,319
Jeep	0	0	0.00	0.00	137,121	173,971	4.24	5.26	137,121	173,971	1.42	1.71	-0.29	-21.18	- 36,850
Chrysler	130,967	141,305	2.03	2.05	1,978	558	0.06	0.02	132,945	141,863	1.37	1.39	-0.02	- 6.29	- 8,918
Acura	97,783	98,696	1.52	1.43	—	—	—	—	97,783	98,696	1.01	0.97	0.04	- 0.93	- 913
Volkswagen	91,699	90,841	1.42	1.32	5,010	3,791	0.15	0.11	96,709	94,632	1.00	0.93	0.07	2.19	2,077
Hyundai	93,421	132,440	1.45	1.92	—	—	—	—	93,421	132,440	0.97	1.30	-0.33	-29.46	- 39,019
Subaru	74,038	101,110	1.15	1.47	—	—	—	—	74,038	101,110	0.77	0.99	-0.23	-26.77	- 27,072
Isuzu	2,633	13,718	0.04	0.20	69,585	64,269	2.15	1.94	72,218	77,987	0.75	0.76	-0.02	- 7.40	- 5,769
Volvo	65,487	72,769	1.02	1.06	—	—	—	—	65,487	72,769	0.68	0.71	-0.04	-10.01	- 7,282
Mercedes-Benz	48,991	49,444	0.76	0.72	—	—	—	—	48,991	49,444	0.51	0.48	0.02	- 0.92	- 453
Eagle	42,571	50,496	0.66	0.73	—	—	—	—	42,571	50,496	0.44	0.50	-0.05	-15.69	- 7,925
BMW	41,436	45,486	0.64	0.66	—	—	—	—	41,436	45,486	0.43	0.45	-0.02	- 8.90	- 4,050
Lexus	40,146	0	0.62	0.00	—	—	—	—	40,146	0	0.42	0.00	0.42	0.00	40,146
Saab	19,267	23,643	0.30	0.34	—	—	—	—	19,267	23,643	0.20	0.23	-0.03	-18.51	- 4,376
Audi	14,501	13,688	0.23	0.20	—	—	—	—	14,501	13,688	0.15	0.13	0.02	5.94	813
Suzuki	4,358	4,000	0.07	0.06	10,124	17,419	0.31	0.53	14,482	21,419	0.15	0.21	-0.06	-32.39	- 6,937
Infiniti	13,303	0	0.21	0.00	—	—	—	—	13,303	0	0.14	0.00	0.14	0.00	13,303
Jaguar	12,369	12,400	0.19	0.18	—	—	—	—	12,369	12,400	0.13	0.12	0.01	- 0.25	- 31
Daihatsu	7,807	9,368	0.12	0.14	3,359	0	0.10	0.00	11,166	9,368	0.12	0.09	0.02	19.19	1,798
Porsche	6,541	6,676	0.10	0.10	—	—	—	—	6,541	6,676	0.07	0.07	0.00	- 2.02	- 135
Yugo	4,736	7,348	0.07	0.11	—	—	—	—	4,736	7,348	0.05	0.07	-0.02	-35.55	- 2,612
Peugeot	3,072	4,242	0.05	0.06	—	—	—	—	3,072	4,242	0.03	0.04	-0.01	-27.58	- 1,170
Range Rover	0	0	0.00	0.00	2,952	3,148	0.09	0.10	2,952	3,148	0.03	0.03	0.00	- 6.23	- 196
Sterling	2,856	4,126	0.04	0.06	—	—	—	—	2,856	4,126	0.03	0.04	-0.01	-30.78	- 1,270
Alfa Romeo	2,232	2,191	0.03	0.03	—	—	—	—	2,232	2,191	0.02	0.02	0.00	1.87	41
Rolls/Bentley*	800	800	0.01	0.01	—	—	—	—	800	800	0.01	0.01	0.00	0.00	0
Ferrari*	640	640	0.01	0.01	—	—	—	—	640	640	0.01	0.01	0.00	0.00	0
Lotus*	216	216	0.00	0.00	—	—	—	—	216	216	0.00	0.00	0.00	0.00	0
Maserati	160	177	0.00	0.00	—	—	—	—	160	177	0.00	0.00	0.00	- 9.60	- 17
Lamborghini*	104	104	0.00	0.00	—	—	—	—	104	104	0.00	0.00	0.00	0.00	0
Aston Martin*	40	40	0.00	0.00	—	—	—	—	40	40	0.00	0.00	0.00	0.00	0
TOTAL	**6,435,758**	**6,892,677**	**100.00**	**100.00**	**3,234,374**	**3,306,247**	**100.00**	**100.00**	**9,670,132**	**10,198,924**	**100.00**	**100.00**	—	**- 5.18**	**- 528,792**
Total Chrysler	568,057	720,767	8.83	10.46	598,282	681,064	18.50	20.60	1,166,339	1,401,831	12.06	13.74	-1.68	-16.80	- 235,492
Total Ford	1,348,063	1,569,153	20.95	22.77	970,910	982,693	30.02	29.72	2,318,973	2,551,846	23.98	25.02	-1.04	- 9.13	- 232,873
Total GM	2,305,132	2,446,078	35.82	35.49	1,148,333	1,148,852	35.50	34.75	3,453,465	3,594,930	35.71	35.25	0.46	- 3.94	- 141,465
Total U.S.	**4,221,252**	**4,735,998**	**65.59**	**68.71**	**2,717,525**	**2,812,609**	**84.02**	**85.07**	**6,938,777**	**7,548,607**	**71.75**	**74.01**	**-2.26**	**- 8.08**	**- 609,830**
Total VWoA	106,200	104,529	1.65	1.52	5,010	3,791	0.15	0.11	111,210	108,320	1.15	1.06	0.09	2.67	2,890
Total Europe	**315,147**	**334,831**	**4.90**	**4.86**	**7,962**	**6,939**	**0.25**	**0.21**	**323,109**	**341,770**	**3.34**	**3.35**	**-0.01**	**- 5.46**	**- 18,661**
Total Honda of America	593,508	531,167	9.22	7.71	0	0	0.00	0.00	593,508	531,167	6.14	5.21	0.93	11.74	62,341
Total Nissan Motor	306,047	356,701	4.76	5.18	119,968	115,970	3.71	3.51	426,015	472,671	4.41	4.63	-0.23	- 9.87	- 46,656
Total Toyota Motor	544,835	447,163	8.47	6.49	190,033	180,632	5.88	5.46	734,868	627,795	7.60	6.16	1.44	17.06	107,073
Total Asia	**1,899,359**	**1,821,848**	**29.51**	**26.43**	**508,887**	**486,699**	**15.73**	**14.72**	**2,408,246**	**2,388,547**	**24.90**	**22.84**	**2.27**	**4.32**	**99,699**

*Estimate

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1989-90 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Dodge trucks	$750-$2,500	2.9	7.9	7.9	10.9	Sept. 30*
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Jeep	$500-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Plymouth	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Chrysler Corp. (1991 models)						
Chrysler	$500	7.9	7.9	7.9	10.9	Sept. 30
Dodge cars	$500	7.9	7.9	7.9	10.9	Sept. 30
Dodge trucks	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 30
Eagle	$500	7.9	7.9	7.9	10.9	Sept. 30
Jeep	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 30
Plymouth	$500	7.9	7.9	7.9	10.9	Sept. 30
Ford Motor Co. (1990 models)						
Ford cars*	$700-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Mercury*	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Continental, Mark VII	$1,500-$2,000					Sept. 26
Ford Motor Co. (1991 models)						
Ford cars*	$500-$750	7.9	7.9	7.9	10.9	Sept. 26
Ford trucks	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Mercury*	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
General Motors (1990 models)						
Buick*	$500-$1,250	7.9	7.9	7.9	10.9	Sept. 26
Riviera	$2,000	7.9	7.9	7.9	10.9	Sept. 26
Reatta	$3,000	7.9	7.9	7.9	10.9	Sept. 26
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Oldsmobile*	$1,500-$2,500	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$750-$2,000**	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$1,500**					
General Motors (1991 models)						
Buick*	$250-$1,250	3.9	5.9	7.9	10.9	Sept. 26
Chevrolet, Geo cars	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Oldsmobile	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$500	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$500					
Hyundai (1990)	$500-$1,250					Oct. 2
Mazda (1990 models)						
323	$750					Oct. 2
Protege	Free air or auto. trans.					Oct. 2
626, MX-6	$1,000-$1,500					Nov. 2
MPV	$500-$750 discount on option packages					Nov. 2
Trucks	$750 plus free option package					Oct. 2
Nissan (1990 models)						
Sentra	$1,000-$1,200					Oct. 2
Trucks	$1,000					Oct. 2
Subaru						
Justy (1989-90)	$500-$1,000					Oct. 2
Loyale (1990)	$800-$1,200					Oct. 2
Suzuki (1990 models)*						
Swift	$400-$1,500					Oct. 2
Samurai	$1,000					Oct. 2
Sidekick	$1,000-$2,500**					Oct. 2
Suzuki (1991 models)*						
Sidekick	$500-$600					Oct. 2

*Incentive financing of zero percent for 24 months, 4.9 percent for 48 months and 7.9 percent for 60 months applies to Chrysler LeBaron coupe, Imperial, New Yorker, New Yorker Salon, New Yorker Landau and New Yorker Fifth Avenue; Dodge Daytona and Dynasty, and Jeep Cherokee and Wagoneer Ltd. Rates of zero or 2.9 percent for 24 months (depending on model), 7.9 percent for 48 months and 10.9 percent for 60 months are available on all other models.

*Finance rate is 4.9 percent for 48 months on Escort and Tracer.

*Buick rebates based on option package selected. Finance rates on Regal sedan are 4.9/4.9/4.9/10.9. No rebates or special financing on Reatta and Park Avenue.

*Rebates on 1989 Oldsmobiles are $500 more than on 1990 models. Finance rate is 4.9 percent for 48 months on 1989-90 Cutlass Supreme and Cutlass Ciera and 1990 Buick Century and Regal.

**Dealers contribute $1,000 on Grand Prix, $500 on Trans Sport.

*Customer rebate or dealer rebate; dealer's choice

**$3,000 in California

Note: Some makers offer rebates to buyers of 1990 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Ford, Chrysler pay rebates on '91s

Import programs include cash for dealers on 1991 Toyotas

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Matching General Motors' move, Ford Motor Co. and Chrysler Corp. are paying rebates to buyers of most of their 1991 vehicles even before their official introduction.

Several import lines extended or introduced new consumer and dealer rebates last week. Toyota Motor Sales in U.S.A. Inc. is offering dealer rebates on 1991 models.

Ford is offering rebates of $500 to $1,000 on 1991 models. Cut-rate financing starts at 4.8 percent on the Ford Escort and Mercury Tracer and 7.9 on others.

Not included in the new program are the 1991 Mercury Capri, the 1991 Ford Explorer and 1991 Lincolns. Buyer incentives on 1989-90 cars and trucks, which range from $600 to $2,000, are unchanged.

Cash rebates on 1991 cars are $500 on Mustang, Probe, Escort, Tracer and Festiva; $750 on Crown Victoria, Thunderbird, Cougar, Tempo, Topaz, Taurus and Sable; and $1,000 on Grand Marquis.

Ford's 1991 rebates end Sept. 26, the day before the official introduction date of most 1991 models, but dealers already have begun selling most 1991s.

Rebates on 1991 trucks are $500 on the Aerostar, Econoline, Club Wagon, Bronco and F series with automatic transmission; and $1,000 on the Ranger.

Chrysler said it will offer $500 on most 1991 models and $1,000 on the Dodge Ramcharger and Jeep Grand Wagoneer.

The $500 rebates cover: Chrysler Imperial, New Yorker Fifth Avenue and Salon and LeBaron coupe and sedan; Plymouth Acclaim, Sundance (except America models), Laser and Colt (except Vista); Dodge Daytona, Dynasty, Monaco, Spirit, Shadow (except America models), Colt (except Vista), standard-sized pickup and Dakota pickup; Eagle Premier and Talon; and Jeep Comanche, Cherokee and Wrangler.

Mazda Motors of America Inc. announced consumer rebates of $750 to $1,500 on 1990 models.

A program ending Nov. 2 offers discounts of $500 to $750 on option packages on the MPV and cash paybacks of $1,000 on the MX-6 and $1,500 on the 626.

A second Mazda program that expires Oct. 2 offers $750 cash on the 323-SE and no charge for the SE-5 and LE-5 packages on trucks plus $750 on the two-wheel-drive and 4wd trucks.

Hyundai Motor America extended until Oct. 2 its rebates to buyers and dealers on 1990 Excel and Sonata models. They were scheduled to expire Sept. 4.

The Excel has consumer rebates of $500 on the three-door L and GS, $750 on four-door L, $1,000 on the GL automatic; and $1,250 on the GL manual and GLS.

Dealer rebates are $200 per unit for one through 10 sold, effective with the 10th sale; $300 through the 20th sale; $400 through the 30th; and $500 above 31.

Sonata has consumer cash rebates of $750 and dealer cash rebates of $350 per unit sold.

Toyota announced a new dealer cash rebate program through Nov. 2 on 1989, 1990 and 1991 models.

The payments range from $200 to $800 on 1991 Corollas, $200 to $1,000 on 1991 Camrys, $200 to $1,000 on 1989-90 Tercels and Corollas and $400 to $1,200 on 1989-90 Camrys.

Volkswagen United States Inc. is offering dealers $500 rebates on the Fox through Sept. 30 and $1,500 on the Corrado indefinitely.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-90 models)		
Monaco (1990 model)	$2,500	Sept. 30
Premier (1989-90 base models)	$2,500	Sept. 30
Cherokee Ltd., Wagoneer Ltd., Grand Wagoneer (1989-90 models)	$500-$4,000	Sept. 30
Ford Motor Co. (1990 models)		
Taurus SHO	$2,000	Sept. 26
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	Sept. 26
Crown Victoria	$300	Sept. 26
Town Car	$1,500-$2,500 based on number sold	Sept. 26
Continental Mark VII	$1,000-$2,000 based on number sold	Sept. 26
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90 models)		
Excel	$200-$500, quota	Oct. 2
Sonata	$350	Oct. 2
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Nissan		
Stanza (1990 models)	$100-$1,000, based on number sold	Oct. 2
Trucks (1990-91 models)	$100-$200, based on number sold	Nov. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Nov. 2
Toyota (1991 models)		
Corolla, Camry	$200-$1,000, quota	Nov. 2
Volkswagen (1990 models)		
Golf	$500	Dec. 31
Fox	$500	Sept. 30
Corrado	$1,500	None
Volvo (1989-90 models)	$200-$800, based on number sold	Sept. 30

*Customer rebate or dealer rebate; dealer's choice

**$3,000 in California

Note: Some makers offer rebates to dealers on sales of 1990 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

UAW optimistic: GM talks ahead of schedule

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Contract talks between General Motors and the UAW are down to the wire, and the UAW's chief bargainer is optimistic an agreement can be reached before the Sept. 14 deadline.

"We're way ahead of schedule at this point, but that does not say we're going to settle or not settle," said Steve Yokich, UAW vice president and head of the union's GM department.

Yokich said that "people programs," which include health and safety issues and educational programs, are pretty much settled, but there is still a lot of work to be done on the "hard stuff" such as job and income security, health care and outsourcing.

UAW sources say the union hopes to accomplish job security by limiting the number of weeks employees can be laid off and by bolstering the Supplemental Unemployment Benefits and Guaranteed Income Stream programs.

The first program currently guarantees workers up to 95 percent of their pay for two years. Then the Guaranteed Income Stream kicks in for workers with 15 years seniority (or 10 years if the plant closes). This program provides 50 to 75 percent of a worker's pay, based on seniority.

Yokich would not say if the contract would be extended if an agreement for GM's 30,000 hourly workers is not reached by the deadline. After the GM contract is settled, the union will move on to Ford Motor Co. and Chrysler Corp. to try to secure similar agreements.

Meanwhile, skilled trades workers at a GM components plant in Flint, Mich., narrowly approved a local three-year agreement last Thursday after voting it down the first time. The pact guarantees no layoffs over the life of the agreement unless the plant closes.

PRODUCTION

Car output slips 2.6% in August

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Production began at Saturn Corp. in Spring Hill, Tenn., last month. The plant produced approximately 500 units in its first month and is expected to assemble 30 units per day throughout September.

U.S. auto production in August was 523,576 units, 2.56 percent below the August 1989 build of 537,308. Last month's total was 42.40 percent above July's 367,678 (a model changeover month).

U.S. automakers assembled 111,737 units last week, 10.51 percent below the previous week and 3.29 percent above the year-ago week.

Truckmakers produced 320,354 units last month, 22.18 percent above July's production of 262,198 but 9.25 percent below the year-ago month's 353,000

Truck production last week was estimated at 68,844 units, 9.17 percent behind the prior week and 1.44 percent ahead of the year-ago week.

Estimated auto production last week was split as follows: General Motors, 46.42 percent; Ford Motor Co., 23.25 percent; Chrysler Corp., 11.23 percent; Honda of America Manufacturing Inc., 6.36 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.07 percent; Diamond-Star Motors Corp., 3.07 percent; Mazda Motor Manufacturing (USA) Corp., 2.93 percent; New United Motor Manufacturing Inc., 1.79 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.21 percent; Subaru-Isuzu Automotive Inc., 0.56 percent; and Saturn, 0.11 percent.

Ford plans to idle the Kansas City, Mo., car assembly plant and the Louisville, Ky., truck plant this week due to a shortage of dealer orders.

GM has extended the downtime at the Reatta Craft Centre in Lansing, Mich., due to high inventory levels. The plant has been down for model changeover since July 23. It is now scheduled to resume production Oct. 1.

The company also scheduled Saturday overtime last week at the Moraine, Ohio, truck plant. The postal vehicle chassis line was the only line affected.

Chrysler scheduled two overtime shifts last Saturday at the Newark, Del., car facility and the Warren, Mich., truck plant.

Canada car pace hits 5-year high

Canadian car production for August was 77,839, the highest August build since the 89,702 assembled in 1985. The August total was 5.89 percent above July's 73,512 and 51.71 percent above the year-ago month's 51,309.

Truckmakers assembled 53,905 units last month, the highest August build since 1984 when 65,386 units were produced.

The August total is 42.74 percent above the 37,764 assembled in July and 41.16 percent above the 38,187 produced in August 1989.

U.S. CAR	Week Ended Sept. 8, 1990	Week Ended Sept. 9, 1989	Week Ended Sept. 1, 1990	Aug. Total	Jan. 1 to Sept. 8, 1990	Jan. 1 to Sept. 9, 1989
Horizon	0	0	0	0	4,327	21,175
Sundance	1,800	1,548	2,235	10,223	57,226	72,111
Acclaim	2,400	2,450	3,097	12,645	72,270	86,803
Total Plymouth	**4,200**	**3,998**	**5,332**	**22,868**	**133,823**	**180,089**
LeBaron A	0	0	0	0	8,064	0
LeBaron J	1,100	2,164	1,390	6,008	35,293	71,966
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	300	648	634	2,622	27,592	61,714
Fifth Avenue	600	1,721	1,368	6,274	21,458	8,305
Imperial	50	0	2	84	12,637	0
Total Chrysler	**2,050**	**4,533**	**3,394**	**14,988**	**105,044**	**144,931**
Omni	0	0	0	0	4,078	22,229
Daytona	700	1,436	941	4,043	23,520	57,581
Shadow	1,900	1,525	2,271	10,643	64,828	69,346
Dynasty	1,600	1,752	2,922	12,373	77,959	93,735
Lancer	0	0	0	0	0	1,528
Spirit	2,100	3,144	2,534	10,753	65,897	71,826
Total Dodge	**6,300**	**7,857**	**8,668**	**37,812**	**236,282**	**316,245**
CHRYSLER MOTORS	**12,550**	**16,388**	**17,394**	**75,668**	**475,149**	**641,265**
Escort	5,540	6,338	6,290	28,031	154,332	226,583
Mustang	0	2,200	0	6,039	88,727	146,895
Tempo	2,646	2,475	3,117	11,242	92,563	103,342
Taurus	6,224	2,241	7,664	31,254	244,390	246,677
Thunderbird	2,698	1,985	3,304	7,716	81,114	106,180
Total Ford Div.	**17,108**	**15,239**	**20,375**	**84,282**	**661,126**	**729,677**
Topaz	874	1,045	1,093	3,728	35,261	48,506
Cougar	1,802	1,979	2,234	5,161	53,893	91,876
Sable	2,160	865	2,704	9,965	74,788	79,652
Total Mercury	**4,836**	**3,889**	**6,031**	**18,854**	**163,942**	**220,034**
Continental	1,142	544	1,030	5,810	41,642	44,290
Mark VII	202	174	181	1,667	15,050	14,281
Town Car	2,687	1,068	2,421	12,057	105,813	83,708
Total Lincoln	**4,031**	**1,786**	**3,632**	**19,534**	**162,505**	**142,279**
Total L-M Div.	**8,867**	**5,675**	**9,663**	**38,388**	**326,447**	**362,313**
FORD MOTOR CO.	**25,975**	**20,914**	**30,038**	**122,670**	**987,573**	**1,191,990**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	1,552	1,366	1,965	8,672	62,190	43,147
Century	1,556	2,266	1,248	1,248	44,734	90,155
Riviera	468	364	522	1,735	15,317	12,995
Electra/Park Ave.	2,423	2,023	2,749	8,056	31,506	54,164
LeSabre (fwd)	3,032	2,417	3,599	11,865	111,620	104,449
LeSabre (rwd)	0	165	0	0	4,022	4,749
Reatta	0	164	0	0	5,277	3,809
Total Buick	**9,031**	**8,765**	**10,083**	**31,576**	**274,666**	**320,381**
Eldorado	485	354	539	1,798	14,541	20,527
Seville	487	235	550	1,809	25,099	15,193
Brougham (rwd)	792	927	888	4,273	20,258	25,024
DeVille (fwd)	3,311	3,076	3,671	10,467	109,680	137,576
Allante	71	15	89	410	3,121	2,092
Total Cadillac	**5,146**	**4,607**	**5,737**	**18,757**	**172,699**	**200,412**
Cavalier	7,811	4,470	7,550	26,787	226,741	247,429
Camaro	1,868	1,619	2,184	9,071	50,441	69,843
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	4,928	7,182	6,267	24,770	196,793	263,564
Caprice	3,472	2,867	0	12,918	164,544	127,648
Corvette	224	448	283	596	15,465	17,684
Total Chevrolet	**18,303**	**16,586**	**16,284**	**74,142**	**653,984**	**796,517**
Calais	1,712	1,488	2,171	9,582	70,689	62,927
Cutlass Ciera	1,140	1,066	900	900	51,012	62,391
Cutlass Supreme	1,696	3,063	2,338	8,876	62,723	66,313
Toronado	294	286	320	1,083	10,885	5,375
88 (fwd)	1,859	1,837	2,186	7,780	71,778	92,563
88 (rwd)	0	99	0	0	1,214	5,587
98	113	1,084	86	167	33,064	50,470
Total Oldsmobile	**6,814**	**8,923**	**8,061**	**28,388**	**301,365**	**345,626**
Sunbird	3,200	2,172	3,360	17,468	107,571	98,814
Grand Am	3,840	3,851	4,828	22,111	143,400	166,640
Firebird	732	987	1,016	4,490	29,836	39,001
Grand Prix	2,368	2,804	2,979	5,288	80,652	87,472
Pontiac 6000	1,132	1,296	923	923	38,466	57,592
Bonneville	1,315	1,902	1,664	6,366	54,204	64,515
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**12,587**	**13,012**	**14,770**	**56,646**	**454,129**	**516,725**
GENERAL MOTORS	**51,881**	**51,893**	**54,875**	**209,509**	**1,856,843**	**2,179,661**
DIAMOND-STAR	**3,425**	**2,235**	**2,671**	**13,693**	**91,290**	**46,586**
HONDA	**7,108**	**5,872**	**9,168**	**41,639**	**301,440**	**258,952**
Civic	1,058	2,963	1,925	9,283	79,003	89,724
Accord	6,050	2,909	7,243	32,356	222,437	169,228
MAZDA†	**3,272**	**3,373**	**3,506**	**18,387**	**120,428**	**140,004**
NISSAN	**1,348**	**2,100**	**1,476**	**3,705**	**56,149**	**81,737**
NUMMI	**2,000**	**2,418**	**475**	**14,497**	**137,250**	**138,710**
Corolla	1,000	939	225	7,474	69,105	56,218
Geo Prizm/Nova	1,000	1,471	250	7,023	68,145	82,492
SATURN*	**125**	**0**	**150**	**500**	**625**	**0**
SUBARU-ISUZU	**628**	**0**	**727**	**3,135**	**19,131**	**0**
TOYOTA	**3,425**	**2,998**	**4,381**	**20,253**	**149,870**	**92,581**
TOTAL CARS, U.S.	**111,737**	**108,175**	**124,861**	**523,576**	**4,195,748**	**4,771,486**
TOTAL CARS, CANADA	**21,077**	**15,047**	**20,997**	**77,839**	**733,191**	**659,068**
U.S., CANADA CARS	**132,814**	**123,222**	**145,858**	**601,415**	**4,928,939**	**5,430,554**
U.S., CANADA CARS AND TRUCKS	**215,658**	**207,902**	**238,195**	**955,329**	**8,281,250**	**9,039,895**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe
*Estimated

CANADIAN CAR	Week Ended Sept. 8, 1990	Week Ended Sept. 9, 1989	Week Ended Sept. 1, 1990	Aug. Total	Jan. 1 to Sept. 8, 1990	Jan. 1 to Sept. 9, 1989
Monaco	0	0	0	1,197	6,891	0
Premier	0	0	0	2,076	7,477	25,966
CHRYSLER MOTORS	**0**	**0**	**0**	**3,273**	**14,368**	**25,966**
Tempo	2,656	2,587	2,827	9,926	83,142	90,518
Topaz	1,141	1,112	1,213	4,658	31,262	38,463
Crown Victoria	2,182	1,564	2,417	11,152	84,108	82,532
Grand Marquis	2,332	1,729	2,974	12,740	77,185	88,604
FORD MOTOR CO.	**8,311**	**6,992**	**9,431**	**38,476**	**275,697**	**300,117**
Celebrity	0	151	0	0	20,319	15,441
Cutlass Ciera	477	286	0	0	53,964	96,437
Lumina	4,944	3,712	4,458	9,947	147,110	98,019
Regal	2,325	2,244	2,428	5,668	65,175	50,636
GENERAL MOTORS	**7,746**	**6,393**	**6,886**	**15,615**	**286,568**	**260,533**
CAMI*	**850**	**0**	**850**	**3,400**	**23,800**	**0**
HONDA	**2,150**	**1,340**	**1,874**	**8,985**	**72,033**	**57,148**
HYUNDAI*	**720**	**0**	**560**	**2,137**	**13,940**	**0**
TOYOTA	**1,200**	**243**	**1,216**	**5,673**	**41,072**	**9,793**
VOLVO	**100**	**79**	**180**	**280**	**5,713**	**5,511**
TOTAL CARS, CANADA	**21,077**	**15,047**	**20,997**	**77,839**	**733,191**	**659,068**

U.S. TRUCK	Week Ended Sept. 8, 1990	Week Ended Sept. 9, 1989	Week Ended Sept. 1, 1990	Aug. Total	Jan. 1 to Sept. 8, 1990	Jan. 1 to Sept. 9, 1989
Caravan	100	2,124	16	16	67,162	72,036
Dakota	1,400	1,680	1,625	6,858	47,661	67,201
Caravan C/V	0	90	0	0	4,171	4,906
Ram pickups	2,100	1,713	2,398	10,206	70,651	67,327
Total Dodge	**3,600**	**5,607**	**4,039**	**17,080**	**189,645**	**211,470**
Cherokee	3,100	3,382	3,948	13,561	106,851	153,444
Comanche	200	402	333	1,064	5,505	20,376
Grand Wagoneer	0	260	0	902	4,672	7,714
Wagoneer	50	75	99	353	2,588	5,582
Total Jeep	**3,350**	**4,119**	**4,380**	**15,880**	**119,616**	**187,116**
Voyager	100	1,860	12	12	62,335	67,720
Town & Country	0	102	0	0	2,078	2,552
Total C-P Div.	**100**	**1,962**	**12**	**12**	**65,013**	**70,272**
CHRYSLER MOTORS	**7,050**	**11,688**	**8,431**	**32,972**	**374,274**	**468,858**
Aerostar	4,775	3,150	4,603	21,386	144,374	157,593
Bronco	781	971	987	4,558	36,074	53,728
Bronco II/Explorer	5,504	1,879	5,300	22,513	129,542	84,273
Econoline	3,368	3,108	4,174	19,150	135,911	161,058
Mediums/Heavies	917	989	1,164	5,344	37,977	43,355
Light trucks	8,428	8,406	9,424	46,475	318,137	371,092
Ranger	4,678	5,236	4,285	22,844	194,335	222,364
Total Ford Div.	**28,381**	**23,739**	**29,937**	**142,270**	**996,350**	**1,091,463**
FORD MOTOR CO.	**28,381**	**23,739**	**29,937**	**142,270**	**996,350**	**1,091,463**
Astro	2,272	2,492	2,934	13,245	88,541	114,499
Blazer	284	429	352	1,629	12,458	20,022
Lumina APV	776	0	674	729	60,003	0
Mediums/Heavies	433	268	466	708	7,261	8,119
P-Model	361	538	289	289	16,151	22,271
Pickups	6,185	6,578	7,458	36,756	278,782	284,810
S-10	3,886	2,889	3,143	16,217	161,151	183,317
S-10 Blazer	3,367	2,745	3,565	5,019	73,663	134,235
Sportsvan/Van	1,112	1,320	1,352	2,999	41,899	68,762
Suburban	1,335	1,167	1,509	6,617	49,371	55,728
Total Chevrolet	**20,011**	**18,426**	**21,742**	**84,208**	**789,280**	**888,044**
Jimmy	89	134	116	517	3,860	5,932
Mediums/Heavies	434	456	419	764	8,202	13,127
P-Model	39	61	39	39	2,141	3,081
Pickups	1,714	2,022	2,037	10,806	97,136	85,652
S-15/Sonoma	865	1,879	903	3,522	37,049	41,710
S-15 Jimmy	827	947	1,064	1,360	24,478	37,629
Safari	736	845	965	3,980	31,486	29,931
Suburban	532	523	829	3,460	24,691	22,085
Vandura/Rally Vans	425	511	414	1,053	15,607	19,822
Total GMC	**5,661**	**7,378**	**6,786**	**25,501**	**244,650**	**253,028**
Olds Silhouette	124	0	172	188	23,932	0
Pontiac Trans Sport	388	0	337	374	37,567	0
GENERAL MOTORS	**26,184**	**25,804**	**29,037**	**110,271**	**1,095,429**	**1,141,072**
NAVISTAR	**948**	**1,188**	**1,602**	**5,709**	**50,385**	**56,599**
NISSAN	**1,960**	**1,996**	**2,358**	**11,033**	**99,172**	**84,265**
SUBARU-ISUZU	**871**	**0**	**981**	**4,299**	**21,176**	**0**
AM GENERAL	**450**	**450**	**450**	**1,800**	**15,840**	**15,840**
MISCELLANEOUS	**3,000**	**3,000**	**3,000**	**12,000**	**105,600**	**99,600**
TOTAL TRUCKS, U.S.	**68,844**	**67,865**	**75,796**	**320,354**	**2,758,226**	**2,957,717**

CANADIAN TRUCK	Week Ended Sept. 8, 1990	Week Ended Sept. 9, 1989	Week Ended Sept. 1, 1990	Aug. Total	Jan. 1 to Sept. 8, 1990	Jan. 1 to Sept. 9, 1989
Caravan	1,365	2,742	1,522	3,847	87,921	98,490
Caravan C/V	0	171	0	0	5,610	8,027
Ram Wagon	240	465	281	1,180	16,677	18,525
Ram Van	1,296	1,457	1,639	5,872	39,917	47,750
Total Dodge	**2,901**	**4,835**	**3,442**	**10,899**	**150,125**	**172,792**
Voyager	1,190	2,166	1,329	3,443	70,384	86,422
Total Plymouth	**1,190**	**2,166**	**1,329**	**3,443**	**70,384**	**86,422**
Wrangler	1,200	1,484	1,510	6,022	40,603	56,383
Total Jeep	**1,200**	**1,484**	**1,510**	**6,022**	**40,603**	**56,383**
CHRYSLER MOTORS	**5,291**	**8,485**	**6,281**	**20,364**	**261,112**	**315,597**
FORD MTR. (lt. trks.)	**2,395**	**2,544**	**2,891**	**13,340**	**97,754**	**109,345**
Light trucks	2,732	3,038	3,365	10,912	116,002	110,131
Vans	1,188	1,201	1,246	1,653	34,769	40,413
Total Chevrolet	**3,920**	**4,239**	**4,611**	**12,565**	**50,771**	**150,544**
Light trucks	1,172	1,158	1,425	3,702	44,606	48,397
Vans	372	204	463	592	14,273	19,520
Total GMC	**1,544**	**1,362**	**1,888**	**4,294**	**58,879**	**67,917**
GENERAL MOTORS	**5,464**	**5,601**	**6,499**	**16,859**	**209,650**	**218,461**
CAMI*	**650**	**0**	**650**	**2,600**	**18,850**	**0**
NAVISTAR	**152**	**185**	**220**	**742**	**6,719**	**8,021**
TOTAL TRKS. CANADA	**13,952**	**16,815**	**16,541**	**53,905**	**584,885**	**651,424**
U.S., CANADA TRKS.	**82,796**	**84,680**	**92,337**	**374,259**	**3,362,311**	**3,609,141**

*Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Automotive News

September 17, 1990

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AUTOMOTIVE NEWS/JOE WILSSENS

STRIKE IN CANADA

The Canadian Auto Workers called a national strike against Ford Motor Co. late Friday when negotiators failed to come up with a contract to replace one that expired at midnight Friday. In Detroit, the UAW was talking with General Motors. In both cases, the union expects any new contract to be the pattern for other automakers. Reporters had kept up a vigil in Detroit, above, since Aug. 28.

Chevrolet offers rent-a-car program for U.S. dealers

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Next month Chevrolet will begin a program that offers its 4,700 dealers the chance to get into the daily rental car business.

The program is called the Chevrolet Geo Dealer Rent A Car System. It was tested this summer in Kansas City, Kan., and Kansas City, Mo., and was so well received that Chevrolet decided to offer the program nationally, sources said.

The intent of the program is to offer Chevrolet dealers the same price benefits given to daily rental companies, while providing extra incentives to help dealers enhance their used-car operations when the vehicles are taken out of the rental car fleet.

In a complicated set of transactions, participating dealers will order nearly any vehicle with equipment of their choosing, use them for daily rentals for four to 15 months, and then keep them for sale in their used-car departments.

Conversion vans and Corvettes cannot be ordered under the program, but apparently anything else is fair game. Certain option packages and models will carry incentives, but dealers are free to order what they want.

Chevrolet did not respond to *Automotive News* requests for an interview about the program.

Here's how the program works:

- Dealers first will buy the vehicles from General Motors, reaping the same fleet discounts offered to rental car companies.
- Then the vehicles are sold to General Motors Acceptance Corp. at invoice cost less dealer incentives.
- GMAC leases the vehicles back to the dealer for a monthly payment that includes a pre-set depreciation rate based on the model, interest that is less than one percentage point higher than the prime rate, and insurance based on the model and geographic area.
- Dealers keep vehicles in their rental fleets no less than 120 days and no more than 15 months.

Because dealers technically don't own the cars, only the amount of the lease payments are charged against their line of credit with GMAC. If dealers owned the vehicles, the full value would be charged against their credit line.

- When a dealer removes a vehicle from the rental fleet, he must buy it back from GMAC, but at a price that Chevrolet guarantees will be no more than the car's auction value. If the auction value of the vehicle is less than what is owed by GMAC to GM, Chevrolet will pay the difference.

GMAC benefits from the complicated structure because its leasing business increases.

Dealers benefit because they have a new profit center plus cars that can be used to improve customer satisfaction in the service department — rental cars that neither the dealer nor customer may have to pay for directly.

"A vast majority of service con-

see RENTALS, page 46

Ford considers '93 Suburban fighter

Based on F-series, 40,000 to be built

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Division plans to introduce a Chevrolet/GMC Suburban-fighter in the 1993 model year that will be based on the popular F-series truck.

Engineering and other company sources say the program has not been approved by the corporation, though preliminary plans are in the works.

During the past years, two truck converters, Magnum Motor Coach of Sturgis, Mich., and Centurion Vehicles of White Pigeon, Mich., have been making a Suburban-type vehicle that is based on F-series and Bronco chassis and parts.

Magnum has been marketing a Suburban look-alike called the Metropolitan since 1987. The Metropolitan comes in half-ton, three-quarter-ton and one-ton configurations on Ford F-150, F-250 and F-350 chassis. The vehicle is assembled from Ford parts.

Magnum President Ed Dinsmore

see FORD, page 45

EUROPE'S 1990s: *Tailgated by Japanese upstarts, Europe's makers race to exploit strengths, tap new segments in record time*

European automakers are the focus of this second leg in a series on product plans for the 1990s.

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FUTURE PRODUCTS

FRANKFURT, West Germany — Europe's car industry has found a new reason to fear the Japanese. Makers are concerned about the threat high-liners like Toyota's Lexus and Honda's NSX pose to the dominance of top European brands.

Increasingly, the line in auto industry circles is that the new Japanese cars are so good that the European luxury-class and performance-car specialists could be undercut. The worries are not for this year or next, but later in the decade — the period on which product planners are now focusing.

Europe is still concentrating on its traditional strength — ultra-smooth sedans that range upward to next year's breathlessly awaited Mercedes-Benz S class. Europe also is developing into a supercar haven — there are projects in Italy, Germany and England inspired by Porsche's 959 and Ferrari's F40. It will be shocking if the S class is not a terrific specimen and does not wrest the unofficial

see EUROPE, page 38

HIDDEN IMAGE/HANS G. LEMMERER

Mercedes-Benz's new S-class hews in March and adopts some of the aerodynamic styling cues made popular on the 300 series.

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NEWSPAPER

model car build plummets 11%

ngs cut U.S. total while Canada output climbs. Story on Page 48.

New Chrysler dealer rebates have flavor of old push-pull

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. has adopted a modified push-pull type incentive program for dealers, featuring factory set purchase and sales quotas based on the dealership's size, stock and sales record.

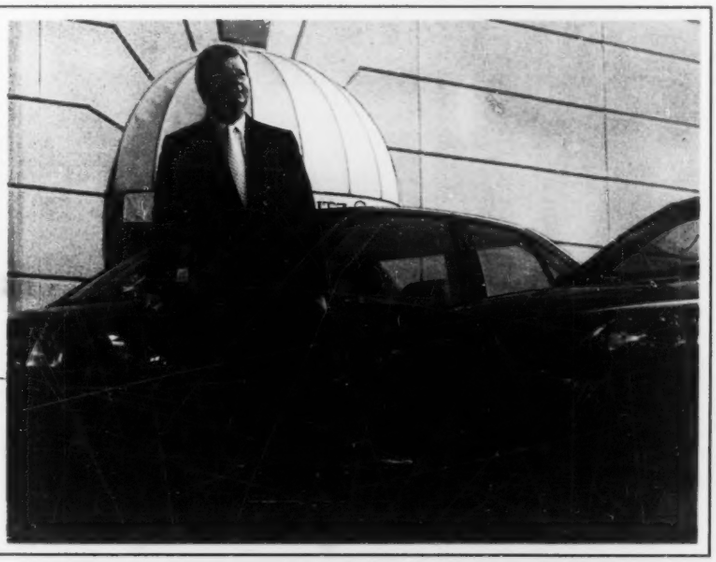
The program is more like a nudge-pull than a traditional push-pull program, which many manufacturers — including Chrysler — foreswore a decade ago in favor of retail incentives and other less-drastic wholesale incentive spiffs.

In a traditional push-pull program, dealers must purchase a given number of cars "pushed" by the factory in order to participate in programs in which they earn cash for meeting retail sales quotas, which "pull" the cars out of the dealership.

Chrysler's current program, which runs from September through Dec. 31 and covers all 1989, 1990 and 1991 vehicles, pays dealers cash rebates of $250 per unit sold between 50.1 percent and 75 percent of their sales quota, $750 per unit between 75.1 percent 99.9 percent and $1,000 for each unit over 100 percent of quota.

For example, if a dealer who has a sales objective of 50 cars

see INCENTIVES, page 46



High hopes
Infiniti General Manager William Bruce, shown flanked by G20 sedans, predicted sales of 40,000 cars in 1991 — more than twice this year's expected total — at a media preview of the 1991 line. See Page 6 for details on Infiniti, Mazda, Nissan and Mercedes-Benz. previews.

AUTOMOTIVE NEWS/JOE WILSSENS

Sept. 1-10 sales climb 2%

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Buoyed by strong sales of transplant-built cars, early September U.S. car and truck sales rose 2.41 percent over the Sept. 1-10 period last year.

A total of 216,374 cars and trucks were sold in the period, an increase of 5,098 units.

Car sales were up 6.70 percent to 139,717 units; truck sales declined 4.57 percent to 76,657. Each period had seven selling days.

Ford Motor Co. was the only Big 3 maker to report increased overall sales. Car sales were off 0.69 percent, but truck sales rose 9.24 percent to give Ford a 3.77 percent increase over 1989 early-September sales.

In car sales, Ford's biggest support continues to come from its Lincoln brand. Sales were up for all three models, hiking Lincoln sales 33.96 percent over the first 10 days of September last year.

Escort sales, which have been weak most of the year, increased 13.88 percent or 876 units.

Sales of the Thunderbird, Cougar and Probe continued to falter: Cougar sales were off 50.47 percent, Probe's plunged 48.45 percent, and Thunderbird's dropped 38.32 percent.

General Motors' car sales rose 6.40 percent, but truck sales tumbled 13.82 percent, pulling GM's overall sales down 1.09 percent.

GM received positive results

see SALES, page 45

10-DAY SALES

DOMESTIC BUILT CARS

	Sept. 1-10, 1990	% change '90 vs. '89
Eagle	1,036	+ 4.33
Chrysler	3,348	+ 17.43
Dodge	7,627	– 5.75
Plymouth	3,973	– 44.22
CHRYSLER MTRS.	**15,984**	**– 15.90**
Ford	24,508	– 2.61
Lincoln	4,592	+ 33.96
Mercury	6,639	– 10.19
FORD MOTOR	**35,739**	**– 0.69**
Buick	12,823	– 19.32
Cadillac	4,974	– 13.89
Chevrolet	24,806	+ 8.58
Oldsmobile	11,449	– 24.12
Pontiac	16,645	+ 38.85
GENERAL MTRS.	**70,697**	**+ 6.40**
HONDA	**10,234**	**+ 89.10**
MAZDA	**931**	**+ 82.91**
MITSUBISHI	**768**	**+ 21.74**
NISSAN	**1,753**	**+ 164.15**
SUBARU	**334**	**—**
TOYOTA	**3,277**	**+ 70.94**
U.S. CAR TOTAL	**139,717**	**+ 6.70**
TRUCKS		
Chrysler	64	– 0.99
Dodge	6,710	– 14.84
Jeep	3,655	– 24.34
Plymouth	2,326	– 9.98
CHRYSLER MTRS.	**12,755**	**– 16.99**
FORD MOTOR	**27,571**	**+ 9.24**
Chevrolet	25,871	– 13.18
GMC	6,495	– 29.81
Oldsmobile	605	—
Pontiac	684	—
GENERAL MTRS.	**33,655**	**– 13.82**
ISUZU	**229**	**—**
NISSAN	**2,447**	**+ 175.25**
U.S. TRK. TOTAL	**76,657**	**– 4.57**
U.S. CAR-TRUCK TOTAL	**216,374**	**+ 2.41**

There were 7 selling days in the period this year and last year.

No plant before its time

Toyota sits on decision to add assembly site

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Toyota Motor Co. is inching closer to building a new North American assembly plant, but the automaker says the final decision won't come until at least next year.

Toshiaki Taguchi, general manager of the company's North America Division in Tokyo, said the company will likely announce its decision in 1991 or 1992.

The Wall Street Journal reported last week that a decision on the new plant was expected within 30 to 60 days. But Yoshiharu Tateishi, manager of Toyota's International Public Affairs Division, said there was a misunderstanding between the paper and a U.S. Toyota spokesman. The spokesman, according to Tateishi, had only said he hoped there would be a decision within two months.

U.S. Toyota officials have said that another American manufacturing plant is necessary to satisfy its growing market, and they have been anticipating an announcement from Tokyo. But no decision has been reached on the plant's site, its scale or its product, officials said.

Meanwhile, Toyota announced plans to build a new $50 million aluminum casting plant in Troy, Mo., to supply cylinder heads and intake manifolds to its Georgetown, Ky., powertrain plant.

The new Troy plant will operate under the name Bodine Aluminum Inc., an 80-year-old St. Louis company that Toyota Motor Corporate Services of North America Inc. in New York acquired late last year. It will begin supplying parts in January 1993.

The new foundry will use low-pressure casting methods in producing cylinder heads, a technology that is common in Japan but still rare among American foundries. Additional products eventually may be added for the 100-employee foundry, including products for other automakers.

Growing ties to the Georgetown operation have led some industry observers to assume that Toyota's next assembly plant will be built there. The two-year-old, $1.3 billion Camry and powertrain complex sits on a 1,300-acre tract that remains nearly two-thirds vacant.

In addition to building the Camry in Kentucky, Toyota produces the Corolla in Cambridge, Ontario, and at New United Motors Manufacturing Inc., a 50-50 joint venture with General Motors in Fremont, Calif. Toyota plans to build small pickups at NUMMI next year.

Automotive News Editor Peter Brown in Tokyo contributed to this report.

New Ford prices show 1.9% rise, down from 3.2%

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. took a closer look at its pre-introductory 1991 car prices and decided they were not one of the company's better ideas.

Ford announced firm prices for its fall-launch 1991 cars last week and said they are up an average of 1.9 percent over final 1990 model-year prices. *Automotive News* estimates the increase at $312. The increase is sales weighted and is based on comparably equipped models.

The firm 1991 prices were chopped significantly from the pre-introduction stickers announced in July. At that time, Ford said its car boost averaged 3.2 percent or $528.

Ford spokesman David Krupp said the changes reflect the current sales environment and competitive actions. He declined to comment on whether specific changes were made to be more competitive with General Motors and Chrysler Corp., which have announced hikes of 2.3 percent and 0.9 percent on 1991 cars.

At a news conference last week, Ford Chairman Harold Poling said the company thought its major competitors (read GM) would not be as active in offering discounts on option packages as they have been in the past. Ford was wrong, thus the new pricing.

see PRICES, page 48

1991 FORD PRICES

	1991 Price	Increase over end of 1990 model year
FORD Festiva		
L hatch	$ 6,620	$ 301
GL hatch	7,460	—
Escort		
Pony hatch	7,976	411
LX hatch	8,667	420
LX 5-dr.	9,095	421
LX wagon	9,680	421
GT hatch	11,484	421
Probe		
GL	11,691	221
LX	13,229	221
GT	14,964	238
Tempo		
GL 2-dr.	9,541	0
GL 4-dr.	9,691	0
GLS 2-dr.	10,358	0
GLS 4-dr.	10,506	0
LX 4-dr.	10,663	0
4-dr. awd	11,390	0
Mustang		
LX coupe	10,157	643
LX hatch	10,663	543
LX conv.	16,222	1,023
LX 5.0L coupe	13,270	1,048
LX 5.0L hatch	14,055	990
LX 5.0L conv.	19,242	1,001
GT hatch	15,034	990
GT conv.	19,864	1,001
Taurus		
L sedan	13,352	651
L wagon	14,784	451
GL sedan	13,582	408
GL wagon	14,990	207
LX sedan	17,373	1,132
LX wagon	18,963	1,131
SHO sedan	22,071	377
Thunderbird		
Standard	15,318	277
LX	17,734	410
Super coupe	20,999	548
LTD Crown Victoria		
Sedan	18,227	555
Wagon	18,083	0
LX sedan	$18,863	$ 555
LX wagon	18,833	0
Country Squire wgn.	18,335	0
LX Country Squire wgn.	19,085	0
LINCOLN Town Car		
Executive 4-dr.	29,458	1,349
Signature 4-dr.	32,416	1,572
Cartier 4-dr.	34,504	1,527
Continental		
Executive 4-dr.	30,211	666
Signature 4-dr.	32,120	651
Mark VII		
LSC	30,238	647
Bill Blass	30,362	993
MERCURY Tracer		
4-dr.	9,386	417
Wagon	10,407	417
LTS 4-dr.	11,636	417
Capri		
Convertible	12,990	402
XR7 conv.	15,920	398
Topaz		
GS 2-dr.	10,065	0
GS 4-dr.	10,222	0
XR-5 2-dr.	11,064	0
LS 4-dr.	11,601	0
LTS 4-dr.	12,626	0
Sable		
GS 4-dr.	15,311	185
GS wagon	16,256	185
LS 4-dr.	16,154	26
LS wagon	17,124	25
Cougar		
Base	15,629	–248
XR7	20,905	631
Grand Marquis		
GS 4-dr.	18,741	542
LS 4-dr.	19,241	542
Colony Park GS wgn.	18,918	0
Colony Park LS wgn.	19,490	0

Correction

Totals for August 1989 imported light-truck sales were listed in the wrong order in a table last week. Here is the correct order:

Imported light-truck sales	Aug. 1989
Daihatsu	0
Isuzu	11,054
Mazda	11,359
Mitsubishi	3,872
Nissan	20,682
Range Rover	398
Suzuki	2,569
Toyota	32,542
Volkswagen	481
Total	**82,257**

Porsche plans sedan; 1 car line to be axed

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

ZUFFENHAUSEN, West Germany — After years of deliberation, Porsche AG has charted a product development course for the 1990s that includes two instead of three product lines and development of a full four-seat and possibly four-door "sports car" to replace the 928.

Porsche's supervisory board met here last week to approve the strategic plans. But a company insider said the key decisions had already been made at the senior management level.

The new, premium-priced four-seater is not destined to arrive before about 1995. That means a full 18 years will have elapsed since introduction of the last all-new Porsche model — the 928 in 1977.

The 27-year-old 911 model will stay in production until at least the year 2000. The V-8-powered 928 and 4-cylinder 944 models will tumble out of the lineup, but not for at least five years and not before getting improvements, such as a deep facelift for the 944 in a year.

Porsche officials won't comment officially on future product plans, but insiders say the company has determined that it must no longer offer a range of models that are so closely aligned — in effect three 2+2s with only token rear seats. The 928 was originally intended to replace the 911 but it never achieved a broad sales base. And the 911, instead of being pensioned off, continued to evolve as an evergreen model.

Two years ago, Porsche introduced a new 911 that is known internally as the 964. The new car was substantially changed, incorporating technologies from the 959 supercar/rolling testbed that appeared in 1987. Production of 911 models totaled 18,756

see PORSCHE, page 48

Citroen faces 3 obstacles in return to U.S. market

By Jim Crate
INTERNATIONAL EDITOR

PARIS — The chief executive of Automobiles Citroen says his company's re-entry into the U.S. market with the upscale XM sedan has been delayed because of currency exchange rates, Japanese competition and the need to prepare a second model for U.S. sale.

Separately, a spokesman for Peugeot S.A., Citroen's parent, said Peugeot will begin shipping its 605 luxury sedan to the United States by the final quarter of 1991.

The Citroen XM and the 605 share a common platform, although the cars differ markedly in technology and styling. Sales of each this year are expected to be about 100,000 units in Europe.

Citroen said in April that it planned to return to the U.S. market, but not before 1992. In an interview here last week, however, Citroen chief Xavier Karcher firmly linked a U.S. launch of the car to the development of an unspecified second model for the U.S. lineup, which would be required to create a quality dealer network. The best candidate for the XM's stable mate won't be ready for the home market until at least 1992.

"We are working very hard on adapting the XM for the United States, but we have two very serious concerns," said Karcher.

One major fear, he said, is Japanese competition. Japanese carmakers captured 30 percent of the U.S. market last month, while such European lines as Volvo, Mercedes-Benz and BMW declined.

A second concern, Karcher said, is how to set up an American dealer network independent of Peugeot. Citroen's studies have shown that dealers must have more than one product, he said.

Karcher said the new small car being prepared for introduction at the Geneva auto show next spring will definitely not accompany the XM to the United States. That would leave Citroen's as-yet unnamed replacement for the BX, its entry in the mid-range segment, as the most likely choice, but that car is not expected before 1992.

Currency exchange rates also are working against U.S. exports.

The current rate of about 5.30 francs to the dollar would make the U.S. price of the XM about $40,000, he said, positioning it with or slightly above the Lexus LS400, Infiniti Q45 and new Acura.

"This is a very high price for the U.S. market, especially in view of the first concern I mentioned — the growing penetration of Japanese producers," Karcher said.

At 6.5 francs to the dollar, the XM would sell at about $33,000, he said. "This would position us better; that is where we would want to be," he said.

Meanwhile, a Peugeot spokesman said, "We have already accounted for the development costs (of the 605) on the U.S. market and are ready to go."

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GM upshifting to electronics

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

General Motors is pushing ahead with its plans to add electronic shift controls to all of its automatic transmissions by the mid-1990s despite uncertainties posed by the Persian Gulf crisis, increased competition in a down market and proposed clean air and fuel economy standards.

Each new transmission project costs $400 million to $500 million, according to sources at GM's Hydra-matic Division. In a down market, such outlays might seem prime for cut backs, but sources said GM knows it can't afford to lose more ground to competitors.

Competition is dictating that automatic transmissions have electronics and no fewer than four forward gears. Electronics offer smoother, more consistent shifts from car to car, and provide more flexibility to change transmission dynamics by rewriting software — which is easier and less costly than changing hardware and tooling.

A fourth gear improves vehicle performance and economy — key factors driven by the marketplace and government regulators.

This month the division introduced its newest transmission, the 4L80-E for rear-wheel-drive light-to medium-duty trucks, its fourth with electronic controls.

The four-speed 4L80-E will get 20 percent better fuel economy than the model it will ultimately replace — the three-speed 3L80, which was introduced in 1962.

Precise control of shifting pattern and feel, available only from an electronic transmission that can react to changes in altitude, temperature and engine performance, makes transmission efficiency and reliability advancements possible, said Alexander Rasegan, Hydra-matic's general director of product and process engineering.

Once electronics are added to a transmission, an automaker gains the ability to reprogram controls to achieve different goals. Instead of taking all of the fuel economy savings achieved with an electronic transmission, a company could add a larger, more powerful engine with no loss in economy.

Conversion to electronic transmissions seems tailor-made for GM because its six car and truck divisions have diverse audiences.

GM's next automatic transmission will be the 4T80-E, due in 1993 in conjunction with the new Northstar V-8 engines.

The 4T80-E will replace the last of the non-electronic 4T60 transmissions, in production since 1984, and spells the end of the F7, an electronic 4T60 version that has been available only on the Allante.

Following shortly will be the 4L60-E, a four-speed gearbox due in 1993 for rwd big cars, performance cars and light trucks. The 4L60-E is designed to replace the 4L60, which debuted in 1983.

The last transmission to switch to electronics will be the 11-year-old, three-speed 3T40, Hydra-matic's highest-volume model.

Hydra-matic and GM have been mulling over the 3T40's replacement for more than a year, and there still is no approved program. In fact, four development programs were put in place as possible successors: X1F, X2F, X3F and X4F.

The X1F was to be a four-speed version intended only for the North American market. It would have been brought out with the X2F, a five-speed version for Europe.

Those two programs were combined to form the X3F, which was intended to be a four-speed for use in both markets. At that point, the market seemed headed toward five-speed automatic transmissions, and neither GM nor Hydra-matic wanted to be without a five-speed option, sources said.

A decision was made in late 1989 to focus on the X4F, a four-speed that would have the flexibility of allowing an extra forward gear to be added, if necessary. The earliest the X4F could see production is 1995, sources said.

GM ELECTRONIC TRANSMISSION PLAN

Electronic transmission	Intro (model year)	Vehicles	Replaced transmission
4L30-E	1988	Opel Omega, Senator; Isuzu Trooper	3L30[1]
4T60-E	1991	Buick Century, Park Avenue, Ultra, Riviera, Regal, Reatta; Cadillac DeVille, Fleetwood; Chevrolet Celebrity, Lumina cars; Oldsmobile Cutlass Ciera, 98, Toronado, 88, Cutlass Supreme; Pontiac 6000, Bonneville, Grand Prix	4T60[2]
4L80-E	1991	Heavier rwd light trucks; armored limosines; school buses; recreational vehicles	3L80[1]
4L60-E	1993	Buick Roadmaster, Roadmaster Estate wagon; Cadillac Brougham; Chevrolet Caprice, Caprice wagon, Corvette, Camaro; Pontiac Firebird; rwd pickups and vans	4L60
4T80-E	1993	Cadillac Allante, Eldorado, Seville	F7[3]
X4F[4] (4T40-E)	1995	Buick Century, Skylark; Chevrolet Celebrity, Corsica, Beretta, Lumina cars & APV; Oldsmobile Cutlass Ciera, Calais, Silhouette; Pontiac 6000, Sunbird, Grand Am, Trans Sport	3T40

1 Will remain in limited production indefinitely for specialty vehicles.
2 Will remain in production indefinitely. 4T60 also used on Cadillac Eldorado and Seville, which get 4T80-E in 1993.
3 F7 is a four-speed electronic transmission used only on the Cadillac Allante.
4 Project not approved. 4T40-E model number is assumed.

SHOW TIME: *First out of the gate, Britain strives to gain prestige with more debuts*

By Daniel Ward
STAFF CORRESPONDENT

LONDON — The British International Motor Show has for years played the poor relation to the Paris auto show because it was held a month later. But for 1990, the event has jumped ahead of Paris in an effort to gain prestige and debut more new models.

The ploy appears to have worked. There will be no major launches at Paris in October, but Birmingham (Sept. 22-30) will have a good showing of new models, headed by the premier of the new European Ford Escort, which will be displayed on a show stand half the size of a soccer field.

A five-door Land Rover Discovery, above, will debut at Birmingham, England, Sept. 22, as will the United Kingdom-built Nissan Primera, left.

Escort is a very important car for Ford of Europe, which expects to sell 650,000 annually. But early press reports in the United Kingdom have been particularly unfavorable, criticizing dull styling, spartan interiors and dated four-cylinder powertrains.

In Britain, Ford has lost two percentage points of market share so far this year in a weak market. As discounting by manufacturers and dealers is stepped up, Ford has come under pricing pressure from an aggressive Vauxhall Motors, a General Motors subsidiary.

Vauxhall will unveil a facelifted Nova with a smoother nose in the GM Europe style and a much-needed new interior. The Vauxhall Carlton/Opel Omega is beginning to show its age and lose sales, so its exterior has been smartened up. And a revised 2.6-liter six-cylinder engine from the Senator has been added to the range.

see BIRMINGHAM, page 48

U.S., Japan makers push new oil grading system

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Carmakers will soon have more to say about the quality of oil available to auto buyers.

New oil specifications were published in May by the International Lubricant Standardization and Approval Committee. The committee was formed by the Motor Vehicle Manufacturers Association and the Japan Automobile Manufacturers Association.

The associations solicited comments from interested parties in North America and Japan. The two trade groups will review comments and the committee will issue final specifications in the fall which will probably take effect for the 1992 model year.

"So far, comments on the specifications themselves have been generally favorable," said James Steiger, director of fuels, lubricants and special projects for MVMA.

"Our members' principle product is cars, not oil," he said. "The oil standardization and approval system will simply help car buyers get everything out of their cars that the manufacturers design into them."

The joint initiative by the manufacturers, according to Steiger, should ensure that the quality of oil available to new-car buyers keeps pace with rapidly advancing oil and engine technology and with automaker requirements.

According to MVMA, the international committee's specifications — precise technical requirements for the physical and chemical properties of engine oils — are the cornerstone of an international engine oil standardization and approval system being developed by the two auto trade associations, whose members produce nearly 94 percent of all cars sold in North America.

The new international committee specs, MVMA said, are distinct from the current oil classification overseen by a tripartite panel representing the American Petroleum Institute, the American Society for Testing and Materials, and the SAE.

Although the new specs will use many of the same technical testing procedures as the tripartite system, they will impose higher standards for such parameters that impact engine and emissions equipment longevity.

The tripartite system takes too long to respond to engine improvement by manufacturers, Steiger said, noting that grades SF and SG, the two latest oil classifications, took eight and seven years, respectively, to come to market.

"We had cars on the road in the early 1980s that required the SG grade," Steiger said. "But because of delays and inflexibility of some of the procedures within the tripartite system, oil of that classification wasn't widely available until the 1989 model year."

Citing an SAE survey, Steiger said 9 to 17 percent of engine oil on the retail market since 1987 has been mislabled.

Oil meeting the international committee's specifications will be readily identifiable to consumers by a distinctive symbol on the product labels of oil marketers who voluntarily agree to meet the new standards, Steiger said.

"The American Petroleum Institute would probably prefer that we stick with the old system," said Michael L. McMillan, chairman of the lubricants standard committee for MVMA, "but it is a cumbersome, confusing and time-consuming system.

"The six- to eight-year timeframe from when a type of oil is needed and when it is widely available is just too long," he said. "Also, a number of studies have shown that some of the oils on shelves do not conform to their American Petroleum Institute labels."

McMillan said the international committee hopes to do a series of dynamometer tests in an independent laboratory as part of its policing program.

"Today, oil samples are collected and only chemical physical properties of the samples can be checked," he said.

McMillan said the petroleum institute's "labeling is confusing to consumers. It's an alphabet-soup of a system."

Asked why MVMA didn't petition the institute to change its methods of evaluating and labeling oil, McMillan said, "We did. This initiative has been going on for about three years. I think they finally see the need for change. But you may have to ask them what their opinion is."

Don Johnson, vice president of product engineering for Pennzoil Product Co. in Houston and chairman of the institute's lubricant subcommittee, said the institute spent "a lot of money on market research and was on the verge of coming out with a new oil program in October 1988 when MVMA said it wanted new certification system."

"Our point is that in the last two years the institute has improved the entire certification system tremendously in both the area of speed of introduction of new categories of oils and higher quality products, as well as the enforcement of the institute's symbol licensing program," Johnson said. "We believe the present system is dynamic and effective."

Johnson said the Institute is working to identify a higher performance category for oils within the system. He also noted the institute's SG symbol, the highest category for performance oil, was introduced two years ago and that a new one will be announced next year.

Automotive News Staff Reporter Jack Keebler contributed to this report.

Service business posts increase

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business at new-car dealerships in July rebounded from June's decline to register a healthy increase over the year-earlier volume.

In July, according to the Automotive News Service Index, shop volume rose 9.3 percent over the volume recorded in the same month in 1989. June's volume dipped to 99.3 percent of the total reported by dealers in the year-earlier month.

Service and parts business for January 1990 to July 1990 was 7.3 percent above the 1989 period.

July was the first month since April that all five indicators used in the Service Index showed gains. Some dealers attributed the good showing to increased vehicle sales and warranty work, while others said aggressive service selling and promotions were responsible for the rise.

The No. 1 indicator in July was total labor sales (customer-paid and warranty), which posted an increase of 12.0 percent over the year-earlier volume. Shop parts sales, those used on both customer-paid and warranty repairs, were up 9.3 percent.

Gross profit on all labor, parts and accessory sales — the most important indicator from the dealers' viewpoint — was up 8.5 percent for the month, and sales of all parts and accessories recorded a gain of 6.9 percent. Repair orders written were up 3.5 percent, the biggest advance since April.

Dealers' service and parts business in the January to July period climbed 7.3 percent over the volume for the year-ago period.

The seven-month indicators lined up this way: total labor sales, up 7.5 percent; sales of all parts and accessories, up 7.1 percent; shop parts sales, up 7.0 percent; gross profit, up 5.9 percent; and repair orders written, up 0.9 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

SERVICE INDEX
109.3★

	July '90 vs. July '89	Jan.-July '90 vs. Jan.-July '89
Gross Profit on All Labor and P&A Sales	+ 8.5%	+ 5.9%
Repair Orders Written	+ 3.5%	+ 0.9%
Total Labor Sales (Customer & Warranty)	+12.0%	+ 7.5%
Shop Parts Sales (Customer & Warranty)	+ 9.3%	+ 7.0%
Sales of All P&A	+ 6.9%	+ 7.1%

★ Survey by Automotive News shows that dealers' service and parts business in July 1990 was 109.3 percent of business in July 1989. Service business in the first 7 months of 1990 was 107.3 percent of business in the corresponding period in 1989.

Examining a pickup bed liner during a product display at Livernois Vehicle Co. are, from left, Loring Ebersole, buyer; Mike Skinner, purchasing specialist for Ford Parts and Service Division; and William Buelcher of Ventre Corp., a supplier of accessories to Ford Motor Co.

Ford program to aid design, testing of accessory parts

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

A program to improve the efficiency of accessory parts design and development has been initiated by the Parts and Service Division of Ford Motor Co.

According to Mitch Moran, parts and accessories engineering development and test section coordinator for the division, the new program for supplier parts testing, installation and development is being operated in partnership with the Livernois Group of Dearborn, Mich., a vendor that acts as a liaison between the division and third-party vendors.

"This new program will reduce the cost and development time of new Ford-approved accessories," Moran said. "To the accessory part manufacturer, it means getting into the marketplace more quickly and, as a result, more sales."

According to Moran, the division's parts and accessories engineering staff reviews, installs and tests new accessories submitted to Ford. If revisions are required, the supplier can develop the part itself or retain Livernois to improve the fit and/or function of the accessory before resubmitting it to Ford.

Because of its other Ford-related engineering work, Livernois has access to Ford's prototype fleet, drawings and sheet metal, said Cliff Irey, general manager of Livernois Vehicle Co. He said that this access enables Livernois to easily and quickly estimate accessory installation costs, to issue test requests and to notify parts suppliers of vehicle availability dates.

The Livernois Group comprises six companies offering total metal-working industry capabilities. In addition to the vehicle company, the firms are Livernois Engine Co., Livernois Tool and Die Co., Livernois Automation Co., Livernois Technical Placement Co. and Livernois Forward Industries Co., a maker of nitrogen die cylinder systems.

"The new program is designed to reduce paperwork, expedite supplier/planner product reviews, installations and modifications, and decrease product development time to reach the market," Moran said.

The firm employs 350 people and had sales in excess of $350 million in 1989.

Florida teaches 'autotronics'

By Patricia A. Kelsey
SPECIAL CORRESPONDENT

TALLAHASSEE, Fla. — A pilot program designed to teach entry-level and existing automobile service technicians the art of "autotronics" is under way in Florida.

The program, believed to be the first of its kind in the country, is geared to turning out service technicians capable of addressing the needs of today's electronically oriented vehicles, said T.L. Rushing, director of industrial education for the Florida Department of Education.

"In today's marketplace, you need an electronic technician," he said, "not just a guy who's good with his hands. Those days are gone forever."

To revamp the state's admittedly outdated program, the department formed an industry-technical committee/advisory board, which garnered input from representatives of major domestic and import manufacturers, independents shops and educators.

What developed after two years of work was a two-phase program.

The first step was to develop what Rushing calls a core training program for entry-level applicants. Students with no auto experience learn the basics, according Rushing.

It's a certification-structured course where in one year a student will emerge broadly trained.

The second part of the program is the update, which includes instruction using a computer hooked up to a new vehicle so faults can be inserted from the instructor's console for students to troubleshoot.

The two-year autotronics course is available in five centers across the state.

Isuzu beefs up '91 warranties

CITY OF INDUSTRY, Calif. — American Isuzu Motors Inc. has expanded warranty coverage for all 1991 vehicles.

Under the improved warranty plan, basic coverage and air conditioning coverage remain at 36 months but mileage is extended from 36,000 to 50,000.

Protection against perforation or rust-through corrosion is changed, from five years/unlimited mileage to six years/100,000 miles.

Powertrain protection jumps from 36 months/36,000 miles to five years/60,000 miles.

Sept. supplies of new cars up to 65 days

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Hampered by the crisis in the Middle East and a slow August sales month, combined new-car inventories rose to a 65-day supply on Sept. 1.

The average Sept. 1 inventory level is a 51-day supply.

There were a total of 1,874,130 U.S.-built and imported cars on hand Sept. 1, compared to 1,896,583 on Aug. 1 when there was a combined 58-day supply.

Strong incentive-aided sales last August, the best selling month of 1989, cut Sept. 1, 1989, inventories to a 56-day supply.

On Sept. 1, U.S. carmakers had 1,336,897 cars on hand or a 64-day supply, the fourth lowest days' supply total this year. Domestic stocks stood at a lean 56-day supply in August.

The import supply stood at 537,233 cars on Sept. 1 for a 66-day supply, compared to a 65-day supply on Aug. 1.

Only Nissan, Toyota and Subaru reduced their days' supply of domestically built and imported cars.

General Motors began Sept. 1 with 697,001 unsold U.S.-built and captive import cars for a 74-day supply, a 25 percent increase over the 59-day supply on Aug. 1.

Ford Motor Co.'s combined inventories rose by 6,500 units from Aug. 1 to Sept. 1, as days' supply rose from 59 days to 68 days.

Chrysler Corp.'s inventory level jumped from a 63-day supply on Aug. 1 to 79 days on Sept. 1.

IMPORT VEHICLES, DAYS' SUPPLIES

	Sept. 1, 1990	Aug. 1, 1990	Sept. 1, 1989
Car			
Chevrolet	127	81	53
Chrysler Motors	106	90	167
Acura	47	49	36
Daihatsu	75	77	75
Honda	24	18	23
Infiniti	43	40	—
Isuzu	564	396	27
Lexus	16	22	—
Mazda	52	39	37
Mitsubishi	101	94	60
Nissan	84	83	79
Subaru	72	93	77
Suzuki	123	139	125
Toyota	44	57	29
JAPAN	**62**	**59**	**51**
Audi	141	186	110
BMW	70	62	67
Mercedes-Benz	41	41	44
Mercury	62	67	68
Porsche	67	68	80
Volkswagen	135	139	106
GERMANY	**91**	**95**	**88**
Alfa Romeo	122	85	135
Ford	84	67	113
Hyundai	41	54	36
Jaguar	49	66	29
Peugeot	79	75	91
Pontiac	51	46	68
Eagle/Chrysler	185	228	290
Saab	47	41	64
Sterling	55	52	69
Volvo	77	97	47
Yugo	87	80	134
Other Countries	**83**	**85**	**58**
Total Import Cars	**66**	**66**	**55**
Truck			
Daihatsu	52	57	—
Geo Tracker*	83	88	211
Isuzu*	143	169	27
Mazda	27	50	55
Mitsubishi	52	42	56
Nissan*	49	48	24
Range Rover	72	52	51
Suzuki*	116	111	84
Toyota	13	21	30
Dodge	145	128	186
Total Imp. Trucks	**43**	**51**	**42**
Total Imp. Vehicles	**60**	**62**	**52**

*Includes domestic vehicles
†Includes cars built in Brazil and Mexico

DOMESTIC CARS, DAYS' SUPPLIES

	Sept. 1, 1990	Aug. 1, 1990	Sept. 1, 1989
Talon	104	73	124
Premier	33	41	65
Total Eagle	**60**	**54**	**73**
Horizon	76	65	22
Laser	119	92	61
Sundance	70	83	35
Reliant	—	—	73
Acclaim	67	38	86
Total Plymouth	**77**	**53**	**47**
LeBaron A	66	56	—
LeBaron J	94	48	117
LeBaron GTS	—	—	179
Fifth Avenue (rwd)	—	—	37
Fifth Avenue (fwd)	128	105	—
Imperial	148	140	—
New Yorker C	99	36	69
Total Chrysler	97	57	92
Omni	82	72	20
Shadow	64	61	30
Monaco	28	38	—
Daytona	126	94	87
Aries	—	—	71
Lancer	—	—	152
Spirit	78	48	102
Dynasty	61	64	53
Total Dodge	**70**	**62**	**53**
CHRYSLER MOTORS	**77**	**60**	**58**
Escort	68	67	61
Mustang	63	71	61
Tempo	64	55	68
Taurus	36	63	47
Thunderbird	112	75	53
Probe	53	34	74
Crown Victoria	69	63	35
Total Ford Div.	**69**	**60**	**58**
Topaz	62	54	68
Sable	74	50	48
Cougar	83	59	57
Grand Marquis	53	61	28
Total Mercury	**70**	**56**	**50**
Continental	52	51	65
Town Car	54	52	43
Mark VII	62	56	64
Total Lincoln	**54**	**52**	**50**
Total L-M Div.	**64**	**54**	**50**
FORD MOTOR CO.	**67**	**59**	**55**
Skyhawk	—	—	60
Somerset/Skylark	58	41	79
Century	88	80	74
Regal	91	70	67
LeSabre	71	65	37
Reatta	146	97	87
Electra/Park Ave.	67	57	67
Riviera	72	67	54
Total Buick	**79**	**65**	**60**
Allante	118	60	84
Seville	94	26	84
DeVille	68	65	60
Brougham	128	69	91
Eldorado	77	61	64
Total Cadillac	**77**	**71**	**66**
Geo Prizm/Nova	48	39	137
Cavalier	68	56	59
Camaro	55	39	60
Celebrity	27	35	45
Corsica/Beretta	72	49	78
Lumina/Monte Carlo	62	53	84
Caprice	96	67	54
Corvette	61	45	47
Total Chevrolet	**63**	**49**	**71**
Calais	91	43	66
Cutlass Ciera	75	81	58
Cutlass Supreme	115	125	102
88	77	64	40
98	96	62	52
Toronado	94	44	92
Total Oldsmobile	**89**	**78**	**61**
Sunbird	61	46	54
Firebird	84	72	53
Grand Am	54	30	69
Pontiac 6000	85	119	71
Grand Prix	75	75	99
Bonneville H	111	105	75
Safari/Parisienne	—	—	50
Total Pontiac	**71**	**58**	**71**
GENERAL MOTORS	**72**	**58**	**67**
HONDA	**22**	**29**	**29**
MAZDA	**39**	**45**	**58**
MITSUBISHI	**72**	**66**	**37**
NISSAN	**56**	**79**	**91**
TOYOTA*	**34**	**52**	**25**
SUBARU	**115**	**112**	**8**
DOMESTIC TOTAL	**64**	**56**	**57**
Subcompact	**40**	**44**	**39**
Compact	**65**	**58**	**54**
Intermediate	**75**	**61**	**69**
Standard	**78**	**68**	**47**
Specialty	**66**	**58**	**66**
*Estimate			

Thunderbird fights battle of bulges

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — When the redesigned Thunderbird and Cougar arrived in dealer showrooms in December 1988, the cars were overweight and over budget.

The situation became widely known inside Ford Motor Co. when engineers were chastised by top management for missing their targets on the cars.

Nearly two years later, Ford has reduced the weight of Thunderbird and Cougar by 60 pounds and has achieved 70 percent of the cost reduction goal, according to James Kennedy, manager of mid-sized specialty car development engineering. Those reductions have been made using lighter and less expensive parts or materials on the two cars.

For instance, the German-made rubber bushings, which cost about $10 apiece on the Thunderbird and Cougar, have been replaced with rate-plate bushings that cost $2.50 to $3 apiece. Ford uses two rubber bushings and four rate-plate bushings on the 1991 cars. The same technique was applied to the stabilizer-bar bushings.

"The idea was to get something that was better, not depreciated, and try to get the cost down," said Kennedy.

Kennedy said Ford wants to get the cost of the Thunderbird/Cougar down to its original (1988) cost target by 1994 and it is ahead of schedule in meeting that goal.

Ford engineers have been able to reduce the cars' weight 18 pounds by using lighter noise dampening/deadening materials. Kennedy also said that Ford saved six pounds by using a rear suspension arm made of a lighter material.

While Ford engineers have removed 60 pounds from Thunderbird and Cougar, it has added features, like a 5.0-liter High Output V-8 engine, which added 20 pounds. The V-8 is optional in Thunderbird base and LX models and standard in Cougar XR7.

The curb weight of the 1991 Thunderbird is 3,550 pounds with the V-6, down 31 pounds from 1990.

Kennedy said Ford could take out "250 pounds if we wanted to," but the procedure would cost a substantial amount of money. For instance, Ford has contemplated using aluminum instead of steel rear suspension arms to further reduce the weight, but the part would be too costly.

"The car is in a sensitive price class; a lot of these actions would make the car cost more," said Kennedy, who has worked on the Thunderbird/Cougar since 1978.

Kennedy said that there was resistance to Thunderbird and Cougar price tags when the redesigned versions were introduced in December 1988. But sales improved when Ford added a $1,500 rebate — and faltered when that rebate was reduced to $1,000.

He added that the real customer value of reducing weight has not been determined. "It's not crystal clear that if you take this much weight out of the car it's going to be beneficial; the customer doesn't weigh his car and say 'Oh, I've got a heavy car,' " he said.

Ford would have to reduce the weight of the Thunderbird and Cougar a minimum of 125 pounds before it changes "inertia class," that is, the EPA weight class that is figured into the car's corporate average fuel economy, Kennedy said.

He predicted that the weight of the cars will not change dramatically over the next couple years. While engineers will continue to find ways to reduce weight, added features put on the car in response to customer demand or government regulations will negate any weight reduction measures.

"The other part of it is a lot of the changes that we see coming in later models, like 1993 and 1994. There are emissions requirements, there are crash requirements — we're going to end up adding air bags to all our cars," he said.

"All those things, like evaporative emissions, are going to add weight. What we're doing is to offset all those weight increases so the car does not get heavier. I don't expect a dramatic weight change in the future years," he said.

Orbital parent says profits doubled in '89

By Padr Davis
SPECIAL CORRESPONDENT

SYDNEY, Australia — Sarich Technologies Ltd., the parent of Orbital Engine Company Pty Ltd., has more than doubled last year's pre-tax profit with a figure of $19 million (U.S.).

Chairman and chief executive Ralph Sarich predicted that profits should double next year with the business already in hand.

Sarich Technologes derives most of its income from licensing its Orbital Combustion Process, according to the company.

Sarich Technologies also announced that a number of senior executives will move from Perth, Western Australia, to the United States.

Sarich named his deputy, Ken Johnsen, to head Sarich Technology's U.S. subsidiary, Orbital USA.

Based in Tecumseh, Mich., Orbital USA was established last year with the backing of the Michigan state government to mass-produce engines incorporating Orbital technology.

The production validation program for the 1.2-liter, two-stroke unit has proved faster and is more straight-forward than similar programs for conventional four-stroke engines, said a company spokesman.

Johnsen will be responsible for guiding Orbital USA to its 1992 and 1993 production schedules and for paving the way for a U.S. stock exchange listing for Sarich Technologies.

Two other senior U.S. executives were named. William J. Kaska takes on the position of Orbital USA president, and James Cunningham has been appointed general manager.

FORD

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said he sold about 250 Metropolitans in 1989. "The vehicle has been fairly popular with dealers, but the market is going to be eliminated (for Magnum) if Ford does the same thing," said Dinsmore.

Insiders say Ford plans to use a similar concept to build its own full-sized sport-utility wagon. By using an existing chassis and parts from the F-series and Bronco, the project can be less expensive than an entire new vehicle, which could cost as much as $2 billion. No cost estimates on the proposed truck were available last week. Both the Bronco and the F-series will undergo minor facelifts in the 1992 model year.

The new full-sized sport-utility wagon may also help fill the niche left when Ford vacates the full-sized car wagon market next spring. Ford is dropping wagon versions of the Ford Crown Victoria and Grand Marquis.

One company source said Ford plans to build about 40,000 full-sized sport-utility wagons annually. Ford's Dearborn, Mich., assembly plant has been mentioned as a possible production site, although an official from UAW Local 600, which represents Dearborn assembly workers, said Ford has not discussed the project with the union.

Chevrolet and GMC combined sold 89,079 Suburbans in 1989, down from 89,641 in 1988. Based on combined sales, it was the fourth best-selling sport-utility in 1989.

SALES

FROM PAGE 2

from its Pontiac, Buick and Chevrolet divisions, but Oldsmobile and Cadillac were down from sales in the year-ago period.

Sales of the Geo Prizm slid for the second consecutive 10-day period — but for only the third 10-day period this year. Prizm sales totaled 1,580, off 26.31 percent from the year-ago period. Corvette sales plummeted 79.08 percent and sales of the new Caprice were off 28.20 percent.

Buick Regal sales climbed 48.70 percent.

One of GM's brightest notes came from Pontiac, where Sunbird sales skyrocketed 181.43 percent. Sales of the Grand Am rose 34.84 percent.

Chrysler suffered declines in both its car and truck sales for an overall decline of 16.39 percent. Chrysler's stable of Eagle and Chrysler cars reported increased sales, but Dodge and Plymouth were down — Plymouth was off 44.22 percent and Dodge was down 5.75 percent.

Among transplants, Nissan came out blazing with a 150.07 percent increase in car sales and a 175.25 percent hike in truck sales for a combined vehicle sales hike of 164.15 percent.

Honda's sales rose 89.10 percent; Mazda was up 82.91 percent; and Toyota soared 70.94 percent.

Mitsubishi was the only transplant with lower sales, down 21.74 percent.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1989-90 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Dodge trucks	$750-$2,500	2.9	7.9	7.9	10.9	Sept. 30*
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	Sept. 30*
Jeep	$500-$1,500	2.9	7.9	7.9	10.9	Sept. 30*
Plymouth	$750-$1,500	2.9	7.9	7.9	10.9	Sept. 30*

*Incentive financing of zero percent for 24 months, 4.9 percent for 48 months and 7.9 percent for 60 months applies to Chrysler LeBaron coupe, Imperial, New Yorker, New Yorker Salon, New Yorker Landau and New Yorker Fifth Avenue; Dodge Daytona and Dynasty, and Jeep Cherokee and Wagoneer Ltd. Rates of zero or 2.9 percent for 24 months (depending on model), 7.9 percent for 48 months and 10.9 percent for 60 months are available on all other models.

Chrysler Corp. (1991 models)						
Chrysler	$500	7.9	7.9	7.9	10.9	Sept. 30
Dodge cars	$500	7.9	7.9	7.9	10.9	Sept. 30
Dodge trucks	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 30
Eagle	$500	7.9	7.9	7.9	10.9	Sept. 30
Jeep	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 30
Plymouth	$500	7.9	7.9	7.9	10.9	Sept. 30
Ford Motor Co. (1990 models)						
Ford cars*	$700-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Mercury*	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Continental, Mark VII	$1,500-$2,000					Sept. 26
Ford Motor Co. (1991 models)						
Ford cars*	$500-$750	7.9	7.9	7.9	10.9	Sept. 26
Ford trucks	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Mercury*	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Finance rate is 4.9 percent for 48 months on Escort and Tracer.

General Motors (1990 models)						
Buick*	$500-$1,250	7.9	7.9	7.9	10.9	Sept. 26
Riviera	$2,000	7.9	7.9	7.9	10.9	Sept. 26
Reatta	$3,000	7.9	7.9	7.9	10.9	Sept. 26
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Oldsmobile*	$1,500-$2,500	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$750-$2,000**	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$1,500**					

*Rebates on 1989 Oldsmobiles are $500 more than on 1990 models. Finance rate is 4.9 percent for 48 months on 1989-90 Cutlass Supreme and Cutlass Ciera and 1990 Buick Century and Regal.
**Dealers contribute $1,000 on Grand Prix, $500 on Trans Sport.

General Motors (1991 models)						
Buick*	$250-$1,250	3.9	5.9	7.9	10.9	Sept. 26
Chevrolet, Geo cars	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Oldsmobile	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$500	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$500					

*Buick rebates based on option package selected. Finance rates on Regal sedan are 4.9/4.9/4.9/10.9. No rebates or special financing on Reatta and Park Avenue.

Hyundai (1990)	$500-$1,250	Oct. 2
Mazda (1990 models)		
323	$750	Oct. 2
Protege	Free air or auto. trans.	Oct. 2
626, MX-6	$1,000-$1,500	Nov. 2
MPV	$500-$750 discount on option packages	Nov. 2
Trucks	$750 plus free option package	Oct. 2
Mitsubishi (1989-90 models)		
Cars	$500-$2,000	Sept. 30
Montero	$2,000	Sept. 30
Nissan (1990 models)		
Sentra	$1,000-$1,200	Oct. 2
Trucks	$1,000	Oct. 2
Subaru		
Justy (1989-90)	$500-$1,000	Oct. 2
Loyale (1990)	$800-$1,200	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

INCENTIVES

FROM PAGE 2

for September sells 55 units, he gets nothing for the first 25 units sold, $250 per unit for the next 12, $750 per for the next 12 and $1,000 each for the next six.

September's sales objective can be achieved by selling cars out of the dealer's inventory.

If dealers meets purchase quotas for October, they can qualify for paybacks of $1,000 per eligible unit sold, retroactive to the first unit in the 50.1 to 75 percent pay level. Sales objectives change monthly.

The program is unusual because Chrysler recently has used dealer rebates on individual, high-inventory models, not the entire line.

Elsewhere, Mitsubishi Motor Sales of America Inc. announced both dealer and consumer rebates on cars, sport-utilities and trucks. The payments vary by regions. All regions are paying dealer rebates on 1991 trucks and vans, and one region is paying Mitsubishi's first dealer rebates on 1991 cars. The programs expire Sept. 30.

Consumer incentives range from $500 to $2,000 on 1989 and 1990 cars and sport-utilities. Dealer rebates are $250 to $2,500 on 1989 and 1990 cars and sport-utilities, and $600 to $1,000 on 1989, 1990 and 1991 light trucks, vans and wagons.

Mitsubishi will offer incentives for the first time on its 1991 cars to dealers in the Northeast. Incentives on the 1991 Galant are $300 on the base model, $500 on the LS and GS and $750 on the GSX.

Audi of America Inc. has increased the dealer rebate on its 1990 100-series cars from $1,500 to $3,000 and extended the program through Dec. 31.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-90 models)		
Monaco (1990 model)	$2,500	Sept. 30
Premier (1989-90 base models)	$2,500	Sept. 30
Cherokee Ltd., Wagoneer Ltd., Grand Wagoneer (1989-90 models)	$500-$4,000	Sept. 30
Chyrsler Corp. (1989-90-91 models)		
All cars and trucks	$250-$1,000, quota	Dec. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$2,000	Sept. 26
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	Sept. 26
Crown Victoria	$300	Sept. 26
Town Car	$1,500-$2,500 based on number sold	Sept. 26
Continental Mark VII	$1,000-$2,000 based on number sold	Sept. 26
General Motors (1990 models)		
Cadillac	$500-$1,250, quota	Sept. 26
Audi (1990 models)		
100 Series	$3,000	Dec. 31
Hyundai (1989-90 models)		
Excel	$200-$500, quota	Oct. 2
Sonata	$350	Oct. 2
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mitsubishi (1989-90 models)*		
Cars	$250-$2,250, based on number sold	Sept. 30
Trucks (include '91 models)	$600-$1,000, based on number sold	Sept. 30
Montero	$250	Sept. 30

*Payments vary by regions

Mitsubishi (1991 models)		
Galant**	$300-$750, based on number sold	Sept. 30

**Northeast region only

Nissan		
Stanza (1990 models)	$100-$1,000, based on number sold	Oct. 2
Trucks (1990-91 models)	$100-$200, based on number sold	Nov. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Nov. 2
Toyota (1991 models)		
Corolla, Camry	$200-$1,000, quota	Nov. 2
Volkswagen (1990 models)		
Golf	$500	Dec. 31
Fox	$500	Sept. 30
Corrado	$1,500	None
Volvo (1989-90 models)	$200-$600, based on number sold	Sept. 30

Note: Some makers offer rebates to dealers on sales of 1989 and 1990 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

RENTALS

FROM PAGE 1

tracts cover rental cars, and I intend to take full advantage of that," said Chris Exposito, general manager of New Union Chevrolet in Kansas City, Mo. New Union was one of the dealerships in the pilot program.

Some vehicles may have to be rented five days a week for a dealership to break even on the rental program, let alone make money, said one dealer who did not want to be identified.

But not all dealers agreed.

"It has helped build our rental car income . . . 20 to 30 percent," Exposito said.

The best advantage of the rental program may be realized in the used-car department, said Dan Ladd, owner of Courtesy Chevrolet of Kansas City, Mo.

"We're going to own a car for the average price coming out of auction, and we're going to know the car and how it was serviced," he said.

"They're also going to be equipped the way we want and be the colors we want."

Not all dealers are rushing to sign up, though.

"I elected not to go on it," said Pat Duckers, sales manager at Jay Wolfe Chevrolet in Kansas City, Mo.

"We have trouble watching four rental cars, let alone 15 or 20. We're going to wait six months and then decide whether to get in," Duckers said.

Another dealer who isn't interested is Gordon Stewart, owner of two Chevrolet dealerships in the Detroit area.

He said he would rather sell cars and not get involved with rentals.

"It's a terrible business to be in," he said.

"And if you have a good rental operation and a bad used-car department, you'd kill yourself," he added.

Honda Power Equipment shifts to Georgia site

DULUTH, Ga. — Honda Power Equipment, a division of American Honda Motor Co. Inc. and producer of lawn mowers, has relocated its national administrative headquarters here from Gardena, Calif.

Steve Bailey, senior manager of sales operations, said the reason for choosing Georgia was its locale, which he said is near Honda's research and development facility in Ohio as well as Honda Power Equipment Manufacturing in North Carolina.

The sales and marketing, service, dealer development, training, engineering support, product planning and customer relations operations are all housed in the headquarters.

OBITUARIES

Thomas J. Ferguson Jr.

BROCKTON, Mass. — Thomas J. Ferguson Jr., a former regional manager for Chrysler Corp., died Aug. 22. He was 69.

Preston Kearsley

SALT LAKE CITY — Preston Kearsley, president of the Utah Automobile Dealers Association for the past 10 years, died Aug. 8. He was 52.

OUTPUT, MODEL YEAR 1990 vs. 1989

U.S. CAR	1990 Model Year	Pct. of Output	1989 Model Year	Pct. of Output	Pct. Change '89 vs. '88
Horizon	16,397	0.27	45,341	0.64	– 63.84
Sundance	79,562	1.31	104,150	1.47	– 23.61
Reliant	0	0.00	36,012	0.51	– 100.00
Acclaim	110,330	1.82	77,752	1.10	41.90
Caravelle	0	0.00	202	0.00	– 100.00
Gran Fury	0	0.00	4,985	0.07	– 100.00
Total Plymouth	**206,289**	**3.40**	**268,442**	**3.80**	**– 23.15**
LeBaron A	8,074	0.13	0	0.00	—
LeBaron J	65,220	1.08	99,633	1.41	– 34.54
LeBaron GTS	0	0.00	6,549	0.09	– 100.00
N. Yorker C-Class	41,581	0.69	100,461	1.42	– 58.61
Fifth Avenue	44,423	0.73	17,454	0.25	154.51
Imperial	14,968	0.25	0	0.00	—
Total Chrysler	**174,266**	**2.88**	**224,097**	**3.17**	**– 22.24**
Omni	16,733	0.28	46,239	0.65	– 63.81
Daytona	43,785	0.72	80,878	1.14	– 45.86
Shadow	93,660	1.55	99,743	1.41	– 6.10
Aries	0	0.00	36,932	0.52	– 100.00
Dynasty	112,833	1.86	137,718	1.95	– 18.07
Lancer	0	0.00	5,019	0.07	– 100.00
Spirit	99,319	1.64	68,181	0.96	45.67
Diplomat	0	0.00	6,429	0.09	– 100.00
Total Dodge	**366,330**	**6.04**	**481,139**	**6.81**	**– 23.86**
CHRYSLER MOTORS	**746,885**	**12.32**	**973,678**	**13.78**	**– 23.29**
Escort	196,310	3.24	363,122	5.14	– 45.94
Mustang	128,189	2.12	209,769	2.97	– 38.89
Tempo	141,009	2.33	151,934	2.15	– 7.19
Taurus	333,001	5.49	395,261	5.59	– 15.75
Thunderbird	113,957	1.88	114,868	1.63	– 0.79
Total Ford Div.	**912,466**	**15.06**	**1,234,954**	**17.47**	**– 26.11**
Topaz	57,368	0.95	66,930	0.95	– 14.29
Cougar	81,420	1.34	97,312	1.38	– 16.33
Sable	103,749	1.71	130,657	1.85	– 20.59
Total Mercury	**242,537**	**4.00**	**294,899**	**4.17**	**– 17.76**
Continental	64,257	1.06	57,775	0.82	11.22
Mark VII	22,313	0.37	29,658	0.42	– 24.77
Town Car	147,160	2.43	128,533	1.82	14.49
Total Lincoln	**233,730**	**3.86**	**215,966**	**3.06**	**8.23**
Total L-M Div.	**476,267**	**7.86**	**510,865**	**7.23**	**– 6.77**
FORD MOTOR CO.	**1,388,733**	**22.92**	**1,745,819**	**24.70**	**– 20.45**
Skyhawk	0	0.00	23,359	0.33	– 100.00
Skylark/Somerset	85,568	1.41	61,540	0.87	39.04
Century	89,384	1.47	152,809	2.16	– 41.51
Riviera	22,526	0.37	21,189	0.30	6.31
Electra	49,139	0.81	83,566	1.18	– 41.20
LeSabre (fwd)	163,381	2.70	149,572	2.12	9.23
LeSabre (rwd)	7,999	0.13	7,743	0.11	3.31
Reatta	8,515	0.14	7,009	0.10	21.49
Total Buick	**426,512**	**7.04**	**506,787**	**7.17**	**– 15.84**
Eldorado	22,291	0.37	30,925	0.44	– 27.92
Seville	33,128	0.55	22,909	0.32	44.61
Brougham (rwd)	33,741	0.56	40,260	0.57	– 16.19
DeVille (fwd)	176,589	2.91	178,938	2.53	– 1.31
Allante	3,101	0.05	3,298	0.05	– 5.97
Total Cadillac	**268,850**	**4.44**	**276,330**	**3.91**	**– 2.71**
Cavalier	310,951	5.13	376,626	5.33	– 17.44
Camaro	34,986	0.58	110,739	1.57	– 68.41
Celebrity	0	0.00	153,268	2.17	– 100.00
Corsica/Beretta	306,807	5.06	411,409	5.82	– 25.43
Caprice	109,528	1.81	197,044	2 79	– 44.41
Corvette	23,646	0.39	26,412	0.37	– 10.47
Total Chevrolet	**785,918**	**12.97**	**1,275,498**	**18.05**	**– 38.38**
Calais	90,715	1.50	109,891	1.55	– 17.45
Cutlass Ciera	81,342	1.34	79,953	1.13	1.74
Cutlass Supreme	119,305	1.97	100,026	1.42	19.27
Toronado	15,022	0.25	9,877	0.14	52.09
88 (fwd)	116,823	1.93	152,039	2.15	– 23.16
88 (rwd)	3,890	0.06	8,929	0.13	– 56.43
98	62,395	1.03	73,103	1.03	– 14.65
Total Oldsmobile	**489,492**	**8.08**	**533,818**	**7.55**	**– 8.30**
Sunbird	143,932	2.38	139,644	1.98	3.07
Grand Am	197,020	3.25	246,418	3.49	– 20.05
Firebird	20,553	0.34	64,406	0.91	– 68.09
Grand Prix	128,073	2.11	136,747	1.93	– 6.34
Pontiac 6000	66,398	1.10	100,586	1.42	– 33.99
Bonneville	85,844	1.42	108,653	1.54	– 20.99
Safari/Parisienne	0	0.00	5,146	0.07	– 100.00
Total Pontiac	**641,820**	**10.59**	**801,600**	**11.34**	**– 19.93**
GENERAL MOTORS	**2,612,592**	**43.11**	**3,394,033**	**48.02**	**– 23.02**
DIAMOND-STAR	**162,775**	**2.69**	**0**	**0.00**	**—**
HONDA*	**400,802**	**6.61**	**347,432**	**4.92**	**15.36**
Civic	127,190	2.10	116,113	1.64	9.54
Accord	273,612	4.51	231,319	3.27	18.28
MAZDA	**232,382**	**3.83**	**228,756**	**3.24**	**1.59**
NISSAN	**98,674**	**1.63**	**116,644**	**1.65**	**– 15.41**
NUMMI	**194,270**	**3.21**	**153,080**	**2.17**	**26.91**
Corolla	94,580	1.56	69,950	0.99	35.21
Geo Prizm/Nova	99,690	1.64	83,130	1.18	19.92
SUBARU-ISUZU	**11,849**	**0.20**	**0**	**0.00**	**—**
TOYOTA	**211,265**	**3.49**	**108,185**	**1.53**	**95.28**
TOTAL CARS, U.S.	**6,060,227**		**7,067,827**		**– 14.25**
TOTAL CARS U.S., CANADA	**7,046,084**		**7,941,090**		**– 11.27**

*Model year through Aug. 31, 1990

CANADIAN CAR	1990 Model Year	Pct. of Output	1989 Model Year	Pct. of Output	Pct. Change '89 vs. '88
Monaco	7,154	0.73	0	0.00	—
Premier	15,077	1.53	43,179	4.94	– 65.08
CHRYSLER MOTORS	**22,231**	**2.25**	**43,179**	**4.94**	**– 48.51**
Tempo	124,884	12.67	136,851	15.67	– 8.74
Topaz	49,511	5.02	61,205	7.01	– 19.11
Crown Victoria	77,395	7.85	134,103	15.35	– 42.29
Grand Marquis	74,606	7.57	138,913	15.90	– 46.29
FORD MOTOR CO.	**326,396**	**33.11**	**471,072**	**53.93**	**– 30.71**
Celebrity	31,646	3.21	22,452	2.57	40.95
Cutlass Ciera	81,228	8.24	159,636	18.28	– 49.12
Lumina	248,064	25.16	0	0.00	—
Regal	87,498	8.88	88,757	10.16	– 1.42
GENERAL MOTORS	**448,436**	**45.49**	**270,845**	**31.01**	**65.57**
HONDA	**107,144**	**10.87**	**71,520**	**8.19**	**49.81**
HYUNDAI	**22,530**	**2.29**	**0**	**0.00**	**—**
TOYOTA	**50,849**	**5.16**	**10,236**	**1.17**	**396.77**
VOLVO	**8,271**	**0.84**	**6,611**	**0.76**	**25.11**
TOTAL CARS, CANADA	**985,857**		**873,463**		**12.87**

Model-year build dips 11%

By Karen Detkowski and Anne Wright
AUTOMOTIVE NEWS DATA CENTER

North American car production for the 1990 model year plunged 11.27 percent from the 1989 model total. The 1990 model-year total barely edged past seven million, as automakers built just 7,046,084 passenger cars in the United States and Canada.

The decline was entirely attributable to U.S. factories, where the 1990-model car production total of 6,060,227 was off 14.25 percent from the 1989 model year and was the lowest model-year build since the 5,768,893-car total in the 1983 model year.

The U.S. 1990-model car total suffered as sales slumped, dealers kept leaner stocks and Chrysler Corp. closed its Jefferson Avenue plant in Detroit in February 1990.

In addition, General Motors closed its Framingham, Mass., plant at the end of the 1989 model year and its Willow Run, Mich., plant remained idle throughout the 1990 model year.

In May 1990, Ford Motor Co.'s Edison, N.J. facility, completed production of the 1990 Escort. The plant was retooled for the production of the 1991 Ford Ranger.

While production declined in the United States, Canadian car output in the 1990 model year rose 12.87 percent above the 1989 model year, barely missing the million-unit mark.

A major contributor to the increase in Canada was Toyota's Cambridge, Ontario, plant, which hiked Corolla production more than 300 percent.

Chevrolet Lumina — the car production volume leader in Canada — was not produced in the 1989 model year.

In the United States, high inventories and slow sales plagued output at the onset of 1990 model year, and automakers were forced to cut production schedules.

Signs of slow model-year production began in December when GM extended Christmas vacations at eight U.S. assembly plants.

Throughout January 1990, 24 Big 3 U.S. car assembly plants and one transplant, Mazda Motor Manufacturing USA Corp., were idled at various times due to lagging sales.

Transplants and joint ventures in the United States accounted for 21.65 of the cars produced in the model year.

The volume leader in the United States was the Ford Taurus with 333,001 units, followed by Chevrolet Cavalier, 310,951; Chevrolet Corsica/Beretta, 306,807; Honda Accord, 273,612; and Pontiac Grand Am, 197,020.

Subaru-Isuzu Automotive Inc. was the newcomer to U.S. manufacturing in the 1990 model year. The company assembled 11,849 Subaru Legacys and continues 1990 production of the Isuzu pickup until Oct. 4.

BIRMINGHAM

FROM PAGE 3

Attracting more attention will be the £48,000 (approximately $26,000) Lotus Carlton; the first of the 180 mph saloons will be delivered before the end of 1990. Lotus has upgraded the Esprit range by dropping the non-turbo model; GM-sourced ABS is now standard.

Rover is on a roll with its latest products and will debut the sporting three-door 200 models. The range will extend from a low powered entry-level model up to the 130 horsepower 16-valve Honda twin-cam flagship. Rover's star model may well be the snappy revived Mini Cooper. For the executive Rover 800 model, there is at last a turbo diesel derivative.

The five-door Land Rover Discovery makes it show debut with the limited-edition Range Rover CSK.

The lethargic Jaguar 2.9-liter engined XJ6 was never sold in the United States, but that may change with the launch of its 24-valve 3.2-liter successor. For the first time, Jaguar has tauter sports pack suspension available for XJ6. From another Ford property, Aston Martin, there will be the premiere of the Virage Volante convertible.

Not surprisingly, the show will preview the new United Kingdom-built Nissan Primera, which has already made its U.S. debut as the Infiniti G20. Dramatically more stylish than its Bluebird predecessor, the Primera has an 80 percent European Community content.

Launched earlier this month is the new Volvo 940/960, powered by the all-new Porsche-designed six-cylinder engine. The 24-valve, aluminum engine produces 204 horsepower; there is also a new turbo diesel. The new model replaces the 760 and several 740 derivatives and is similar except for a more rounded rear window and standard rear independent suspension.

Volkswagen has chosen one of the Polo's top export markets to launch a long overdue facelifted version. The updated styling is smoother and the interior is all new. VW has beaten the opposition by fitting all Polos with fuel injection and catalytic converters as standard. Birmingham also will mark the first look at the all-new VW Caravelle (Vanagon), which is sleeker and has front-wheel drive.

The Skoda Favorit station wagon also will debut.

PORSCHE

FROM PAGE 3

during the fiscal year that ended July 31, compared with 7,510 944s and 2,786 928s.

Two years earlier, Porsche produced 13,463 911s, 14,166 924/944s and 4,096 928s. But Porsche officials were anxious last week to downplay talk about the end of the line for the 944 and 928 models. "We will still live with these products for many years," said one company official.

The redesigned 944, dubbed the 968 inside the company, will debut at next year's Frankfurt show and feature front- and rear-end changes that bring the car visually closer to the 928. The car will have interior improvements and more output from the 3.0-liter, 4-cylinder engine.

The 928 will be freshened one or two years later. But the new long-term strategy marks a fundamental change for the West German sports car maker and, potentially, a risky one. Indeed, Porsche insiders are nervous about comments in the press that it will build a "sedan," and they cringe at the term "four-seater."

An internal Porsche memo issued last week stressed that the car should be referred to as "a Porsche for more than two."

The memo made several points: Porsche does not need a second 911 model, but it does need a four-place sports car; the 911 will remain the backbone of the line and undergo further development; the 944 remains a critical part of the range that will receive significant investment; and "possibilities are not yet used up" for the 928.

The car will be fitted with the new narrow-angle V-8 engine that also may replace the air-cooled flat six in the rear-engine 911 if it can be made sufficiently compact. The new powerplant would displace 3.5 to 4 liters, receive four-valve technology and develop up to 400 horsepower.

An insider said the new car is conceived with a short snout, large cabin and sports car shape.

PRICES

FROM PAGE 2

Ford Motor's 1991 increases over final 1990 prices range from $25-$26 on the Mercury Sable LS sedan and wagon to $1,572 on the Lincoln Town Car Signature model.

Some lines — like Mercury Sable and Ford Taurus — which received big pre-introduction price hikes, wound up with more moderate boosts in the second round.

Others — like Ford Escort and Mustang and Mercury Tracer — received bigger increases the second time.

The planned price hikes on Ford Tempo and Mercury Topaz were rescinded; those 1991 models are priced the same as at the end of the 1990 model year. They had been scheduled to rise $363 to $404.

The base Mercury Cougar, down $248, is the only Ford Motor car to show a year-to-year price cut.

Ford Thunderbirds are up $277 to $548, considerably less than the original boost of $742 to $875.

The Australian-built Mercury Capri convertibles, which were introduced in July and were not included in the pre-intro hikes, went up $398 and $402 in the second pricing exercise.

Ford Crown Victoria and Mercury Grand Marquis sedans retained their $542 to $555 price hikes, but similar boosts on the wagons in those lines were rescinded.

PRODUCTION

7-millionth trails 1989 by a month

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. car and truck producers assembled their seven-millionth vehicle last Tuesday, Sept. 11. Last year, the seven-millionth vehicle was produced Aug. 15.

Year-to-date, U.S. car and truck production is 7,169,586, 9.71 percent below the year-ago mark of 7,940,929. This year's total comprises 4,332,987 cars and 2,836,599 trucks.

Last week, U.S. automakers scheduled output of 136,978 cars, 22.30 percent above the previous week and 3.18 percent behind the year-ago week.

Truckmakers assembled 79,043 units last week, 15.94 percent above the prior week and 10.49 above the same week in 1989.

Companies split last week's targeted car production as follows: General Motors, 47.53 percent; Ford Motor Co., 19.04 percent; Chrysler Corp., 12.99 percent; Honda of America Manufacturing Inc., 6.22 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.20 percent; Diamond-Star Motors Corp., 3.02 percent; Mazda Motor Manufacturing (USA) Corp., 3.00 percent; New United Motor Manufacturing Inc., 2.92 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.37 percent; Subaru-Isuzu Automotive Inc., 0.60 percent; and Saturn Corp., 0.11 percent.

Ford scheduled Saturday overtime at the Wayne, Mich., assembly plant.

The company also idled the Atlanta car facility and the Lorain, Ohio, truck plant last week due to a shortage of dealer orders.

Production of the Mazda Navajo, the two-door version of the Ford Explorer, began at Ford's Louisville, Ky., truck plant. That facility also produces the two-door and four-door Explorer.

GM scheduled Saturday overtime at the Bowling Green, Ky., plant and Friday overtime at the Janesville, Wis., plant last week. Bowling Green makes Corvettes; Janesville makes Cavaliers.

The Allante line at GM's Detroit-Hamtramck, Mich., plant was idle last week because of a shortage of dealer orders. It is expected to resume production today.

Chrysler scheduled two overtime shifts last Saturday at the Warren, Mich., truck plant.

Cars, trucks gain in Canada

Canadian car production last week was scheduled at 21,880 units, 5.60 percent above the prior week and 11.29 percent above the year-ago week.

So far this year, Canadian automakers have assembled 754,714 cars, 11.09 percent above the 1989 figure.

Truckmakers were scheduled to assemble 17,455 vehicles last week, 28.44 percent above the prior week but 13.91 percent below the same week last year.

Year-to-date, 611,178 trucks have been assembled, 9.00 percent below 1989.

U.S. CAR	Week Ended Sept. 15, 1990	Week Ended Sept. 16, 1989	Week Ended Sept. 8, 1990	Sept. to Date	Jan. 1 to Sept. 15, 1990	Jan. 1 to Sept. 16, 1989
Horizon	0	153	0	0	4,327	21,275
Sundance	2,300	1,996	1,812	4,112	59,538	74,059
Acclaim	3,000	3,215	2,982	5,982	75,852	89,753
Total Plymouth	**5,300**	**5,364**	**4,794**	**10,094**	**139,717**	**185,087**
LeBaron A	0	0	0	0	8,064	0
LeBaron J	1,400	2,764	1,136	2,536	36,729	74,630
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	650	979	422	1,072	28,364	62,762
Fifth Avenue	1,200	2,003	858	2,058	22,916	10,426
Imperial	150	0	174	324	12,911	0
Total Chrysler	**3,400**	**5,746**	**2,590**	**5,990**	**108,984**	**150,764**
Omni	0	164	0	0	4,078	22,329
Daytona	900	1,826	734	1,634	24,454	59,417
Shadow	2,400	2,034	1,885	4,285	67,213	71,171
Dynasty	3,100	2,384	2,004	5,104	81,463	95,887
Lancer	0	0	0	0	0	1,528
Spirit	2,700	3,475	2,601	5,301	69,098	75,070
Total Dodge	**9,100**	**9,883**	**7,224**	**16,324**	**246,306**	**325,402**
CHRYSLER MOTORS	**17,800**	**20,993**	**14,608**	**32,408**	**495,007**	**661,253**
Escort	7,904	8,497	4,988	12,892	161,684	234,867
Mustang	3,074	0	0	3,074	91,801	146,750
Tempo	0	2,957	2,517	2,517	92,434	106,524
Taurus	4,282	6,691	6,261	10,543	248,709	253,646
Thunderbird	3,356	3,129	2,716	6,072	84,488	109,274
Total Ford Div.	**18,616**	**21,274**	**16,482**	**35,098**	**679,116**	**851,061**
Topaz	0	1,424	828	828	35,215	49,724
Cougar	2,269	2,293	1,781	4,050	56,141	94,095
Sable	928	2,970	2,123	3,051	75,679	82,451
Total Mercury	**3,197**	**6,687**	**4,732**	**7,929**	**167,035**	**226,270**
Continental	1,208	992	1,052	2,260	42,760	45,226
Mark VII	214	326	186	400	15,248	14,587
Town Car	2,843	1,982	2,474	5,317	108,443	85,576
Total Lincoln	**4,265**	**3,300**	**3,712**	**7,977**	**166,451**	**145,389**
Total L-M Div.	**7,462**	**9,987**	**8,444**	**15,906**	**333,486**	**371,659**
FORD MOTOR CO.	**26,078**	**31,261**	**24,926**	**51,004**	**1,012,602**	**1,222,720**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	1,940	1,756	1,598	3,538	64,176	42,539
Century	2,028	2,796	1,650	3,678	46,856	92,839
Riviera	621	337	354	975	15,824	13,535
Electra/Park Ave.	3,040	2,014	2,226	5,266	34,349	56,396
LeSabre (fwd)	3,552	3,202	2,867	6,419	115,007	107,505
LeSabre (rwd)	0	204	0	0	4,022	4,962
Reatta	0	211	0	0	5,277	4,020
Total Buick	**11,181**	**10,520**	**8,695**	**19,876**	**285,511**	**328,709**
Eldorado	631	415	365	996	15,052	21,173
Seville	627	275	370	997	25,609	15,556
Brougham (rwd)	1,058	1,586	745	1,803	21,269	26,654
DeVille (fwd)	3,586	3,840	2,978	6,564	112,933	141,421
Allante	0	75	17	17	3,067	2,452
Total Cadillac	**5,902**	**6,191**	**4,475**	**10,377**	**177,930**	**206,956**
Cavalier	9,572	6,395	7,326	16,898	235,828	254,029
Camaro	2,168	2,143	1,779	3,947	52,520	72,186
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	6,160	8,980	4,977	11,137	203,002	272,550
Caprice	3,428	3,064	4,594	8,022	169,094	130,781
Corvette	633	504	377	1,010	16,251	18,104
Total Chevrolet	**21,961**	**21,086**	**19,053**	**41,014**	**676,695**	**817,999**
Calais	2,140	1,914	1,712	3,852	72,829	64,789
Cutlass Ciera	1,498	1,399	1,178	2,676	52,548	63,553
Cutlass Supreme	2,575	3,985	1,916	4,491	65,518	70,289
Toronado	369	345	222	591	11,182	5,803
88 (fwd)	2,507	2,917	1,722	4,229	74,148	95,569
88 (rwd)	0	190	0	0	1,214	5,753
98	286	1,362	106	392	33,343	51,825
Total Oldsmobile	**9,375**	**12,112**	**6,856**	**16,231**	**310,782**	**357,581**
Sunbird	4,000	2,716	2,822	6,822	111,193	101,716
Grand Am	4,800	4,744	3,848	8,648	148,208	171,451
Firebird	1,083	1,248	771	1,854	30,958	40,164
Grand Prix	3,605	3,913	2,689	6,294	84,578	91,481
Pontiac 6000	1,445	1,591	1,219	2,664	39,998	59,234
Bonneville	1,756	2,207	1,092	2,848	55,737	66,688
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**16,689**	**16,419**	**12,441**	**29,130**	**470,672**	**533,425**
GENERAL MOTORS	**65,108**	**66,328**	**51,520**	**116,628**	**1,921,590**	**2,244,670**
DIAMOND-STAR	**4,133**	**2,314**	**2,999**	**7,132**	**94,997**	**49,556**
HONDA	**8,520**	**6,409**	**7,186**	**15,706**	**310,038**	**265,634**
Civic	1,350	2,844	1,021	2,371	80,316	92,690
Accord	7,170	3,565	6,165	13,335	229,722	172,944
MAZDA†	**4,104**	**4,420**	**2,897**	**7,001**	**124,157**	**144,253**
NISSAN	**1,870**	**2,602**	**1,311**	**3,181**	**57,982**	**84,126**
NUMMI	**4,000**	**3,364**	**2,366**	**6,366**	**141,616**	**142,270**
Corolla	2,000	1,330	1,167	3,167	71,272	57,607
Geo Prizm/Nova	2,000	2,034	1,199	3,199	70,344	84,663
SATURN*	**150**	**0**	**125**	**275**	**775**	**0**
SUBARU-ISUZU	**825**	**0**	**615**	**1,440**	**19,943**	**0**
TOYOTA	**4,390**	**3,792**	**3,445**	**7,835**	**154,280**	**96,365**
TOTAL CARS, U.S.	**136,978**	**141,483**	**111,998**	**248,976**	**4,332,987**	**4,910,847**
TOTAL CARS, CANADA	**21,880**	**19,661**	**20,720**	**42,600**	**754,714**	**679,379**
U.S., CANADA CARS	**158,858**	**161,144**	**132,718**	**291,576**	**5,087,701**	**5,590,226**
U.S., CANADA CARS AND TRUCKS	**255,356**	**252,958**	**214,482**	**469,838**	**8,535,478**	**9,291,966**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe
*Estimated

CANADIAN CAR	Week Ended Sept. 15, 1990	Week Ended Sept. 16, 1989	Week Ended Sept. 8, 1990	Sept. to Date	Jan. 1 to Sept. 15, 1990	Jan. 1 to Sept. 16, 1989
Monaco	1,120	0	933	2,053	8,944	0
Premier	155	0	78	233	7,710	25,966
CHRYSLER MOTORS	**1,275**	**0**	**1,011**	**2,286**	**16,654**	**25,966**
Tempo	0	3,046	2,495	2,495	82,981	93,770
Topaz	0	1,283	1,076	1,076	31,197	39,874
Crown Victoria	3,247	2,089	2,134	5,381	87,307	84,632
Grand Marquis	2,516	2,430	2,304	4,820	79,673	91,057
FORD MOTOR CO.	**5,763**	**8,848**	**8,009**	**13,772**	**281,158**	**309,333**
Celebrity	0	325	0	0	20,319	15,744
Cutlass Ciera	1,635	557	500	2,135	55,622	97,000
Lumina	6,562	4,672	4,751	11,313	153,479	103,256
Regal	1,530	2,931	2,429	3,959	66,809	53,460
GENERAL MOTORS	**9,727**	**8,485**	**7,680**	**17,407**	**296,229**	**269,460**
CAMI*	**850**	**0**	**850**	**1,700**	**24,650**	**0**
HONDA	**2,150**	**1,723**	**1,631**	**3,781**	**73,664**	**58,968**
HYUNDAI	**825**	**0**	**653**	**1,478**	**14,698**	**0**
TOYOTA	**1,200**	**437**	**792**	**1,992**	**41,864**	**18,086**
VOLVO	**90**	**168**	**94**	**184**	**5,797**	**5,566**
TOTAL CARS, CANADA	**21,880**	**19,661**	**20,720**	**42,600**	**754,714**	**679,379**

U.S. TRUCK	Week Ended Sept. 15, 1990	Week Ended Sept. 16, 1989	Week Ended Sept. 8, 1990	Sept. to Date	Jan. 1 to Sept. 15, 1990	Jan. 1 to Sept. 16, 1989
Caravan	400	2,569	183	583	67,645	74,660
Dakota	1,700	2,198	1,600	3,300	49,561	69,381
Caravan C/V	0	111	0	0	4,171	5,046
Ram pickups	2,600	2,208	2,389	4,989	73,540	69,540
Total Dodge	**4,700**	**7,086**	**4,172**	**8,872**	**194,917**	**218,627**
Cherokee	3,900	4,403	3,142	7,042	110,793	158,326
Comanche	300	480	266	566	5,871	20,878
Grand Wagoneer	300	0	0	300	4,972	7,774
Wagoneer	100	134	96	196	2,734	5,757
Total Jeep	**4,600**	**5,017**	**3,504**	**8,104**	**124,370**	**192,735**
Voyager	300	2,258	133	433	63,268	69,880
Town & Country	0	210	0	0	2,078	2,654
Total C-P Div.	**300**	**2,468**	**133**	**433**	**65,346**	**72,534**
CHRYSLER MOTORS	**9,600**	**14,571**	**7,809**	**17,409**	**384,633**	**483,896**
Aerostar	5,000	4,080	4,308	9,308	148,907	161,660
Bronco	929	1,158	764	1,693	36,986	54,907
Bronco II/Explorer	5,826	0	5,466	11,292	135,330	84,282
Econoline	0	0	3,022	3,022	135,565	161,019
Mediums/Heavies	0	0	929	929	37,989	43,314
Light trucks	9,754	9,376	8,348	18,102	327,811	381,077
Ranger	5,685	2,071	4,581	10,266	199,993	224,589
Total Ford Div.	**27,194**	**16,685**	**27,418**	**54,612**	**1,022,581**	**1,108,848**
FORD MOTOR CO.	**27,194**	**16,685**	**27,418**	**54,612**	**1,022,581**	**1,108,848**
Astro	2,840	3,172	2,386	5,226	91,495	117,714
Blazer	358	539	286	644	12,818	20,560
Lumina APV	1,423	0	914	2,337	61,564	0
Mediums/Heavies	294	259	433	727	7,555	8,467
P-Model	667	721	340	1,007	16,797	22,966
Pickups	8,025	8,384	6,033	14,058	286,655	292,937
S-10	4,791	5,072	3,796	8,587	165,852	187,505
S-10 Blazer	4,164	3,696	3,109	7,273	77,569	137,744
Sportsvan/Van	1,385	1,641	1,082	2,467	43,254	70,438
Suburban	1,671	1,420	1,266	2,937	50,973	57,185
Total Chevrolet	**25,618**	**24,904**	**19,645**	**45,263**	**814,532**	**911,797**
Jimmy	110	158	73	183	3,954	6,100
Mediums/Heavies	451	713	364	815	8,583	13,693
P-Model	33	76	46	79	2,181	3,161
Pickups	2,152	2,383	1,659	3,811	99,233	88,156
S-15/Sonoma	1,070	1,117	911	1,981	38,165	43,825
S-15 Jimmy	1,074	1,188	942	2,016	25,667	38,805
Safari	920	1,017	721	1,641	32,391	31,096
Suburban	671	674	523	1,194	25,353	22,744
Vandura/Rally Vans	535	597	433	968	16,150	20,465
Total GMC	**7,016**	**7,923**	**5,672**	**12,688**	**251,677**	**262,104**
Olds Silhouette	178	0	130	308	24,116	0
Pontiac Trans Sport	765	0	455	1,220	38,399	0
GENERAL MOTORS	**33,577**	**32,827**	**25,902**	**59,479**	**1,128,724**	**1,173,901**
NAVISTAR	**1,580**	**1,646**	**962**	**2,542**	**51,979**	**58,037**
NISSAN	**2,458**	**2,359**	**1,920**	**4,378**	**101,590**	**86,510**
SUBARU-ISUZU	**1,184**	**0**	**713**	**1,897**	**22,202**	**0**
AM GENERAL	**450**	**450**	**450**	**900**	**16,290**	**16,290**
MISCELLANEOUS	**3,000**	**3,000**	**3,000**	**6,000**	**108,600**	**102,600**
TOTAL TRUCKS, U.S.	**79,043**	**71,538**	**68,174**	**147,217**	**2,836,599**	**3,030,082**

CANADIAN TRUCK	Week Ended Sept. 15, 1990	Week Ended Sept. 16, 1989	Week Ended Sept. 8, 1990	Sept. to Date	Jan. 1 to Sept. 15, 1990	Jan. 1 to Sept. 16, 1989
Caravan	1,832	3,347	1,226	3,058	89,614	101,793
Caravan C/V	0	206	0	0	5,610	8,232
Ram Wagon	300	504	270	570	17,007	19,122
Ram Van	1,620	1,900	1,266	2,886	41,507	49,545
Total Dodge	**3,752**	**5,957**	**2,762**	**6,514**	**153,738**	**178,692**
Voyager	1,602	2,616	1,199	2,801	71,995	89,017
Total Plymouth	**1,602**	**2,616**	**1,199**	**2,801**	**71,995**	**89,017**
Wrangler	1,500	1,823	1,263	2,763	42,166	58,207
Total Jeep	**1,500**	**1,823**	**1,263**	**2,763**	**42,166**	**58,207**
CHRYSLER MOTORS	**6,854**	**10,396**	**5,224**	**12,078**	**267,899**	**325,916**
FORD MTR. (lt. trks.)	**2,971**	**2,599**	**2,395**	**5,366**	**100,725**	**112,062**
Light trucks	3,415	3,473	2,855	6,270	119,540	113,849
Vans	1,485	1,052	1,042	2,527	36,108	41,896
Total Chevrolet	**4,900**	**4,525**	**3,897**	**8,797**	**55,648**	**155,745**
Light trucks	1,465	1,901	942	2,407	45,841	49,851
Vans	465	658	338	803	14,704	19,832
Total GMC	**1,930**	**2,559**	**1,280**	**3,210**	**60,545**	**69,683**
GENERAL MOTORS	**6,830**	**7,084**	**5,177**	**12,007**	**216,193**	**225,428**
CAMI*	**650**	**0**	**650**	**1,300**	**19,500**	**0**
NAVISTAR	**150**	**197**	**144**	**294**	**6,861**	**8,232**
TOTAL TRKS. CANADA	**17,455**	**20,276**	**12,590**	**31,045**	**611,178**	**671,858**
U.S., CANADA TRKS.	**96,498**	**91,814**	**81,764**	**178,262**	**3,447,777**	**3,701,740**

*Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

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Automotive News

September 24, 1990

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Congress asks makers: What can you do on CAFE?

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The House of Representatives wants the auto industry to stop stalling and spell out what gains in fuel economy can be achieved in five years.

California to slash emissions, Page 4

The blunt request was made last week after an emotional debate on the corporate average fuel economy standard, an issue that has gained steam because of the Persian Gulf crisis.

A bill sponsored by Sen. Richard Bryan, D-Nev., would boost CAFE from 27.5 mpg to more than 40 mpg by 2001. Automakers have insisted they can't achieve that level. But until now, the industry has refused to say what is reasonable.

Rep. Philip Sharp, D-Ind., chairman of the House Energy and Power subcommittee, told the industry he wants answers. And as witnesses at a congressional hearing, industry representatives will be under oath when they offer them, possibly within two weeks.

Sharp's request came as the House finally took up the CAFE issue. Rep. Barbara Boxer, D-Calif., introduced a bill that mirrors Bryan's.

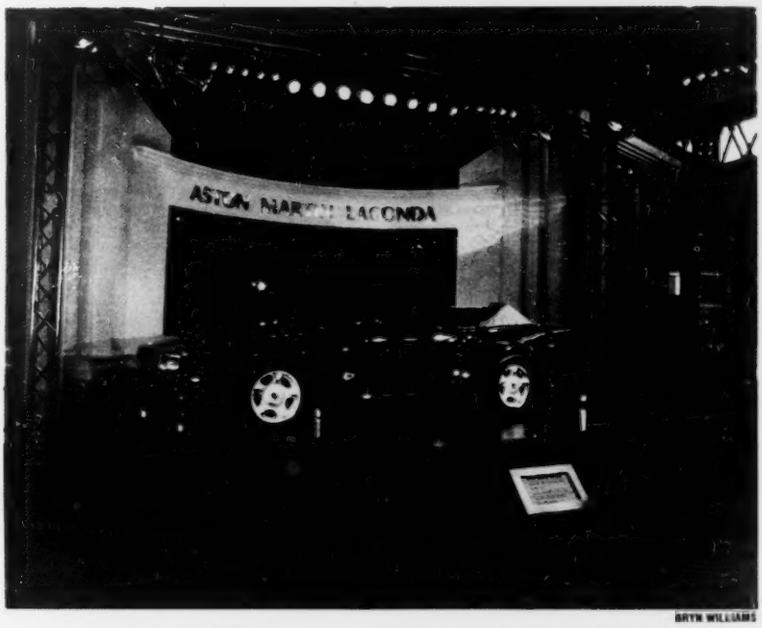
With the November election and recess approaching, the bill has little chance of making it to the floor through normal channels. But Boxer wants to bypass the usual path and rush the bill to a House vote. (A vote on the Senate bill is expected this week.) In the process, she would avoid the Energy and Commerce Committee, chaired by Rep. John Dingell, D-Mich., who has blocked CAFE bills before.

The auto industry is likely to say it can't boost CAFE much higher without shrinking cars significantly.

"We cannot employ front-wheel drive again, capture the benefits of fuel injection again, save 900 pounds of weight again and reduce engine displacement by 124 cubic inches again — while maintaining the size, safety and performance characteristics of the present new-car fleet," said Ronald R. Boltz, vice president of product strategy and regulatory affairs for Chrysler Corp.

Boltz testified last Wednesday. That same day in Detroit, Chrysler Motors Chairman Bennett Bidwell revealed that the company

see CAFE, page 50



BRYN WILLIAMS

Show stopper
Volante, a convertible version of Aston Martin Lagonda's Virage, is one highlight of the British International Motor Show in Birmingham, England, this week. Volante production begins next summer. The Virage debuts in the United States this fall.
See Page 6.

Lexus boss promises to run over Mercedes

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Lexus entered the luxury market a year ago wearing kid gloves and humbly suggesting it would sell to a lot of Toyota Camry owners moving up.

But now, Lexus has thrown off the gloves and sounded a warning to the Europeans.

"The fact is, we'll ultimately replace Mercedes-Benz because people have realized that they don't have to spend $75,000 for a four-door sedan," said J. Davis Illingworth, general manager of the luxury division of Toyota Motor Sales U.S.A. Inc.

> People have realized that they don't have to spend $75,000 for a four-door sedan.
> **J. Davis Illingworth**
> Lexus Division

Illingworth

Illingworth's boast comes as Lexus and Infiniti claim they are getting more trade-ins than they expected from owners of established luxury makes. Business from the Europeans, they say, has been much higher than expected.

Yet Mercedes isn't disappearing — in fact Mercedes sales have held steady since Lexus' launch in September 1989. BMW sales are off 15 percent, though, and combined sales for Audi, BMW, Mercedes, Jaguar, Saab, Volvo, Cadillac, Lincoln and Acura are down 2.5 percent.

The overall U.S. car market declined about 8.2 percent in the same period. But luxury sales, including 56,448 Lexus deliveries and 15,026 Infiniti sales, increased 5.0 percent.

"European brand loyalty is not nearly as strong as we thought it would be," said William Bruce, general manager of the Infiniti Division of Nissan Motor Corp. in U.S.A., which introduced its Q45 and M30 models last November.

Illingworth bluntly dismissed the idea that Japanese luxury cars have arrived without cutting too deeply into the Europeans' hide.

"I'd say the same thing if I were in their position," Illingworth said.

see LEXUS, page 48

Chrysler may ease metro-dealer curbs

Big-city dualing could receive OK

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp. may allow its big-city dealers to sell other brands in their showrooms. The change would affect up to 600 markets in the United States.

The company may rescind a policy that requires dealers in metropolitan markets to provide an exclusive dealership for each company franchise.

Jeep-Eagle whacks ad buy list, Page 49

In Chrysler parlance, Chrysler-Plymouth is considered a single franchise; so is Dodge car-Dodge truck, and so is Jeep-Eagle.

Chrysler Motors Chairman Bennett Bidwell said the policy review is part of Chrysler's overall effort to help dealers be profitable.

"In metropolitan markets, we are looking at our policy of exclusion," Bidwell said. "Where we may have to give some ground is in the area of stand-alone facilities for a dedicated brand. We are going to be talking about this. We want our dealers profitable."

If adopted, the new policy would mean that dealers could add new franchises to their existing locations without spending the enormous sums typically required to build or acquire a facility in a metropolitan market.

Bidwell declined to comment on

see BIDWELL, page 48

The 1991 Dodge Shadow America, priced at $7,699, is one key to Chrysler's goal to boost market share. The 1990 model carried a $8,985 sticker price.

Chrysler doubles order for '91 Mitsubishi cars

By Mary Connelly and Peter Brown
AUTOMOTIVE NEWS STAFF REPORTERS

Chrysler Corp., which has been advertising as the company that beats the imports, will double its own imports of Mitsubishi-built cars in the 1991 model year.

Chrysler Corp. will purchase an estimated 80,000 to 85,000 cars and 6,000 trucks from Mitsubishi Motors Corp. in the 1991 model year, according to James Holden, general manager of Chrysler-Plymouth Division.

In the 1990 model year, Chrysler will have bought an estimated 36,000 Mitsubishi cars and 6,000 trucks, said Thomas McAlear, Chrysler Corp. dealer marketing manager. The increase in imports follows a year in which Chrysler had reduced its orders from Mitsubishi. Chrysler's cutback gave the growing Mitsubishi Motor Sales of America Inc. enough new volume to gain a foothold in the daily fleet business.

Under Japan's voluntary export restraints, Mitsubishi is permitted to sell fewer than 195,000 imported cars — its own brand and those badged as Chryslers — in the U.S. market during each 12 months ending

see CHRYSLER, page 48

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ilg 3 prices
s are up 4.10 percent for 1991.
quipment changes, the increase
. Story on Page 2.

Big 3 '91 stickers up 2% after equipment adjustments

By John K. Teahen Jr.
SENIOR EDITOR

Automotive News estimates that 1991 car prices for the Big 3 have risen an average of 1.98 percent, or $328, over comparably equipped 1990 models.

Without adjusting for year-to-year equipment changes, the *Automotive News* estimate for the Big 3 is an increase of 4.10 percent, or $644. All figures are sales-weighted.

Obviously, the amount of the 1991 price increase depends upon which set of figures you prefer.

Which numbers are correct? Both are. Are the manufacturers trying to pull a fast one? Not at all.

1991 PRICE HIKE OVER 1990 CARS

Not adjusted for equipment changes

	Increase	Pct
Chrysler Corp.	$182	1.2
Ford Motor Co.	452	3.0
General Motors	878	5.5
Big 3 average	644	4.10
Adjusted for equipment changes		
Chrysler Corp.	135	0.9
Ford Motor Co.	312	1.9
General Motors	389	2.3
Big 3 average	328	1.98

All figures are sales-weighted

The increases announced by General Motors, Ford Motor Co. and Chrysler Corp. are for "comparably equipped" cars. Before the comparison is made, last year's prices are adjusted for equipment that has been made standard on the new models.

GM and Ford go even further. Their year-to-year comparisons are based on "average equipped" cars as well as "comparably equipped" cars. Average equipped means equipped the way most customers buy their cars, including option packages and the discounts on those packages. The contents and the discounts may change from year to year.

The makers announce only a percentage increase on those cars. The 1991 hikes are 0.9 percent for Chrysler, 1.9 percent for Ford and 2.3 percent for GM.

Automotive News computes the dollar increase represented by those percentage figures. On 1991 models, it is $135 for Chrysler, $312 for Ford and $389 for GM.

The non-adjusted increase for each company is strictly an *Automotive News* project. The makers do not divulge that information. For 1991, those hikes are:

- 1.2 percent, or $182, for Chrysler
- 3.0 percent, or $452 for Ford
- 5.5 percent, or $878, for GM.

GM's 1991 figures show the widest variance between adjusted and non-adjusted increases — $389 vs. $878. That is because GM added big-ticket items like air bags or anti-lock brakes as standard equipment on many 1991 models.

New-car shoppers can be forgiven for being a bit skeptical about Ford's announced 1.9 percent hike in view of a $1,132 bump (6.97 percent) on a Taurus LX sedan. And the prospects who hanker for Cadillac Coupe DeVilles may challenge GM's 2.3 percent boost when they find the DeVille has gone up $3,080 (11.35 percent).

Pricing cars is not a precise process. Perhaps Frederic G. Donner, former GM chairman, explained it best. In 1965, he told a U.S. Senate committee that pricing is "more an art than a science."

CAW, Ford of Canada settle after strike

By Kathy Jackson and Jim Robinson
AUTOMOTIVE NEWS

The Canadian Auto Workers ended their week-long strike against Ford of Canada Friday afternoon when the two sides agreed to a tentative three-year contract that provides income and job security for the 12,800 auto workers.

The contract calls for wage increases of 3 percent the first year and 2 percent the next two years. Cost of living payments will amount to about $2.38 each year.

CAW President Bob White said the agreement achieves what the union wanted — to protect the workers against Canada's 7 percent goods and services tax which takes effect Jan 1.

"This has to be one of the best agreements we have ever negotiated with Ford of Canada," White said. "It is all encompassing; it meets the needs of our members, and it addresses social concerns."

Other gains by the Ford of Canada workers:

- $100 million fund to protect workers who lose their jobs or who want to take early retirement.
- Annual $500 vacation bonus.
- One cent per hour per worker contribution to a CAW social justice fund.
- One cent per hour per worker contribution to the CAW child care program.
- One year's notice on any plant closing and six-month notice on any job losses as a result of outsourcing.
- Nine four-day work weeks per year.

White's goal was to protect the income of workers. He has said corporations cannot guarantee jobs.

But the CAW did win some gains — similar to those in the tentative pact between the UAW and General Motors — that could help to save jobs.

On outsourcing, the union has the first right to try to retain the work before Ford subcontracts the work.

If the work is outsourced, workers can get up to two years supplemental unemployment benefits based on seniority. Older workers can take early retirement with no reductions in benefits.

In the case of plant closings, workers can receive either from two to three years of full income protection, early retirement or severance pay ranging from $25,000 to $65,000.

The tentative agreement was to be presented to the membership Sept. 23 for ratification.

Automotive News Staff Reporter Laura Clark contributed to this report.

AUTOMOTIVE NEWS/JOE WILSSENS

Ford Motor Co. of Canada hourly workers represented by the Canadian Auto Workers picked up payroll checks outside the Essex Engine Plant in Essex, Ontario, last Thursday.

Harrigan

O'Connor

Ford of Canada to get U.S. boss

By Alex Law
STAFF CORRESPONDENT

OAKVILLE, Ontario — Ford Motor Co. has named the first American since Edsel Ford in 1929 to head its Canadian subsidiary.

James G. O'Connor, currently general sales and marketing manager for Ford's Parts and Service Division in Dearborn, Mich., will become president and chief operating officer of Ford of Canada Oct. 1. Current President Kenneth Harrigan will move up to chairman until he retires in 1992. Harrigan, who has been president since 1981, will be the third consecutive Ford of Canada president to serve a long stint in the office before a transition term as chairman.

O'Connor's career path suggests he'll move beyond Ford of Canada before he retires. Until 1988, the 47-year-old New York native was executive director of Ford's marketing staff — a job currently held by Edsel Ford II. From 1984 to 1986 he was vice president of sales and marketing at Ford of Canada.

Other moves effective Oct. 1 are:

- Jack G. Clissold, currently vice president of sales and marketing in Canada, succeeds O'Connor.
- Ted C. Goellner, currently marketing representation manager for Lincoln-Mercury Division in Detroit, becomes vice president of general sales, replacing Udo Kaul, who becomes marketing director of Ford of Britain.
- John D. Radford, sales programs manager at the Ford Division in Detroit, returns to Canada as vice president of general marketing.

COSTLY GAMBLE?

Analysts say new pact benefits workers, but could saddle GM with higher costs

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The pattern-setting agreement signed by General Motors and the UAW is a good one for workers and transplant automakers, but could prove to be a costly gamble for the No. 1 automaker, say some analysts who have studied the tentative agreement.

GM has committed $4 billion over the three-year pact to guarantee wages for all 310,000 of its workers, but if many of them aren't enticed to take the sweetened buyouts, GM still could be burdened with too many workers plus high pension and health care costs — disadvantages the transplants don't have.

Ford Motor Co., with a stable workforce, can likely follow the GM contract pattern at a much lower cost than GM.

But health care costs and increased pensions will burden Ford and, particularly, Chrysler Corp., which has more retirees than active workers.

"The Japanese don't have major costs related to health care and pensions, so with this contract the competitive disadvantage has been widened," said Leo Troy, economics professor at Rutgers University.

Money isn't the only thing union workers got. They have a say in outsourcing and quality, ways they believe they can help GM increase sales.

"I think GM has made a commitment to grow the business," said UAW Vice President Steve Yokich. "As GM's market share grows, and we believe it will grow, we're going to get younger workers in the plants."

Harley Shaiken, professor of work and technology at the University of California San Diego, said that by guaranteeing wages and keeping benefits intact, GM achieved two important goals — cooperation of the union and the flexibility to downsize its workforce. That downsizing can occur with buyouts, innovative plant work schedules and possible plant shutdowns.

"The increased costs for pensions, health care and wages will

see SETTLEMENT, page 50

THE GM-UAW PACT, BLOW BY BLOW

Highlights of the tentative contract between GM and the UAW include:

- Layoffs restricted to 36 weeks for any worker over the life of the three-year contract.
- Full pay and benefits beyond the 36-week layoff period with workers placed in a Jobs Bank.
- 30-and-out pensions raised from $1,500 to $1,800 a month. Maximum outside pay limit raised to $15,000. All basic pension benefit rates raised to at least $20 per month per year of credited service.
- 26 weeks of additional Supplemental Unemployment Benefits for laid-off workers with less than 10 years seniority; 52 additional weeks for workers with more than 10 years seniority; 12 more weeks for laid-off workers at four idled plants.
- $15,000 to $72,000 for voluntary termination packages.
- Tighter restrictions on outsourcing, giving UAW the opportunity to comment and bid on work before an outside contract can be granted.
- No givebacks on health care.
- Three percent wage increase the first year and 3 percent lump sum bonuses the subsequent two years.
- Increased penalties on excess overtime that range from $1.25 to $5 per hour.
- Retention of the one-for-two attrition policy which requires the company to hire one person for every two who leave.

— Kathy Jackson

Corrections

- A chart on General Motors' plans for electronic transmissions last week included references to a car model that was discontinued. Chevrolet no longer sells the Celebrity.
- Yugo America Inc.'s powertrain warranty is for four years/40,000 miles, not two years as reported last week.

Chevrolet, Ford both lay claim to '90 sales crowns

AUTOMOTIVE NEWS-JOE WILSSENS

Along with '91 cars, Chevrolet's intro included a showroom of the future concept.

Perkins: We'll 'kick butt' in '91 too

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Chevrolet, clearly crowning itself autodom's king of the hill, trotted out its 1991 lineup last week and predicted that only a Middle East war or a deep economic downturn could keep it from selling 2.8 million cars and trucks in the 1991 model year.

Monte Carlo name may return, Page 47

Chevrolet expects to sell 2.6 million cars and trucks in the 1990 model year, which ends Sept. 30.

After a model year in which it regained the industry passenger-car sales leadership from archrival Ford, Chevrolet is ready to "kick butt" in 1991 too, General Manager J.C. Perkins said.

"One thing you've got to admit — what our friends from Dearborn understand very well — is that Chevrolet just keeps coming at you . . . because that's what winners do," Perkins boasted.

He said Chevrolet expects to finish the 1990 model year with sales of more than 1.3 million cars, including 300,000 Geos, and nearly 1.3 million trucks. That will make Chevrolet No. 1 in cars and No. 2 in trucks, behind Ford. Perkins made it clear that the truck position is unacceptable.

"In trucks, we're holding share, but we just can't seem to break through to the No. 1 spot," he said. "It's a little bit of a frustration for us. We haven't accepted it, certainly we're not satisfied with that. Being in second place is not OK."

Perkins predicted Chevrolet will sell 1.4 million cars and nearly 1.4 million trucks in the 1991 model year, "in the absence of a shooting war in the Middle East" and "depending on what happens to the total industry."

see CHEVROLET, page 47

AUTOMOTIVE NEWS-JOE WILSSENS

Ford Division General Manager Thomas Wagner, left, and Lincoln-Mercury General Manager Ross Roberts lauded their divisions' performance for 1990.

Wagner: We're on a roll with Escort

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Despite being more than 50,000 units behind Chevrolet in calendar-year-to-date car sales, Ford Division predicts that it can retain its total-vehicle sales crown for the 1990 calendar year because of its predominance in the truck market and a recent sales surge for the 1991 Escort.

Ford Division General Manager Thomas J. Wagner said last week that Ford Division will increase its car market share from about 14.4 percent in the 1990 model year to 15.5 percent in the 1991 model year. He said Ford's truck market share will grow from about 29.1 percent in the 1990 model year to 30 percent in the 1991 model year.

"For the 1990 calendar year, we'll be 29.7 percent or 29.8 percent (market share) on trucks, and our goal is to get back to 15 percent on cars," said Wagner. The truck market share includes heavy-, medium- and light-duty trucks.

Ford projects 9.3 million to 9.4 million car sales and 5 million truck sales for the industry in the 1990 calendar year. Sales for the 1991 calendar year should be "no worse than 1990," Wagner said.

One key to Ford's regaining car leadership is to increase Escort sales, which have dipped significantly from 1989 because of the changeover to new Escort models earlier this year.

Wagner said Escort sales reached their earlier market penetration level — around 3 percent of industry car sales — in August. By the end of September, Wagner said, Escort should grab 4 percent of industry car sales.

"Escort is coming on very strong; from the first 10 days of August to the first 10 days of September, we were up 242 percent (in retail daily sales rates), so we are really starting to

see FORD, page 47

Mexico City ready to ban old cars to cut pollution

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — A ban on all automobiles more than 10 years old appears likely to figure among the sweeping anti-pollution measures that Mexico City's mayor says will be announced Oct. 15.

On that day, a master plan aimed at improving the metropolitan area's environment will be revealed, Mayor Manuel Camacho Solis said.

The mayor declined to mention specifics. But sources close to him have spoken of a ban, to be introduced in 1994, on 10-year-old cars.

Ramon Ojeda Mestre, who is in charge of contamination control in the Mexican capital, said authorities envisage making low-interest loans, repayable over five years, available to people who want to replace old cars with new models. Ojeda Mestre said authorities would purchase the old models. Trucks and commercial vehicles would not be included.

According to Ojeda Mestre, 80 percent of the metropolitan area's 3 million passenger cars are at least 10 years old. They cause most of the air pollution that has turned Mexico City into the world's unhealthiest metropolis, he said.

Authorities in Mexico have already taken several steps to combat the pollution crisis. Among them:

- Beginning with the 1991 model year, all vehicles produced by Mexico's five carmakers — Chrysler, Ford, General Motors, Nissan and Volkswagen — must have catalytic converters.
- Last week the government put a new high-octane lead-free gasoline, Magna Sin, on sale throughout the country, specifically for use in the new models.

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Mercedes, Mitsubishi plan 4wd vehicle

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Mercedes Benz AG and Mitsubishi Motors Corp. plan to jointly develop a four-wheel-drive vehicle for the world market, based on the Mitsubishi Pajero and Mercedes Gelandewagen.

The project was one of 11 topics discussed at the second meeting of Daimler-Benz and Mitsubishi group companies as they seek to form a closer alliance, and it was one of the few areas in which concrete progress was announced.

Details of the 4wd development have been "nearly decided," according to Gerhard Liener, Daimler-Benz chief financial officer.

Mitsubishi Motors Corp. produces about 120,000 Pajeros annually, and Mercedes-Benz produces 10,000 of the upscale Gelandewagens, and "that is too little," Liener said. "We cannot use economy of scale." The companies hope to combine "both lines into one," with a Pajero base and a Gelandewagen body. The combination could provide volume of 100,000 to 150,000, Liener said.

Daimler-Benz and Mitsubishi, two of the most powerful conglomerates in the world, held their first joint meeting in Singapore in March.

They had intended to meet once a year to discuss ways of cooperating in many areas of research from automobiles to electronics, and particularly aerospace.

The second meeting was held in Tokyo just six months after the first, primarily because the Daimler-Benz management team was in Japan for the introduction of the company's shares on the Tokyo Stock Exchange.

Daimler-Benz Chairman Edzard Reuter said talks are progressing enough to say that "permanent ties could come about" between the two groups.

Both sides also agreed to bring together the various channels selling Mercedes cars in Japan under what they called a new "alliance" that will include Yanase & Co. Ltd., the importer that has been handling Mercedes vehicles for more than 35 years.

In the last two years, Mercedes-Benz has worked to follow the lead of BMW by setting up its own independent dealer channel with the help of Mitsubishi. But land costs have climbed steeply, slowing the process, and in the end Mercedes still has had to rely heavily on Yanase.

Now, instead of phasing out its relationship with the import company, an agreement will be signed by the end of the year for a new company, Mercedes-Benz Sales Japan. Mercedes will own 51 percent, and Mitsubishi and Yanase will own 24.5 percent each.

Mercedes said that with the new joint venture, it expects sales to reach 1 percent of the total passenger-car market in Japan, which was 4.2 million in 1989. Mercedes sales last year were 31,511 units, about 0.7 percent.

Daimler-Benz also has invited Mitsubishi Motors Corp. to become involved in several Eastern European projects. It is building a new plant in East Germany and has asked Mitsubishi if it is interested in joining the operation. Liener said Mitsubishi has indicated an interest and, when Daimler Benz completes its own concept, it will accommodate Mitsubishi input.

In the Soviet Union, Daimler-Benz is considering production of a mid-sized car and has asked Mitsubishi Corp. to work as a contractor on the facility and to help finance it. But for the time being, Liener said, talks with the Russians on the project are pending.

When the two groups first announced intentions to seek an alliance, public attention was on aerospace. But so far, the most specific agreements have been in automotive areas.

JOLLY GOOD SHOW

Britain hopes Birmingham spurs sales

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

BIRMINGHAM, England — While several facelifted and new models — ranging from a Skoda wagon to Aston Martin's Virage Volante — made their debuts at the British International Motor Show, slumping new-car sales in England hung over the biennial Birmingham extravaganza like a cloud.

As usual, Birmingham was a showcase for the United Kingdom's small, independent sports car makers. But while such firms once counted heavily on the U.S. market, the strength of the pound against the dollar and the increasing complexity of U.S. regulations is causing several to cancel or postpone U.S. plans.

Car sales in the United Kingdom are down about 12 percent for the year. Industry executives hope this show will spur sales.

Ford's new Escort/Orion twins made their public debut here.

Rover Group, the only British-owned volume carmaker, showed the Rover 216 GTI sport version of its new lower-medium-class model. Its Land Rover Division introduced a five-door version of the Discovery sport-utility.

Jaguar unveiled an XJ6 sedan with a new 24-valve, 3.2-liter AJ6 engine derived from its 4.0-liter unit. The 3.2 replaces the AJ6 2.9-liter that is not offered in America. The 200-horsepower output of the 3.2 represents a 35 percent hike.

Nissan introduced its British-built Primera sedan, the successor to the Bluebird model that has been produced at its Sunderland, England, assembly plant. The new car debuts as a four-door sedan and five-door hatchback. The U.S. version is the Infiniti G20.

General Motors showed facelifted versions of its Opel Omega/Vauxhall Carlton sedan and Spanish-built Opel Corsa/Vauxhall Nova supermini.

Volkswagen introduced a facelifted version of the Polo with a more aerodynamic shape and new interior and displayed its Transporter/Caravelle (Vanagon) van for the first time.

Birmingham is also the first auto show appearance for Volvo's new 960/940 sedan range.

BRYN WILLIAMS PHOTOS

Birmingham saw the public debut — and offered a bird's-eye view — of Ford's new Escort/Orion twins.

Porsche AG chose Birmingham to launch its Carrera RS, a sport version of the Carrera 2.

Porsche AG chose Birmingham to launch its Carrera RS, a sport version of the Carrera 2. Hans Halbach, executive vice president for sales and marketing, said production will start in 1991 and will be limited to 1,800 units.

The most glamorous new model was Aston Martin Lagonda's Virage Volante, the convertible version of the 32-valve, 330-hp, V-8-powered Virage sedan.

Production of the Volante, a two-seat convertible with a fully automatic, hydraulically powered top, begins next summer. Currently, Aston is producing about six Virages a week. The company will finish 220 this year and about 275 Virage and Virage-derived models in 1991. The Virage debuts in the United States this fall.

Aston Chairman Victor Gauntlett said the 500-hp Vantage supercar version of the Virage will debut at the Geneva show next March.

While Jaguar, Aston and Group Lotus are no longer British independents, there remains a cadre of tiny British sports car specialists; several showed new models here.

Two years ago, Reliant Group and its U.S. distribution partner, Universal Motors Group, unveiled a restyled version of the Scimitar two-seater by independent designer William Towns that was to be sold in the United States under a different name. But the deal with Universal has stalled, and plans to produce the much rounder Towns-redesigned car for U.S. sale are no longer active, said Reliant marketing director Mike Bennett. Nor are there any plans for U.S. sale of the SST, Towns' newer and less radical reshaping of the original Scimitar.

Ginetta Car Ltd., a tiny maker with a long history, exhibited a G32 mid-engined convertible and G33 V-8 roadster. The two-seat G32 convertible with glass-reinforced polyester body shell is derived from Ginetta's coupe and is available with 1.6- or 1.9 liter four-cylinder engines. The all-new G33 uses Rover's 3.9-liter, 200-hp or 3.5-liter, 145-hp engine. The 3.9-liter two-seater is Ginetta's highest-priced car at 17,800 pounds ($34,000).

TVR Engineering's new 3.9-liter, V-8-powered Griffith two-seat convertible, priced at £17,618 ($33,650), goes into production in November, and the first cars will reach dealers in January.

TVR also previewed the 2+2 Speed Eight convertible, which will go on sale next spring with two V-8 power packages, including a 286-hp 4.3-liter model that will sell for £27,495 ($52,515).

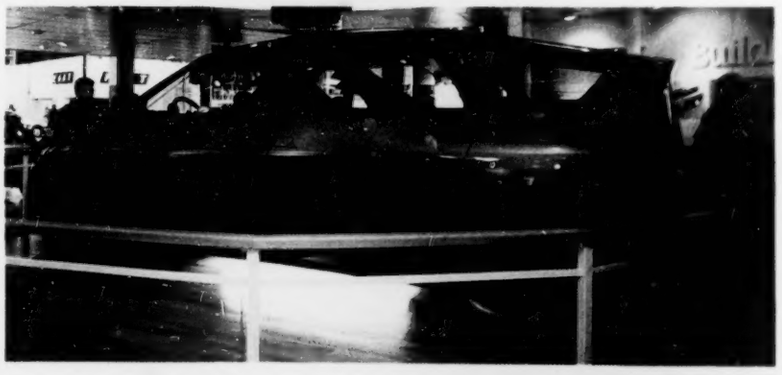
TVR sold cars in the United States up to about 1984 but has no plans to return, primarily because of the currency situation.

Morgan Motor Co. Ltd. has annual U.S. sales of 25 to 30 propane-converted Plus Eights through a distributor out of total production of about 450. Though a catalyst-fitted 3.9-liter Rover engine was unveiled here, Chairman Peter Morgan said he expects U.S. sales to remain about the same.

In recent years, the United Kingdom has been the largest hard-currency market for Eastern European makers. The Czechoslovakian carmaker Skoda picked Birmingham to show the station wagon version of its Bertone-designed, front-wheel-drive Favorit subcompact.

FSO Cars Ltd., the British importer for Poland's FSO factory, showed a one-ton pickup based on the compact Polonez sedan.

A facelifted version of Volkswagen's supermini competitor, the Polo, debuts with a more aerodynamic shape and a new interior.



Mazda showed the Gissya MPV concept vehicle developed at the company's research and development center in Oberursel, Germany. The Gissya features four-wheel-drive, four-wheel-steering and a 200 horsepower triple rotor rotary engine.

Europe's car sales slip in August; year's total falls below '89

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — European new-car sales dipped 3.8 percent in August to drag the year's total below 1989's record pace for the first time this year.

Sales in 17 Western European countries during the month totaled 1,174,700 units, according to industry estimates compiled by *Automotive News*. Volume for the first eight months of the year in Europe was 9,515,400, off only one-tenth of one percent from 1989.

The biggest losers among nations so far this year have been the United Kingdom, reeling from high interest rates that have depressed the car and truck markets, and economically sidetracked Sweden.

But the biggest market, West Germany, is going strong. Sales increased 16 percent in August and were up 5.9 percent through the first eight months. That puts Germany on track to eclipse its 1987 record of 2.91 million units.

Germany's market leader, Volkswagen AG, has a firm grip on first place in Europe with sales of 1,433,400 cars through August, an increase of 1.2 percent and a 15.1 percent market share.

But the VW Group, which includes the Volkswagen, Audi and Seat brands, dropped 5.5 percent to 150,800 in August. The firm has lost share in its domestic market this year, primarily to Adam Opel AG and Japanese makes.

Second-place Fiat Auto (Fiat, Alfa Romeo and Lancia brands) saw sales slip 5 percent to 112,400 in August and 1.3 percent to 1,385,000 for the year, equal to a 14.6 percent market share.

EUROPEAN SALES

Manufacturer	8 Months 1990	1990 share*	8 Months 1989	Volume change (%) '90 vs. '89
Volkswagen	1,433,400	15.1	1,415,900	+ 1.2
Fiat Auto**	1,385,000	14.6	1,402,600	– 1.3
Peugeot S.A.***	1,224,600	12.9	1,224,600	0.0
Ford†	1,111,000	11.7	1,141,700	– 2.7
General Motors****	1,085,000	11.4	1,044,800	+ 3.8
Renault	948,200	10.0	959,400	– 1.2
Mercedes-Benz	298,300	3.1	294,800	+ 1.2
Rover	286,900	3.0	307,200	– 6.6
Nissan	277,000	2.9	289,500	– 4.3
BMW	261,200	2.7	277,200	– 5.8
Toyota	252,300	2.7	242,500	+ 4.0
Mazda	195,400	2.1	159,300	+22.7
Volvo	172,100	1.8	185,100	– 7.0
Mitsubishi	119,900	1.3	115,800	+ 3.6
Honda	111,200	1.2	97,200	+14.4
Others	353,900	3.7	366,700	– 3.5
Total	9,515,400	100.0	9,524,300	– 0.1

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
†Includes Jaguar
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, North America, Saab

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	8 Months 1990	Pct. change vs. 1989
Germany	2,066,100	+ 5.9
Italy	1,735,800	+ 4.2
France	1,544,600	+ 5.0
United Kingdom	1,544,600	–11.6
Spain	719,300	– 8.3
Netherlands	385,000	+ 1.0
Belgium-Luxembourg	366,400	+ 6.0
Switzerland	238,500	– 3.2
Austria	212,400	+ 5.4
Sweden	163,200	–19.1
Portugal	140,100	– 0.4
Finland	107,600	–19.4
Greece	73,800	+40.8
Ireland	64,100	+ 3.4
Denmark	59,800	+ 5.7
Norway	42,800	+19.5
Total	9,515,400	– 0.1

Freightliner entry boasts improved severe-duty capabilities

PORTLAND, Ore. — Freightliner Corp. has a new FLD 112SD medium-length conventional model for severe-duty work, particularly in on/off-highway dumping applications.

James Hebe, Freightliner senior vice president of sales and marketing, said it is designed to provide improved front axle load distribution and maneuverability.

The new model accommodates Cummins' and Caterpillar's new, more powerful 10-liter engines.

Available as a truck or tractor, the FLD 112SD has a set-back front axle for maximum forward weight distribution and a tighter turning radius.

The cab and chassis components have been designed for durability and long life in severe-service applications, including all types of dump truck applications, transit mixers and refuse service.

The lighter-weight and corrosion-resistant semi-monocoque aluminum cab construction provides greater load capacity, and the fiberglass hood is sloped 9.5 inches to improve visibility.

The vehicle has a chrome steel grille surround. Front fenders and standard steel bumper are swept back 45 degrees for better maneuverability.

Hebe said weight-saving materials, such as the aluminum cab, allowed the company to engineer a vehicle with improved fuel economy and better payload capacity.

The cab is specially reinforced, and the frame has a rigid design. Frame options include stronger or longer rails, with or without full-length steel rail inserts.

The vehicle offers Cummins and Caterpillar mechanical or electronically controlled diesel engines in the range of 8.3 to 10 liters. They are rated at 250 to 330 horsepower.

The compact bumper-to-back-of-cab truck is available in wheelbase lengths to fit all body applications.

Standard and optional equipment includes Fuller and Rockwell transmissions with seven to 15 speeds, front axles rated from 12,000 to 20,000 pounds capacity, Freightliner taperleaf or flat leaf suspensions up to 20,000 pounds capacity and rear axles with ratings up to 58,000 pounds.

Rear suspensions can be spec'd from Freightliner; Hendrickson Suspension Co. of Burr Ridge, Ill.; Chalmers Suspensions International Ltd. of Brampton, Ontario; Neway Division of Lear-Siegler Inc. of Muskegon, Mich.; and Reyco Industries Inc. of Springfield, Mo., in capacities up to 65,000 pounds.

Clutches from Spicer Clutch Division of Dana Corp. of Toledo, Ohio, and power steering from Ross Gear Division of TRW Inc. of Lafayette, Ind., are standard.

Also standard are Freightliner's Soft Rate taperleaf front springs, designed to smooth out the jolts of severe-duty job site work.

Freightliner's Rough Service/High GCW package is standard with the multi-leaf spring rear suspension. "GCW" refers to gross combined weight.

The cab can be specified in a wide range of interior colors and materials.

Component options include four- or six-channel anti-lock brake systems, with Freightliner's Traction Plus wheel-slip control system.

Freightliner's FLD 112SD features a set-back front axle for maximum forward weight distribution and a tighter turning radius.

National's Squire line retails for $35,000 to $45,000, depending on options.

National's sales may get lift from new Squire coach line

By Joseph Bohn
TRUCK EDITOR

The renewed concern over energy will undoubtedly spark some revival in mass transit systems, which should provide a lift to shuttle bus and transit bus manufacturers.

National Coach Corp. of Gardena, Calif., has an all-new bus line, which it will show at the International Public Transit Exposition in Houston, Oct. 1-3.

The company's small coach is geared to airport shuttle bus service, transit dial-a-ride services that pick up commuters at their homes or in small groups and other types of intracity transportation service.

The new Squire coach line has two models: a 23-footer with dual-drive tires and an 11,500-pound gross vehicle weight rating and a 20-footer with single drive tires and a 10,300-pound gvw rating.

The coaches seat 11 to 23 passengers and have a flexible door placement and floor plan options.

Jon Sims, manager of marketing Commercial Division, said the vehicle is built on a rail chassis rather than a cutaway chassis, which is commonly used for such vehicles.

A cutaway chassis has a front cab supplied by the chassis manufacturer. A rail chassis has no cab, so a final-stage manufacturer like National supplies the complete body, including the cockpit.

Sims said the difference is that the Squire is built on a chassis that was designed for a bus. Cutaways are typically built for truck applications.

Oshkosh Truck Co. of Oshkosh, Wis., is producing the chassis for National. It uses Chrysler Corp.'s 360-cubic-inch V-8 and three-speed automatic transmission.

The Squire is 87 inches wide and 104 inches high, weighs just under 10,000 pounds and has a 4,000-pound payload capacity.

Sims said the Squire retails for $35,000 to $45,000, depending on the options. Production will begin in early November at the com-

AUGUST TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1990	TOTAL 1989
FORD	MO	115,356	2,084		737	2,249	1,004	121,430	131,942
	YR	951,572	19,338		4,051	18,864	9,388	1,003,213	1,024,170
FREIGHTLINER	MO						2,400	2,400	2,127
	YR						16,228	16,228	16,600
CHEVROLET	MO	106,399		15	567	539		107,520	134,273
	YR	882,593		200	4,854	4,836		892,483	916,103
GMC	MO	27,922		141	517	1,453		30,033	36,230
	YR	229,428		1,884	3,777	10,021		245,110	258,554
KENWORTH	MO				39	1,353		1,392	1,827
	YR				277	10,086		10,363	12,420
MACK	MO				66	89	1,199	1,354	2,003
	YR				818	1,092	10,560	12,470	16,757
MERCEDES-BENZ	MO				53	73		126	203
	YR				378	769		1,147	1,455
NAVISTAR	MO			13	723	3,068	1,796	5,600	6,194
	YR		43	88	8,706	20,698	18,451	47,986	53,846
PETERBILT	MO					18	1,060	1,078	1,571
	YR					282	8,274	8,556	11,356
VOLVO/GM HEAVY	MO					49	1,348	1,397	1,282
	YR					497	9,556	10,053	11,227
HINO	MO	24		46	78	62		210	175
	YR	225		326	444	644		1,639	1,489
NISSAN DIESEL	MO	39		80	55	34		208	206
	YR	467		623	362	340		1,792	1,521
ISUZU TRUCK	MO	718	41	40	62	33		894	505
	YR	4,326	467	278	1,362	389		6,822	5,219
MITSUBISHI FUSO	MO	118		52	23	32		225	268
	YR	1,253		452	188	368		2,261	2,190
SCANIA	MO						4	4	10
	YR						72	72	85
IVECO TRUCKS	MO	192	67	31	17			307	181
	YR	1,095	362	180	112			1,749	1,548
WESTERN STAR	MO						73	73	79
	YR						684	684	1,010
OTHER TRUCKS	MO	137,501					30	137,531	149,940
	YR	1,153,349			34	1	509	1,153,893	1,118,269
GRAND TOTAL, 1990	MO	388,269	2,192	418	2,898	7,738	10,267	411,782	469,016
	YR	3,224,308	20,210	4,031	25,086	59,078	83,808	3,416,512	3,453,819
1989 YR to DATE		3,237,737	18,311	4,759	27,143	65,643	100,226		

NOTE: Class 1-3 total excludes light trucks sold by all makers other than those listed. Class 4-8 reported by Motor Vehicle Manufacturers Association

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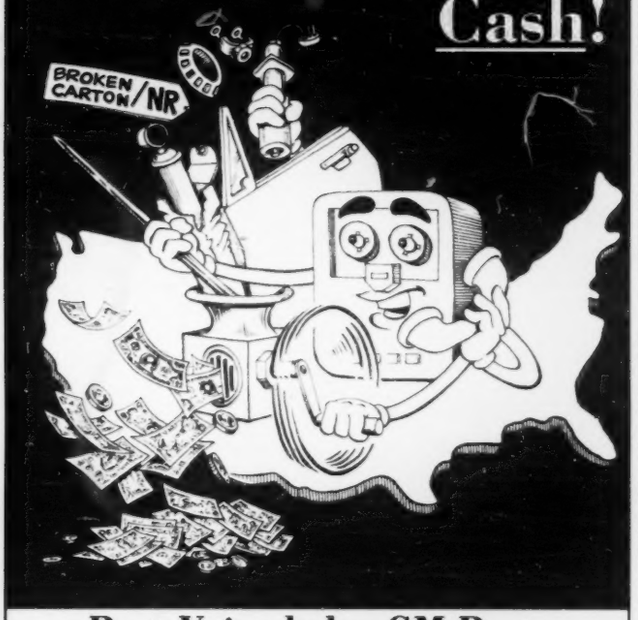

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Ford begins engineering expansion

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

DEARBORN, Mich. — Ford Motor Co. is making important investments in its future.

On Sept. 14, the company broke ground in Dearborn for a 125,000-square-foot addition to the front of its Research and Engineering Center. At the same time, the company announced that it will begin building a new 236,000-square-foot Advanced Engineering Center this fall.

"We're here this morning to mark the start of a new chapter in Ford's research and engineering activities," Ford Chairman Harold A. Poling said.

He addressed a gathering of Ford employees and guests that included Allan Bromley, science adviser to President Bush.

He said the company was "beginning its first step in expanding and renovating our research facilities to meet a variety of technological challenges in the next decade and beyond."

The addition to the Scientific Research Laboratories will provide room for expansion of the research facilities' physics, chemistry and metallurgy laboratories. Poling said that inside the proposed Advanced Engineering Center, "intensified research and engineering development will be carried out to reduce noise, vibration and harshness and to enhance the overall driving experience."

Poling told the crowd that the addition and the Advanced Engineering Center represent a $177 million investment.

"Overall, having a high-technology facility where we can locate all of our key people who have been working on the related issues of noise, vibration and harshness; road noise; and body and chassis structures will provide a central focus for this complex work," said Kenneth K. Kohrs, vice president of car product development.

"This new facility will help us apply system engineering technology to the early design phase of our total vehicle development process."

The three-story center will house 32 laboratories, including 14 soundproof hemi-anechoic or acoustic chambers. The garage area will contain extensive analytical equipment and instrumentation to prepare vehicles for testing. The office area for 300 employees will contain training facilities and a computer analysis area.

The $80 million advanced engineering facility will be fully operational in late 1992.

CANADIAN CAR AND TRUCK SALES

North American Car Sales

	Aug. 1990	Aug. 1989	8 mos., 1990	8 mos., 1989
GM	21,179	25,804	212,932	239,269
Ford	14,050	14,960	108,884	131,290
Chrysler	6,707	7,662	74,122	85,296
Honda	4,241	2,172	24,370	2,378
Toyota	1,297	1,100	7,587	5,700
Hyundai	795	805	4,397	5,976
Volvo	348	335	2,244	2,672
North American Car Total	**48,617**	**52,838**	**434,536**	**472,581**

Imported Car Sales

Honda	6,034	7,212	46,522	40,451
Toyota	5,953	6,351	46,178	48,504
Volkswagen	3,048	5,073	24,101	21,273
Mazda*	2,255	2,191	20,461	19,167
Nissan	2,237	2,504	17,326	19,360
Hyundai	1,489	2,025	11,184	13,060
Chrysler	1,129	1,800	10,719	15,594
GM	986	628	4,103	3,974
Subaru	738	732	5,092	4,198
Ford	667	766	4,456	6,291
BMW	362	335	2,630	2,953
Mercedes-Benz	270	323	2,850	2,883
Suzuki	265	824	5,655	5,551
Volvo	234	349	1,664	2,127
Saab	109	97	639	862
Jaguar	60	129	765	1,129
Lada	47	41	445	481
Peugeot	7	18	79	185
Imported Car Total	**25,890**	**31,398**	**204,869**	**208,043**
TOTAL — ALL CARS	**74,507**	**84,236**	**639,405**	**680,624**

*Mazda declined to furnish a breakout of North American built and imported car sales.

North American Truck Sales

GM	11,515	11,037	106,506	113,827
Ford	9,447	11,073	87,681	98,412
Chrysler	5,702	6,875	63,270	71,998
North American Truck Total	**26,664**	**28,985**	**257,457**	**284,237**

Imported Truck Sales (including vans)

Mazda	1,831	1,371	13,271	11,846
Toyota	1,510	1,429	12,069	11,066
Nissan	1,469	1,481	10,239	9,442
GM	371	167	1,530	1,245
Suzuki	247	712	5,333	5,471
Volkswagen	86	81	733	535
Chrysler	73	110	1,155	1,747
Lada	18	19	124	179
Land Rover	11	0	21	0
Imported Truck Total	**5,616**	**5,370**	**44,475**	**41,531**
TOTAL — ALL TRUCKS	**32,280**	**34,355**	**301,932**	**325,768**
TOTAL — CARS, TRUCKS	**106,787**	**118,591**	**941,337**	**1,006,392**

Canada sales off 9.9% in August

Canada's vehicle sales fell 9.95 percent in August, with cars and trucks both dropping.

Sales of cars built in North America were off 7.99 percent, and imported cars were down 17.54 percent. A 4.58 percent rise in imported truck sales did not counter an 8.01 percent fall in domestic trucks, as the whole truck segment ended up down 6 percent for the month.

Volkswagen suffered the biggest proportionate setback, off 2,025 units or 39.92 percent from its record of August 1989.

For the first eight months of 1990, Canadian car sales are off 6.06 percent and truck sales are down 7.32 percent. The losses were mainly on North American-built vehicles.

Imported car sales for the eight months were down 1.53 percent, compared with an 8.05 percent loss for domestic vehicles. In trucks, imports were up 7.09 percent and domestics were down 9.42 percent.

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August import sales drop 21.7%; calendar year slips 11.5%

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

Sales of imported cars fell in August and for the January-to-August period, reflecting softness in the market, increased activity from the Japanese transplant facilities in the United States and wariness about the economy.

Import sales for August were down 21.71 percent to 221,546, and the eight-month figure dropped 11.56 percent to 1,706,562.

The brunt of the decline was born by the Japanese, although imports represented only two-thirds of their total sales for the month. The rest were domestically produced. In August, the Japanese sold 153,772 Japan-built cars, down 23.43 percent from last year, and another 98,427 U.S.-built products.

The Europeans sold 45,627 imported cars, down 10.30 percent, and the Koreans sold 22,147, down 29.20 percent.

Although it is impossible to be sure of what motivated import purchases last month, a model-by-model breakdown reveals that the increase in fuel prices may have had an effect on some lines.

In addition, for many importers, August was the last month before their 1991 model changeover, and buyers may have been waiting to see what new products and incentives will arrive this fall.

Audi of America Inc.'s sales rose 7.80 percent. The smaller Audi 80 and 90 sold particularly well, with sales up 77.99 percent and 17.67 percent, respectively.

At BMW of North America Inc., the story was slightly different. The 3 series dropped 7.89 percent, while the bigger 5 series climbed 10.09 percent. In fact, the 5 series was just about the only bright spot for BMW, whose overall U.S. sales dropped 6.74 percent.

Jaguar Cars Inc. was down slightly with the more powerful and more expensive XJ-S falling 30 units and the XJ6 down 24.

At Mercedes Benz of North America Inc., the 2.6-liter "baby Benz" was one of the few bright spots. Sales of the 190 were up 4.61 percent, compared with an overall decline of 5.55 percent. Sales of the 300E 2.6/260E, 420SEL and 560SEC were all down more than 20 percent.

Porsche Cars North America Inc. dropped almost 31 percent; only the 944S and 911 Carerra 2 were up.

Volkswagen United States Inc. sold 582 Corrados, nearly six times as many as in 1989 when it sold only 100. Jetta sales were up 14.59 percent, and the company sold 1,626 Passats. The performances of those three vehicles helped pull total sales to 11,704, 10.04 percent better than last year.

American Honda Motor Co.'s Acura Division dropped 13.38 percent last month, although the entry-level Integra fared well, posting a 6.97 percent increase. Another drop in Legend sales, down 37.58 percent from a year ago, reflects the weakness of the soon-to-be-replaced model.

For the Honda nameplate, import sales dropped 24.04 percent, although the import figure was only 25.6 percent of Honda's total sales for the month. Although declines in Accord and Civic import sales mean little in light of the production that comes out of Marysville, Ohio, the 20.28 percent drop in Prelude sales is significant because there is no U.S. production.

Despite petroleum price hikes, Daihatsu America Inc.'s fuel-efficient cars impressed only 1,106 buyers in August, 16.59 percent fewer than last year. Likewise, Hyundai Motor America's energy-thrifty Excel continued to nosedive. Excel sales were down 41.92 percent, while the bigger Sonata fell 18.80 percent.

Suzuki, too, was behind last year's totals, falling 12.22 percent to 668 cars. American Isuzu Motors Inc., another purveyor of less expensive, fuel efficient cars, appears to be having trouble getting its new Impulse off the ground. Isuzu sold only 316 of them, down 54.27 percent from last year.

Like Honda, Toyota Motor Sales U.S.A. Inc.'s import totals were down in August although its overall sales improved. Only 44.8 percent of Toyota's total sales were derived from Japan-built products. That 44.8 percent amounted to 38,976 cars, or 25.76 percent fewer than last year. Of cars sourced solely from Japan, sales of the big-engined Supra and luxury-like Cressida fell more than 60 percent. Of all the imported cars, only the Celica and MR2 were up.

Nissan Motor Corp. in U.S.A. and Mazda Motor of America Inc. also saw their import sales fall. Nissan's Japan-built Stanza and 240SX and Mazda's Japan-built Protege were the only imported products to show an increase this August over last.

Even the vaunted Mazda Miata had sales this August more in keeping with reality. When the car was introduced last August, 5,029 units were sold; last month, sales leveled off at 3,219.

MARKET SHARES
Domestic, Import cars

	August 1990 Sales	Pct. of Total
Subcompact	189,667	24.13
Compact	239,717	30.51
Intermediate	238,305	30.32
Standard	104,169	13.25
Specialty	14,099	1.79
TOTAL	**785,957**	**100.00**

IMPORT SALES BY MODEL

	Aug 1990	Aug 1989	8 Mos. 1990	8 Mos. 1989
ACURA	**12,881**	**14,871**	**97,783**	**98,696**
Integra	8,533	7,977	59,377	55,739
Legend	4,303	6,894	38,361	42,957
NSX	45	0	45	0
ALFA ROMEO	**404**	**260**	**2,232**	**2,191**
Milano	7	100	39	809
Spider	163	160	1,481	1,382
164	234	0	712	0
ASTON MARTIN*	**5**	**5**	**40**	**40**
AUDI	**1,852**	**1,718**	**14,501**	**13,688**
4000	0	2	1	91
5000	0	17	11	289
80	461	259	3,229	3,116
90	273	232	2,359	3,343
V8 Quattro	122	130	1,209	377
Coupe Quattro	72	66	626	144
100/200	799	875	5,912	5,004
100/200 Quattro	125	137	1,153	1,324
BMW	**5,240**	**5,619**	**41,436**	**45,486**
3 series	2,591	2,813	19,878	22,554
5 series	1,625	1,476	14,671	13,732
635 CSi	5	154	223	1,118
7 series	892	1,059	5,849	6,770
M3	71	95	544	732
M5	55	4	244	246
M6	1	18	7	334
CHEVROLET/GEO	**9,430**	**14,223**	**97,462**	**81,928**
Geo Storm/Spectrum	5,615	10,146	66,610	44,223
Geo Metro/Sprint	3,815	4,077	30,852	37,705
CHRYSLER MOTORS	**5,249**	**8,156**	**43,004**	**72,370**
Colt	3,803	4,230	25,680	39,913
Conquest	0	387	896	4,233
Medallion	0	76	475	3,651
Stealth	0	0	0	0
Summit	951	2,143	9,854	14,184
Vista	236	1,120	3,521	9,296
TC	259	200	2,578	1,093
DAIHATSU	**1,106**	**1,326**	**7,807**	**9,368**
FERRARI*	**80**	**80**	**640**	**640**
FORD Festiva	**4,584**	**6,330**	**39,377**	**49,757**
HONDA	**20,024**	**26,362**	**168,190**	**168,584**
Civic/CRX	5,296	5,541	44,870	41,768
Accord	9,870	14,727	93,033	92,668
Prelude	4,858	6,094	30,287	34,148
HYUNDAI	**12,879**	**20,552**	**93,421**	**132,440**
Excel	9,571	16,478	71,627	108,726
Sonata	3,308	4,074	21,794	23,714
ISUZU	**437**	**2,264**	**2,633**	**13,718**
I-Mark	70	1,573	1,090	9,595
Impulse	316	691	1,492	4,123
Stylus	51	0	51	0
INFINITI	**1,936**	**0**	**13,303**	**0**
M30	809	0	4,952	0
Q45	1,127	0	8,351	0
JAGUAR	**1,509**	**1,563**	**12,369**	**12,400**
XJ6	1,147	1,177	9,141	9,465
XJ-S	362	386	3,228	2,935
LAMBORGHINI*	**13**	**13**	**104**	**104**
LEXUS	**6,111**	**0**	**40,146**	**0**
ES250	2,255	0	13,627	0
LS400	3,856	0	26,519	0
LOTUS*	**27**	**27**	**216**	**216**
MASERATI*	**20**	**20**	**160**	**200**
MAZDA	**13,750**	**19,977**	**110,052**	**128,340**
323	2,748	5,056	15,646	49,004
Protege	3,788	580	32,414	580
626	1,545	5,807	17,057	39,403
MX-6	28	60	140	2,119
Miata	3,219	5,029	26,213	10,890
929	1,533	1,895	11,364	14,076
RX-7	889	1,550	7,218	12,340
MERCEDES BENZ	**6,400**	**6,776**	**48,991**	**49,444**
190	1,452	1,388	8,836	9,541
300E 2.6/260E	404	562	1,677	3,345
300	1,548	1,784	15,878	14,421
300SE	490	568	4,327	4,512
350SDL Turbo	210	0	635	0
350SD	20	0	20	0
300SEL	293	358	2,481	2,704
420SEL	477	692	4,354	4,490
560SEL	359	384	3,034	3,252
SL Coupe	836	833	5,602	5,659
560SEC	113	147	1,171	982
Tourist	198	60	976	536
MERCURY/MERKUR	**5,621**	**6,853**	**22,968**	**51,526**
Tracer	4,340	6,417	17,358	45,520
Capri	1,281	0	2,988	0
XR4Ti	0	321	198	3,474
Scorpio	0	115	2,424	2,532
MITSUBISHI	**4,884**	**8,586**	**75,480**	**51,304**
Starion	0	35	18	613
Cordia	0	6	0	358
Tredia	0	2	0	12
Mirage	1,215	2,960	38,167	13,847
Galant	2,935	3,076	31,585	20,888
Sigma	127	207	1,449	1,592
Precis	371	2,056	3,298	12,613
3000GT	1	0	15	0
Van/Wagon	235	244	948	1,381
NISSAN	**28,878**	**37,764**	**224,254**	**281,857**
Sentra	2,927	11,882	42,472	86,241
Pulsar	202	2,619	3,710	19,021
Stanza	8,587	3,488	54,551	30,822
Maxima	8,626	10,543	67,694	73,451
240SX/200SX	6,466	6,053	37,483	49,890
300ZX	1,636	2,666	14,850	18,176
Hawaii	434	513	2,354	2,522
PEUGEOT	**359**	**660**	**3,072**	**4,242**
PONTIAC LeMans	**4,684**	**4,401**	**30,355**	**37,175**
PORSCHE	**660**	**955**	**6,541**	**6,676**
924S/944	3	0	172	0
944S	303	83	1,659	293
944 Turbo	11	86	461	527
911 Carrera 4	201	426	2,430	2,855
911 Turbo	0	89	8	915
911 Carrera 2	104	91	1,321	484
928S	38	53	434	562
ROLLS/BENTLEY*	**100**	**100**	**800**	**800**
SAAB	**2,386**	**3,788**	**19,267**	**23,643**
900	420	1,091	3,478	4,752
900S	584	1,339	4,673	5,945
900 Turbo	339	721	5,082	6,288
9000S	268	253	1,607	1,975
9000 CD	192	185	2,184	2,268
9000 Turbo	565	179	2,118	2,195
Tourist	18	20	121	220
STERLING	**247**	**305**	**2,856**	**4,126**
SUBARU	**9,442**	**14,023**	**66,812**	**101,111**
Hatchback	7	162	166	2,259
3 Door	16	421	227	6,990
4-Door Sedan	40	987	376	26,030
Legacy	5,913	5,232	38,173	14,358
Loyale	1,960	1,837	16,552	7,537
XT/XT6	72	1,878	937	9,510
Station Wagon	60	895	242	19,236
Justy	1,374	2,611	10,073	15,191
SUZUKI	**668**	**761**	**4,358**	**4,000**
TOYOTA	**38,976**	**52,500**	**254,010**	**312,569**
Corolla	9,469	14,405	61,836	82,438
Tercel	9,642	10,560	65,361	65,249
Celica	7,356	5,456	56,741	37,936
Supra	467	1,869	4,841	11,543
Camry	9,100	15,334	47,431	95,049
Cressida	1,407	4,336	7,868	16,402
MR2	1,535	540	9,932	3,952
VOLKSWAGEN	**11,704**	**10,636**	**91,699**	**90,841**
Cabriolet	684	943	5,876	7,951
Corrado	582	100	3,749	100
Jetta	5,034	4,393	42,755	38,241
Golf/GTI	1,651	2,061	11,770	16,451
Passat	1,626	0	10,184	0
Quantum	0	26	28	882
Scirocco	3	11	12	845
Fox	2,124	3,102	17,325	26,371
VOLVO	**8,548**	**10,553**	**65,487**	**72,769**
240 series	2,948	4,234	23,646	29,965
740 series	3,678	4,871	33,776	32,491
760 series	1,721	1,069	6,606	8,463
780	122	261	618	1,356
Tourist	79	118	841	494
YUGO	**452**	**937**	**4,736**	**7,348**
IMPORT TOTAL	**221,546**	**282,984**	**1,706,562**	**1,939,597**

*Estimate

Compiled by Karen Dziewanski

AUCTION DIRECTORY

TEXAS

San Antonio Auto Auction (div. of GECAA), 1500 Ackerman Rd., San Antonio, Texas 78219. Sale every Weds. Contact: Frank Post or Michael Milikien, 512-661-4200.

TEXAS

Alamo Auto Auction, 2719 Fredericksburg, San Antonio 78201. 12:30 Thurs. Repos, lease, trades. Charlie, 512-736-6510. The South Texas independent auction.

WISCONSIN

Fox Valley Auto Auction, 10mi S of Green Bay. Tues 11:30 am. Same owner lctn for 20 yrs. Fast, efficient serv lease cos & banks. Bx 3127, DePere, WI 54115. 414-336-3121.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, GMAC, all leasing. 414-835-4436, Caledonia, Wisconsin.

BIDWELL

FROM PAGE 1

whether the company might relax the exclusivity clause only for Chrysler Corp. franchises or if the company might permit competitive makes to be sold from Chrysler Corp. dealerships in metro areas.

Review of such a cornerstone policy is indicative of the financial pressure facing Chrysler's 5,226 dealerships, which retailed 16.8 percent fewer vehicles through Sept. 10, 1990, than they did in the same period of 1989.

Generally, Chrysler has required that dealers granted a Chrysler-Plymouth, Dodge or Jeep-Eagle franchise in a metropolitan market provide a stand-alone dealership for each franchise, although in rural areas exclusive buildings are not mandated.

Chrysler has maintained in the past that permitting a second franchise in a dealership in a metropolitan market does not guarantee that dealership volume will increase. In addition, the company has argued that such dualing creates additional adminstration and dilutes a brand's message.

The policy has meant that dealers in metropolitan markets must make a sizable investment in land and buildings.

Similarly, General Motors has encouraged its dealers in metropolitan markets to have an exclusive facility.

"Where feasible in metropolitan areas, we encourage a single-point franchise," said Robert Ogden, GM's general director of sales operations and dealer relations. "But there are exceptions. We do look at each one on a case-by-case basis as they come up. We have no plans to change this practice."

Ogden said dualing with other GM brands and competitive makes is more common in medium-sized and smaller towns.

Recently, Chrysler dealers have questioned the ability of Chrysler management to sustain a 5,226-member dealer network in view of the company's U.S. market share.

Bidwell said about 70 percent of the company's dealers currently are profitable and that all three dealer networks are making more money than they did in 1989.

He also said Chrysler expects to increase its share of the U.S. car market to 10.5 percent in the fourth quarter, up from 8.9 percent through Sept. 10 of this year.

He said that will be done by introducing the $7,699 Plymouth Sundance/Dodge Shadow America models, becoming more aggressive in the daily rental car business and reducing prices of several cars.

Chrysler expects its share of the U.S. truck market to return to 18 percent in the fourth quarter, although in August it was only 14.2 percent. It will rely on redesigned minivans and Jeep Cherokee price cuts to build market share.

Separately, Bidwell predicted last week that the industry will sell about 9.0 million cars and 4.9 million trucks in calendar 1991.

But he cautioned that precise predictions are impossible because of the Middle East crisis.

Chrysler's divisional general managers said the company expects 1991 model-year car and truck sales to total 870,000 units at Dodge, 600,000 at Chrysler-Plymouth and 275,000 at Jeep-Eagle.

Also at a press preview of 1991 models last week, Chrysler said it expects in early 1991 to offer a driver-side supplemental air restraint system on the Dodge Caravan/Plymouth Voyager/Chrysler Town & Country minivans. No decision has been made on whether the system will be optional or standard. Cost is about $300 per unit.

The system is not called an air bag because it does not meet federal regulations requiring knee bolsters. Chrysler Motors President Robert Lutz said major redesign of the minivan instrument panel would be needed to accommodate knee bolsters.

Lutz cautioned that the company will not market the system if consumer testing shows that people think Chrysler is trying to cheat them by offering less than a federally regulated air bag.

Chrysler said the Dodge Stealth will pace the 75th running of the Indianapolis 500 in May 1991.

Buyers will grade dealer's sales staff

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Next month Chrysler Corp. will begin using a sales satisfaction rating system that allows vehicle buyers to grade dealership salespersons.

The two-part program includes a new sales satisfaction rating system for each Chrysler Corp. dealership and a certification program for dealership sales personnel.

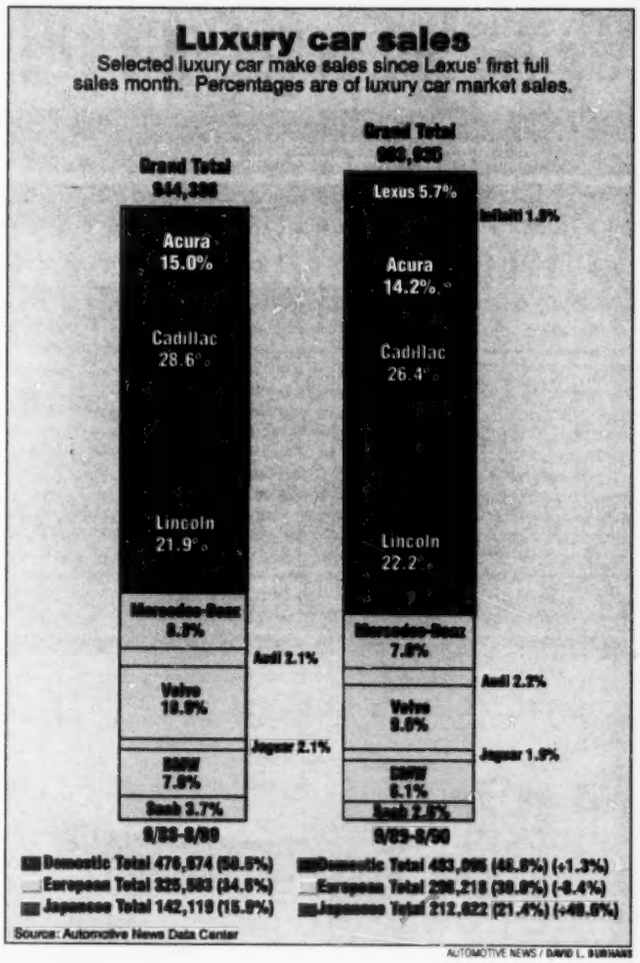
Chrysler will start mailing rating forms to customers in October and dealers will begin receiving monthly reports in January. Previous customer satisfaction surveys asked buyers about vehicle delivery, preparation and product quality.

The new survey also asks buyers within a week of purchase to grade the salesperson on courtesy, sincerity, availability, manner of greeting, overall appearance, product knowledge and explanation of price, warranty and delivery.

Customers also will be asked if they were offered a test drive and whether they would make another purchase through the same salesperson.

Dealers said the new program is aimed at reducing the percentage of buyers who say in surveys they would make the same product purchase from the same dealership but not from the same salesperson.

The certification program for sales personnel begins this fall. Salespeople must maintain a minimum score on the satisfaction survey, complete at least two days of professional sales technique training, score at least 70 percent on all product exams and meet other requirements to be certified.



LEXUS

FROM PAGE 1

"The market has expanded, but not as much as we have expanded."

Officials at Mercedes-Benz of North America Inc. and BMW of North America Inc. view the developments differently.

"There's no question Lexus and Infiniti have expanded the segment. That's good news for all of us if more people are buying luxury cars," said Michael Jackson, Mercedes-Benz senior vice president, marketing and sales.

And Kurt von Zumwalt, Mercedes' new public relations manager, who formerly worked for Toyota, offered a challenge: "Show us where we're hurting," he said. "Show us the blood. It's not there."

Carl Flesher, BMW's vice president of marketing, said Lexus and Infiniti compete with the BMW 5 series, and 5-series sales were up 6.8 percent for the first eight months of 1990. The entry-level 3 series was down 8.9 percent for the eight months, and the top-of-the-line 7 series declined 13.6 percent.

Flesher attributed that dip to competition from the Mercedes S class. But that's also the territory that Illingworth believes will see an exodus of buyers heading for the $38,000 Lexus LS400.

Lexus and Infiniti point to their trade-in experience to show conquest sales. Before introduction, Lexus expected about 60 percent Japanese trade-ins, 20 percent European conquests and 10 percent U.S. conquests, Illingworth said. But European trade-ins have run about 45 percent for the LS400, domestic trade-ins about 30 percent and the Japanese about 12 percent, he said.

Mercedes led the list at 19 percent of LS400 trade-ins from introduction through June, according to Lexus figures.

Cadillac was No. 2, at about 13 percent. Cadillac sales were down 2.9 percent in the 12 months following the Lexus debut, while Lincoln sales rose 6.5 percent.

At Infiniti, Bruce said Nissan expected about 75 percent trade-ins from Japanese car owners buying their first luxury car and 25 percent conquests from people who already owned a luxury car.

But luxury import makes, including Acura, accounted for 49.7 percent, of Infiniti's trade-ins on the Q45 from introduction through early September. Mercedes was No. 1 with about 7.9 percent of the trade-ins, followed by BMW, Jaguar and Acura. Domestic brands accounted for about 32 percent, with Cadillac around 13 percent. Japanese trade-ins accounted for only about 12.3 percent.

> "Show us where we're hurting. Show us the blood. It's not there."
>
> **Kurt von Zumwalt**
> Mercedes-Benz of North America

Lexus outsold Mercedes for the first time in July, by a margin of 312 cars. Mercedes came back in August to outsell Lexus by 289 cars, but Illingworth said Mercedes was giving its dealers "$4,000 on every car they sell."

Dallas dealer Ralph Gaden, chairman of the Mercedes national dealer council, said Mercedes offered a special "dealer marketing allowance" to clear out leftover 1990 models, but not as much as Illingworth stated. Gaden said the allowance ranged from "around $1,000" on smaller cars to $4,000 on the 560SEL and 560SEC. The offer expired at the end of August.

CHRYSLER

FROM PAGE 1

March 31. Trucks are not limited under the quota agreement.

Richard Recchia, executive vice president of the import company, said Mitsubishi will stay in the fleet business. Despite the higher Chrysler orders, the U.S. sales arm can get more of the U.S.-built Mitsubishi Eclipse, in addition to more units of the Mitsubishi Mirage, which will begin U.S. production in November.

In May, Mitsubishi bought controlling interest in Value Rent-A-Car. Mitsubishi also sells to other rental companies.

Mitsubishi Motor Sales of America's sales have soared in calendar 1990 through higher sales of Japanese-built cars plus more cars from Diamond-Star Motors Corp., the Chrysler-Mitsubishi joint venture plant. Through August, U.S. sales of Mitsubishi-badged cars and trucks rose 46.48 percent, to 139,677. In 1986, the peak year of Chrysler's purchases of Mitsubishi vehicles, Chrysler retailed 220,000 Mitsubishi-built cars and trucks.

Last January, a Chrysler executive said Chrysler's dependence on Mitsubishi was waning as Chrysler develops more products that are globally competitive.

"As we get more competitive with the Japanese — and we are a lot more competitive with them — our use of Japanese products is going to keep declining," predicted Michael Hammes, then Chrysler's vice president of international operations. Hammes left the company in May to become executive vice president of Black and Decker Corp.

A Mitsubishi source suggested that the 1990 order dropped because Chrysler had been carrying too many cars in inventory.

And last week, Chrysler Motors President Robert Lutz said: "We took very few vehicles in the 1990 calendar year because we were in a destocking mode due to dealer inventories. But in 1991 we will be back to a normal flow."

The purchase from Mitsubishi will increase in part because Chrysler will give its Jeep-Eagle dealers a three-door Summit hatchback, sold by Mitsubishi as the Mirage. The car, available in late October, will carry a base price under $7,000, and advertising will stress price, said Jeep-Eagle General Manager Lawrence Baker.

In addition, Chrysler will buy from Mitsubishi the new Dodge Stealth sports coupe, the pace car of the 1991 Indianapolis 500 and the sister car to the new Mitsubishi 3000GT.

Chrysler will continue to buy from Mitsubishi the Dodge and Plymouth Colt and the Colt Vista wagon. Mitsubishi sells the Colt in the United States as a Mirage, but does not sell the Colt Vista wagon in the United States.

Chrysler Motors Chairman Bennett Bidwell confirmed that in the 1992 model year, Chrysler will buy the next generation Colt Vista wagon. Chrysler expects to buy about 25,000 Colt Vista units annually, he said.

Chrysler will purchase 6,000 Dodge Ram 50 trucks from Mitsubishi in the 1991 model year. Chrysler said that is the maximum allocation available from Mitsubishi because of production constraints.

Chrysler owns 12.5 percent of Mitsubishi Motor Corp.

Automotive News Staff Reporter Kristine Stiven Breese in Los Angeles contributed to this report.

Slow sales shut four U.S. plants

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Four U.S. vehicle assembly plants are scheduled to be closed this week due to sluggish sales.

Car production last week was estimated at 148,945 units, 8.85 percent above the prior week and 2.23 percent below the year-ago week.

Year-to-date, U.S. automakers have assembled 4,484,793 cars, 11.54 percent below 1989's total.

Last week, U.S. truckmakers scheduled 90,778 units, 12.82 percent above the prior week and 13.81 percent above last last year.

Year-to-date, U.S. truck production is 2,929,099, down 5.79 percent from last year at this time.

U.S. automakers split last week's scheduled production as follows: General Motors, 45.50 percent; Ford Motor Co., 23.74 percent; Chrysler Corp., 12.55 percent; Honda of America Manufacturing Inc., 5.44 percent; Toyota Motor Manufacturing U.S.A. Inc., 2.98 percent; Mazda Motor Manufacturing (USA) Corp., 2.76 percent; New United Motor Manufacturing Inc., 2.69 percent; Diamond-Star Motors Corp., 2.38 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.38 percent; and Subaru-Isuzu Automotive Inc., 0.58 percent.

Ford plans to idle three assembly plants this week: the Lorain, Ohio, and Chicago car plants and the Louisville, Ky., truck plant. Only one shift is scheduled at the Lorain, Ohio, truck facility this week. All schedule adjustments are due to a decline in dealer orders.

GM's Willow Run, Mich., auto plant is scheduled to shut down today for two weeks. The downtime is due to slow sales and high inventories. Production is slated to resume Oct. 8 when GM plans to run one shift for four weeks. The plant produces Chevrolet and Oldsmobile full-sized rear-wheel-drive wagons.

GM scheduled Saturday overtime at three truck plants: two shifts at Fort Wayne, Ind., and Baltimore and one shift at Moraine, Ohio. Friday overtime was scheduled at the Janesville, Wis., car assembly plant.

Chrysler scheduled two Saturday overtime shifts at the Belvidere, Ill., car plant.

Ford sidelined; Canada plunges

The Canadian Auto Workers struck Ford Motor Co. of Canada last week, closing three Canadian assembly plants, two engine plants and four parts plants. The strike was settled Friday.

With Ford sidelined, car production for the week was estimated at 14,483, down 30.65 percent from the previous week and down 34.55 from the year-ago week.

Truck output fell to 12,597, which was 25.08 percent below the previous week and 36.67 percent below the year-ago week.

GM scheduled Saturday overtime at the Oshawa, Ontario, truck plant. The plant produces Chevrolet and GMC pickups.

U.S. CAR	Week Ended Sept. 22 1990	Week Ended Sept. 23 1989	Week Ended Sept. 15 1990	Sept to Date	Jan. 1 to Sept. 22 1990	Jan. 1 to Sept. 23 1989
Horizon	0	867	0	0	4,327	22,128
Sundance	2,300	2,133	2,315	6,427	61,853	76,255
Acclaim	2,900	2,686	3,611	9,493	79,363	92,688
Total Plymouth	**5,200**	**5,686**	**5,926**	**15,920**	**145,543**	**191,051**
LeBaron A	0	0	0	0	8,064	0
LeBaron J	1,300	2,760	1,360	3,796	37,989	77,594
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	600	898	659	1,681	28,973	63,841
Fifth Avenue	1,400	1,961	1,272	3,530	24,388	12,429
Imperial	500	0	429	1,103	13,690	0
Total Chrysler	**3,800**	**5,619**	**3,720**	**10,110**	**113,104**	**156,810**
Omni	0	955	0	0	4,078	23,293
Daytona	900	1,840	928	2,562	25,382	61,343
Shadow	2,400	1,957	2,546	6,831	69,759	73,405
Dynasty	3,700	1,955	3,095	8,799	85,158	98,371
Lancer	0	0	0	0	0	1,528
Spirit	2,700	2,814	3,277	8,578	72,375	78,545
Total Dodge	**9,700**	**9,521**	**9,846**	**26,770**	**256,752**	**336,485**
CHRYSLER MOTORS	**18,700**	**20,826**	**19,492**	**52,800**	**515,399**	**684,346**
Escort	6,923	8,715	7,724	19,635	168,427	243,828
Mustang	3,634	3,312	2,908	6,542	95,269	150,159
Tempo	3,182	2,972	0	5,699	95,616	109,248
Taurus	8,154	7,477	4,265	18,680	256,846	261,036
Thunderbird	3,375	3,314	3,363	9,454	87,870	112,542
Total Ford Div.	**25,268**	**25,790**	**18,260**	**60,010**	**704,028**	**876,813**
Topaz	1,218	1,428	0	2,046	36,433	51,381
Cougar	2,250	2,220	2,262	6,293	58,384	96,271
Sable	2,326	2,850	945	5,394	78,022	85,553
Total Mercury	**5,794**	**6,498**	**3,207**	**13,733**	**172,839**	**233,205**
Continental	1,218	1,232	1,199	3,469	43,969	46,490
Mark VII	215	410	211	612	15,460	15,008
Town Car	2,858	2,465	2,829	8,161	111,287	88,100
Total Lincoln	**4,291**	**4,107**	**4,239**	**12,242**	**170,716**	**149,598**
Total L-M Div.	**10,085**	**10,605**	**7,446**	**25,975**	**343,555**	**382,803**
FORD MOTOR CO.	**35,353**	**36,395**	**25,706**	**85,985**	**1,047,583**	**1,259,616**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	2,179	1,744	2,002	5,779	66,417	44,295
Century	1,980	2,846	2,058	5,688	48,866	95,740
Riviera	608	449	498	1,460	16,309	13,893
Electra/Park Ave.	3,040	2,104	2,908	8,174	37,257	58,405
LeSabre (fwd)	3,552	3,321	3,309	9,728	118,316	110,707
LeSabre (rwd)	0	202	0	0	4,022	5,161
Reatta	0	203	0	0	5,277	4,223
Total Buick	**11,359**	**10,869**	**10,775**	**30,829**	**296,464**	**339,337**
Eldorado	632	472	501	1,498	15,554	21,509
Seville	633	309	492	1,495	26,107	15,854
Brougham (rwd)	1,010	1,567	909	2,664	22,130	28,250
DeVille (fwd)	4,560	4,734	3,800	11,338	117,707	146,263
Allante	88	75	0	105	3,155	2,242
Total Cadillac	**6,923**	**7,157**	**5,702**	**17,100**	**184,653**	**214,118**
Cavalier	9,572	7,538	8,807	25,705	244,635	261,481
Camaro	1,965	2,014	2,021	5,765	54,338	74,131
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	6,160	8,899	6,217	17,354	209,219	281,530
Caprice	4,343	3,049	4,813	13,750	174,822	133,885
Corvette	703	596	686	1,766	17,007	18,748
Total Chevrolet	**22,743**	**22,096**	**22,544**	**64,340**	**700,021**	**840,124**
Calais	2,409	1,871	2,086	6,207	75,184	66,703
Cutlass Ciera	1,478	1,323	1,487	4,143	54,015	65,449
Cutlass Supreme	2,485	3,895	2,557	6,958	67,985	74,367
Toronado	375	442	304	901	11,492	6,183
88 (fwd)	2,380	3,907	2,361	6,463	76,382	99,345
88 (rwd)	0	159	0	0	1,214	5,911
98	640	1,496	300	1,046	33,997	53,355
Total Oldsmobile	**9,767**	**13,093**	**9,095**	**25,718**	**320,269**	**371,313**
Sunbird	3,200	3,521	4,080	10,102	114,473	105,080
Grand Am	5,400	4,851	4,840	14,088	153,648	176,195
Firebird	1,243	1,254	1,106	3,120	32,224	41,579
Grand Prix	3,383	3,899	3,531	9,603	87,887	95,242
Pontiac 6000	1,485	1,616	1,533	4,237	41,571	60,860
Bonneville	2,143	2,546	1,690	4,925	57,814	69,061
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**16,854**	**17,687**	**16,780**	**46,075**	**487,617**	**550,708**
Saturn*	**150**	**0**	**150**	**425**	**925**	**0**
GENERAL MOTORS	**67,796**	**70,902**	**65,046**	**184,487**	**1,989,949**	**2,315,600**
DIAMOND-STAR	**3,540**	**2,926**	**3,634**	**10,173**	**98,038**	**52,060**
HONDA	**8,110**	**6,954**	**8,614**	**23,910**	**318,242**	**272,803**
Civic	1,350	3,522	1,296	3,667	81,612	96,430
Accord	6,760	3,432	7,318	20,243	236,630	176,373
MAZDA†	**4,104**	**4,575**	**4,627**	**11,628**	**128,784**	**148,591**
NISSAN	**2,050**	**2,614**	**1,913**	**5,274**	**60,075**	**86,832**
NUMMI	**4,000**	**3,646**	**2,634**	**9,000**	**144,250**	**146,134**
Corolla	2,000	1,434	1,293	4,460	72,565	59,137
Geo Prizm/Nova	2,000	2,212	1,341	4,540	71,685	86,997
SUBARU-ISUZU	**860**	**0**	**825**	**2,300**	**20,803**	**0**
TOYOTA	**4,432**	**3,497**	**4,348**	**12,225**	**158,670**	**100,207**
TOTAL CARS, U.S.	**148,945**	**152,335**	**136,839**	**397,782**	**4,481,793**	**5,066,189**
TOTAL CARS, CANADA	**14,483**	**22,130**	**20,885**	**56,088**	**768,202**	**700,545**
U.S., CANADA CARS	**163,428**	**174,465**	**157,724**	**453,870**	**5,249,995**	**5,766,734**
U.S., CANADA CARS AND TRUCKS	**266,803**	**274,440**	**255,001**	**736,286**	**8,839,454**	**9,566,317**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe
*Estimated

CANADIAN CAR	Week Ended Sept. 22 1990	Week Ended Sept. 23 1989	Week Ended Sept. 15 1990	Sept to Date	Jan. 1 to Sept. 22 1990	Jan. 1 to Sept. 23 1989
Monaco	0	0	999	1,932	8,823	0
Premier	0	1,275	257	335	7,812	27,241
CHRYSLER MOTORS	**0**	**1,275**	**1,256**	**2,267**	**16,635**	**27,241**
Tempo	0	3,330	0	2,495	82,981	96,816
Topaz	0	1,448	0	1,076	31,197	41,157
Crown Victoria	0	2,133	3,134	5,268	87,194	86,721
Grand Marquis	0	2,530	2,432	4,736	79,589	93,487
FORD MOTOR CO.	**0**	**9,441**	**5,566**	**13,575**	**280,961**	**318,181**
Celebrity	0	386	0	0	20,319	16,121
Cutlass Ciera	1,763	608	1,637	3,900	57,387	97,648
Lumina	5,330	4,941	5,331	15,412	157,578	107,855
Regal	2,670	3,049	2,618	7,717	70,567	56,391
GENERAL MOTORS	**9,763**	**8,984**	**9,586**	**27,029**	**305,851**	**278,015**
CAMI*	**850**	**0**	**850**	**2,550**	**25,500**	**0**
HONDA	**2,150**	**1,784**	**2,145**	**5,926**	**75,809**	**60,691**
HYUNDAI	**800**	**0**	**672**	**2,125**	**15,345**	**0**
TOYOTA	**800**	**466**	**709**	**2,301**	**42,173**	**10,623**
VOLVO	**120**	**180**	**101**	**315**	**5,928**	**5,794**
TOTAL CARS, CANADA	**14,483**	**22,130**	**20,885**	**56,088**	**768,202**	**700,545**

U.S. TRUCK	Week Ended Sept. 22 1990	Week Ended Sept. 23 1989	Week Ended Sept. 15 1990	Sept to Date	Jan. 1 to Sept. 22 1990	Jan. 1 to Sept. 23 1989
Caravan	600	2,134	595	1,378	68,440	76,929
Dakota	1,700	2,217	2,146	5,446	51,707	71,679
Caravan C/V	0	91	0	0	4,171	5,257
Ram pickups	2,600	2,240	3,222	8,211	76,762	71,948
Total Dodge	**4,900**	**6,682**	**5,963**	**15,035**	**201,080**	**225,813**
Cherokee	3,900	4,332	3,915	10,957	114,708	162,329
Comanche	300	503	326	892	6,197	21,358
Grand Wagoneer	300	0	325	625	5,297	7,774
Wagoneer	100	158	108	304	2,842	5,941
Total Jeep	**4,600**	**4,993**	**4,674**	**12,778**	**129,044**	**197,402**
Voyager	600	1,903	517	1,250	64,085	71,838
Town & Country	0	120	0	0	2,078	2,824
Total C-P Div.	**600**	**2,023**	**517**	**1,250**	**66,163**	**74,662**
CHRYSLER MOTORS	**10,100**	**13,698**	**11,154**	**29,063**	**396,287**	**497,877**
Aerostar	5,741	4,131	4,922	14,971	154,570	165,920
Bronco	976	0	906	2,646	37,939	54,886
Bronco II/Explorer	6,730	2,326	5,033	17,229	141,267	86,626
Navajo	623	0	786	1,711	1,711	0
Econoline	4,155	4,003	0	7,177	139,720	165,198
Mediums/Heavies	1,146	1,304	0	2,075	39,135	44,603
Light trucks	10,470	7,665	9,746	28,564	338,273	388,686
Ranger	6,464	6,404	5,685	16,730	206,457	231,070
Total Ford Div.	**36,305**	**25,833**	**27,078**	**91,103**	**1,059,072**	**1,134,989**
FORD MOTOR CO.	**36,305**	**25,833**	**27,078**	**91,103**	**1,059,072**	**1,134,989**
Astro	3,408	3,111	2,961	8,755	95,024	120,942
Blazer	361	543	360	1,007	13,181	21,120
Lumina APV	1,670	0	1,497	4,081	63,308	0
Mediums/Heavies	560	124	311	1,304	8,132	8,476
P-Model	650	804	545	1,535	17,325	23,622
Pickups	8,604	7,559	7,968	22,605	295,202	301,084
S-10	4,964	4,582	4,747	13,507	170,772	192,697
S-10 Blazer	3,907	3,232	3,966	10,982	81,278	141,368
Sportsvan/Van	1,385	3,096	1,407	3,874	44,661	71,916
Suburban	1,681	1,410	1,614	4,561	52,597	58,622
Total Chevrolet	**27,190**	**24,461**	**25,376**	**72,211**	**841,480**	**936,128**
Jimmy	110	163	103	286	4,057	6,239
Mediums/Heavies	476	377	413	1,253	9,021	14,098
P-Model	50	60	109	205	2,307	3,261
Pickups	2,465	2,311	2,290	6,414	101,836	90,040
S-1/Sonoma	964	1,016	1,131	3,006	39,190	44,953
S-15 Jimmy	1,074	1,518	1,233	3,249	26,900	40,024
Safari	1,104	1,097	780	2,605	33,355	32,057
Suburban	661	708	700	1,884	26,043	23,399
Vandura/Rally Vans	535	1,166	526	1,494	16,676	21,223
Total GMC	**7,439**	**8,416**	**7,285**	**20,396**	**259,385**	**269,353**
Olds Silhouette	205	0	202	537	24,345	0
Pontiac Trans Sport	820	0	791	2,066	39,245	0
GENERAL MOTORS	**35,654**	**32,877**	**33,654**	**95,210**	**1,164,455**	**1,205,481**
NAVISTAR	**1,580**	**1,570**	**1,580**	**4,122**	**53,559**	**59,663**
NISSAN	**2,450**	**2,336**	**2,402**	**6,772**	**103,984**	**88,869**
SUBARU-ISUZU	**1,239**	**0**	**1,145**	**3,097**	**23,402**	**0**
AM GENERAL	**450**	**450**	**450**	**1,350**	**16,740**	**16,740**
MISCELLANEOUS	**3,000**	**3,000**	**3,000**	**9,000**	**111,600**	**105,600**
TOTAL TRUCKS, U.S.	**90,778**	**79,764**	**80,463**	**239,717**	**2,929,099**	**3,109,219**

CANADIAN TRUCK	Week Ended Sept. 22 1990	Week Ended Sept. 23 1989	Week Ended Sept. 15 1990	Sept to Date	Jan. 1 to Sept. 22 1990	Jan. 1 to Sept. 23 1989
Caravan	1,930	3,623	1,599	4,755	91,311	105,140
Caravan C/V	0	112	0	0	5,610	8,438
Ram Wagon	0	504	296	566	17,003	19,626
Ram Van	0	1,916	1,614	2,880	41,501	51,445
Total Dodge	**1,930**	**6,155**	**3,509**	**8,201**	**155,425**	**184,649**
Voyager	1,687	2,550	1,538	4,424	73,618	91,633
Total Plymouth	**1,687**	**2,550**	**1,538**	**4,424**	**73,618**	**91,633**
Wrangler	1,500	1,724	1,544	4,307	43,710	60,030
Total Jeep	**1,500**	**1,724**	**1,544**	**4,307**	**43,710**	**60,030**
CHRYSLER MOTORS	**5,117**	**10,429**	**6,591**	**16,932**	**272,753**	**336,312**
FORD MTR. (lt. trks.)	**0**	**2,880**	**2,748**	**5,143**	**100,502**	**114,681**
Light trucks	3,540	3,515	3,847	10,242	123,512	117,322
Vans	1,485	1,315	1,407	3,934	37,515	42,948
Total Chevrolet	**5,025**	**4,830**	**5,254**	**14,176**	**61,027**	**160,270**
Light trucks	1,340	1,544	964	3,246	46,680	51,752
Vans	465	528	459	1,262	15,163	20,490
Total GMC	**1,805**	**2,072**	**1,423**	**4,508**	**61,843**	**72,242**
GENERAL MOTORS	**6,830**	**6,902**	**6,677**	**18,684**	**222,870**	**232,512**
CAMI*	**650**	**0**	**650**	**1,950**	**20,150**	**0**
NAVISTAR	**0**	**202**	**148**	**292**	**6,859**	**8,418**
TOTAL TRKS. CANADA	**12,597**	**20,211**	**16,814**	**43,001**	**621,899**	**690,364**
U.S., CANADA TRKS.	**103,375**	**99,975**	**97,277**	**282,416**	**3,589,459**	**3,799,583**

*Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

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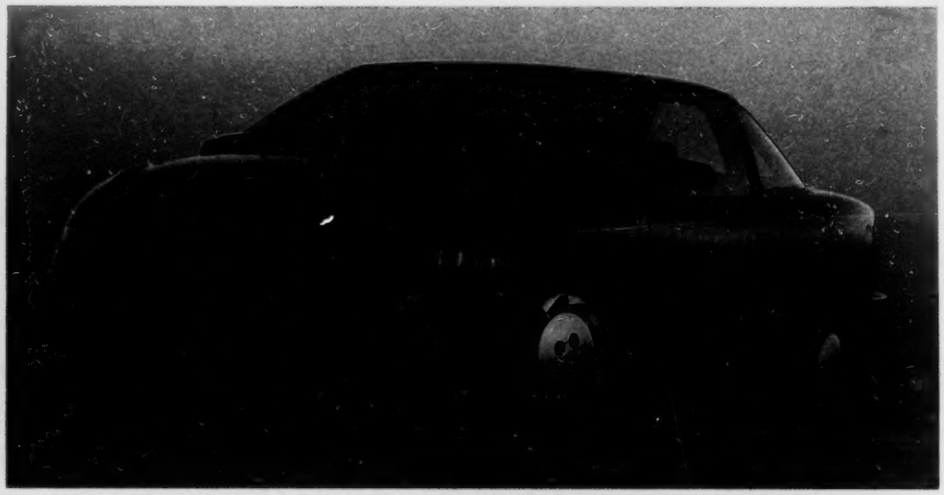
Saturn guns the engine for October introduction



After seven years of anticipation, Saturn's Sports Coupe, pictured here, and sedan are ready for sale in selected U.S. markets. Both cars have a long list of standard equipment. The coupe packs a 123-horsepower engine.

GM unveils its Japan-fighter

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

SPRING HILL, Tenn. — After $3 billion and eight years of planning, Saturn is ready to battle Japan Inc.

The fight begins this month.

The all-important pricing decisions have not been made public yet for the new General Motors line. But the product itself — a roomy but simple, small car that at least matches its entrenched Japanese competitors technology for technology — proves that the long-awaited Saturn is preparing for a market-share battle.

To start the fight, the car contains 54 patented or patent-pending inventions, ranging from electronic transmission controls to window regulators that can lower curved door glass. Other features, like injection-cast all-aluminum engines and recyclable plastic body panels, were not patentable, but they still set the car a pace apart from much of the industry.

Many of its innovations came via Saturn's close supplier relationships, directly inspired by the Japanese tradition of simultaneous product engineering between carmaker and supplier. Several of Saturn's suppliers and sub-suppliers, in fact, are Japanese parts makers with U.S. factories.

As GM's first small-engine subcompact since the 1976 Chevette,

see SATURN, page 42

PARIS

Protectionist politics could overshadow new products

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

PARIS — European automakers promise to have several hot novelty products on display at the Paris Auto Show this week, but the salon's real sizzle could come from an increasingly bitter debate here over Japanese access to Europe's car market after 1992.

Paris is at the center of mounting industry and political opposition to a European Commission initiative to ease restraints on Japanese imports after 1992, when the 12 European Community countries are scheduled to dismantle all internal trade barriers.

The commission, which is the European Community's executive arm, and Tokyo are understood to have agreed in principle to limit Japanese imports to 14.5 percent of the new-car market by 1997, up from just under 11 percent today.

Reportedly, the accord also would cap Japanese transplant production in Europe at 1.5 million cars annually, up from fewer than 100,000 currently.

But with Europe's carmakers

see PARIS, page 43

GM, UAW attack health care costs

Compromise in new pact could save maker $400 million a year

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has won contract concessions from the UAW that could save the company more than $400 million in annual health care costs.

The compromise with the union could lead to cost penalties for GM workers who choose not to enroll in a managed care network and is expected to save GM 10 percent to 15 percent of its annual health care bill, which totaled $2.9 billion last year.

A letter signed by Alfred Warren, GM industrial relations vice president and chief negotiator, and approved by UAW Vice President Steve Yokich and attached to Exhibit C of the contract commits the union to attacking health care costs. The letter says a joint committee of union and GM representatives will look at ways to reduce company costs and modify the health care plan not later than July 1, 1991.

The letter specifically targets retiree health care costs and cites as one area of study "an approach limiting corporate contributions, similar to the approach taken by AT&T to address rising retiree health care costs."

Neither GM nor the union would comment on the letter last week prior to contract ratification, but the Communication Workers of America union, which represents AT&T employees, adopted two plans in its 1989 agreement that likely will cut health care costs.

One AT&T plan applies to active workers only and may be extended to retirees by 1992, said company spokeswoman Maureen Lynch.

Under the plan, sometimes described as the largest managed U.S. care network, active nonmanagement AT&T employees can select health care services within the network or pay higher costs to go outside the system.

The second AT&T plan takes effect July 1, 1995, and applies only to employees who retire after March 1, 1990. The company will pay a maximum of $2,650 for

see HEALTH, page 45

CHRYSLER IN THE '90s:

3 new car platforms slated to replace the aging K; targets are 1993-95; minivan, truck changes due

Third in a series.

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Beleaguered Chrysler Corp. — which watched sales and profits tumble in the late 1980s while failing to develop a single new domestic car — will replace virtually every one of its domestic cars within four years.

The problem for Chrysler and its dealers will be to stay financially healthy until the vehicles roll into showrooms.

Chrysler admits it is overly dependent on trucks — specifically minivans and Jeeps. But the company insists that its car market share will improve with upcoming products.

Despite reduced corporate earnings and a two-year, $2.5 billion cost-cutting plan, company executives say Chrysler's future product plan is sacrosanct.

The plan will be the heart of Chrysler's

see CHRYSLER, page 26

HIDDEN IMAGE/HANS G. LEHMANN

Once planned to replace Cherokee, the Jeep ZJ will debut in 1992 as an upscale sport-utility.

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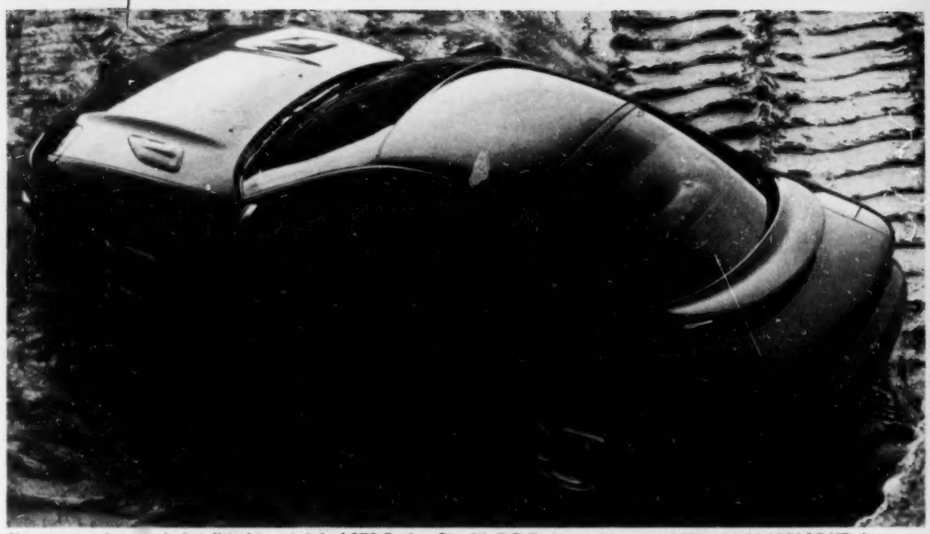
herica Corp. CEO quits:
or 18 years has headed Volvo's North
s, resigned Friday after the parent company
y cut his duties. Story on Page 2.

VOLVO
VOLVO NORTH AMERICA CORPORATION

Transaxle troubles hit early Stealth, 3000GT turbo cars



New transaxles are being fitted to a total of 270 Dodge Stealth R/T Turbos, above, and Mitsubishi 3000GT VR-4s.

By Mary Connelly and Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTERS

Two 1991 flagship models — the Mitsubishi 3000GT VR-4 and Dodge Stealth R/T Turbo — will not reach dealer showrooms until mid-October because workers at ports in California and Florida are replacing the cars' five-speed manual transaxles.

Non-turbo versions of the new Japanese-built sports coupes, jointly developed by Mitsubishi Motors Corp. and Chrysler Corp., are not affected, and cars are already being delivered.

West German transmission supplier Getrag GmbH & Cie. began air-freighting new transaxles to the United States after engineers determined that an estimated 10 percent of the initial 270 turbo versions built could be defective because of incorrect machining calibrations. Tooling has been adjusted so that models assembled after the initial run are not affected.

Mitsubishi engineers apparently detected the trouble in a pre-production model that tended to grind in third gear.

"They discovered that there had been a mis-machining. Something had gone wrong during the delicate process of putting that one transmission together," said Leo Hayes, director of product engineering at Mitsubishi Motor Sales of America Inc. in the United States.

Hayes said engineers determined that the transaxle's synchronizer was not calibrated correctly.

Mitsubishi Motor Sales of America confirmed that 130 Mitsubishi 3000GT VR-4 models are involved, and Dodge confirmed that 140 Dodge Stealth R/T Turbo units are being replaced.

"The problem was experienced in pre-production vehicles," the Dodge spokesman said. "So we went back to Getrag and had it fixed. We caught everything before any vehicles reached showrooms."

The 3000GT VR-4, priced at $31,000, is Mitsubishi's lead image model.

Similarly, the $29,600 Stealth R/T Turbo is the flagship model of the Dodge division. The 1991 Indianapolis 500 pace car is based on the Stealth R/T Turbo. Dodge expects to sell 18,000 Stealth units in the 1991 model year, about 20 percent of them R/T Turbo models.

GM nixes counting program cars in dealers' new-car sales

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Ray Green called unfair a General Motors decision against crediting the sale of a program car as a new-car sale when evaluating its dealers.

"It could give us a chance to test the dispute resolution clause in the new GM franchise agreement if a dealer is terminated for ineffective new-car sales," warns Green, president of the National Automobile Dealers Association.

Though not a sink-or-swim issue with the association, program or buyback cars pose a thorny problem.

An industry enigma, program cars fall somewhere between a new car and a used car. Essentially, they are vehicles sold to daily rental companies then repurchased by the manufacturers and sold a second time to franchised dealers through auto auctions.

Generally, program cars spend only a few months in daily rental fleets. Hence, they arrive on dealers' lots almost brand new, with low mileage and extra clean. Dealers like buy-back vehicles because retail profit margins are higher than on new cars.

But they argue that program cars steal from new-car sales. And dealers are evaluated on how many new cars they sell — among other things like customer satisfaction — and not how many program cars they sell.

NADA asserts that program cars should be taken into consideration when manufacturers evaluate a dealer's new-car sales performance — a factor if a manufacturer wants to terminate a dealer.

"We know that these new, low mileage vehicles take away from new-car sales," said Green. "Program cars should be factored into the formula if a dealer's performance is evaluated as not effective because of progam cars."

GM had said it was studying whether to credit program car sales as new-car sales at the behest of dealers. But Bob Ogden, GM director of sales and dealer operations, said last week the company decided against it.

Ogden said mixing new-car sales with used-car sales would muddle how the company and others track new-car sales and registrations. He further contends that sales evaluation is a part of the company's contract with its dealers, and the company is reluctant to change it.

AUTOMOTIVE NEWS/JOE WILSSENS

NADA President Ray Green wants program cars counted as new-car sales.

Green says he won't give up. "It is still being discussed by NADA line groups and dealer councils," he says. "I will go back and talk to them (GM) about it."

Volvo cuts Ahlstrom's duties; Ahlstrom cuts out

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Bjorn Ahlstrom, the president and chief executive officer of Volvo North America Corp. for 18 years, resigned last week because the Swedish parent company had cut his responsibilities.

AB Volvo is breaking up its overseas subsidiaries, including Volvo North America Corp., to make it easier to carry out Volvo's alliance with French manufacturer Regie Nationale des Usines Renault, Ahlstrom said.

"It's fairly easy to understand that the guy who's been running all this for 18 years is not exactly excited about having his responsibilities cut by two-thirds," the 56-year-old native of Sweden said.

Ahlstrom's resignation officially takes effect Dec. 31. His successor is Albert R. Dowden, 48, who was executive vice president under Ahlstrom and will take over Ahlstrom's duties as president and CEO today. Dowden will not assume Ahlstrom's title as chairman of Volvo Cars of North America.

The restructuring also gives Joseph L. Nicolato, president of Volvo Cars of North America, direct reporting responsibility to Volvo Car Corp. in Sweden. Even before Volvo had a partner, Nicolato had favored a more direct link with Sweden instead of reporting through Volvo North America Corp.

Volvo's Bjorn Ahlstrom: "Our cars . . . last forever. But I didn't."

"We now have one boss," said Robert C. Austin, spokesman for Volvo Cars of North America.

Nicolato will report to Lennart Jeansson, the president of Volvo Car Corp., who replaced Roger Holtback earlier this month after Holtback resigned. Jeansson will be chairman of Volvo Cars of North America, Ahlstrom said.

Similarly, the presidents of Volvo GM Heavy Truck Corp. and Volvo Penta of America marine engines report to the presidents of their respective units in Sweden.

Volvo and Renault are swapping minority shares in their car and truck subsidiaries. Ahlstrom said that couldn't be done under the existing structure, where all North American activities report to him.

The car and truck subsidiaries, which make up the lion's share of Volvo's business, have to be broken off so they can participate in the Renault deal, Ahlstrom said.

Currently, Volvo North America Corp. includes Volvo Cars of North America in Rockleigh, N.J.; Volvo GM Heavy Truck Corp. in Virginia, Utah and Ohio; Volvo Penta of America marine engines in Virginia; Volvo Finance North America Inc. in New Jersey; several Canadian subsidiaries, including an assembly plant in Nova Scotia, and other subsidiaries.

"There will be no Volvo North America any more, not like it is now. Instead of one, there will be five or six companies in North America," Ahlstrom said.

Following last Friday's announcement, Ahlstrom sounded upbeat on the phone and said he had been ready "to do other things."

"I love our cars; they last forever. But I didn't," he joked.

Ahlstrom said he simply couldn't accept the reduced responsibilities. "As a consequence, I resigned. It was mutually agreed and very friendly. That's not bullshit; I mean that. I love this company," Ahlstrom said.

In a television interview on Cable News Network last week, after he probably already knew of the impending changes, Ahlstrom said he was envious of "entrepreneurs who are immensely rich and can tell the world to go to hell if it

see VOLVO, page 44

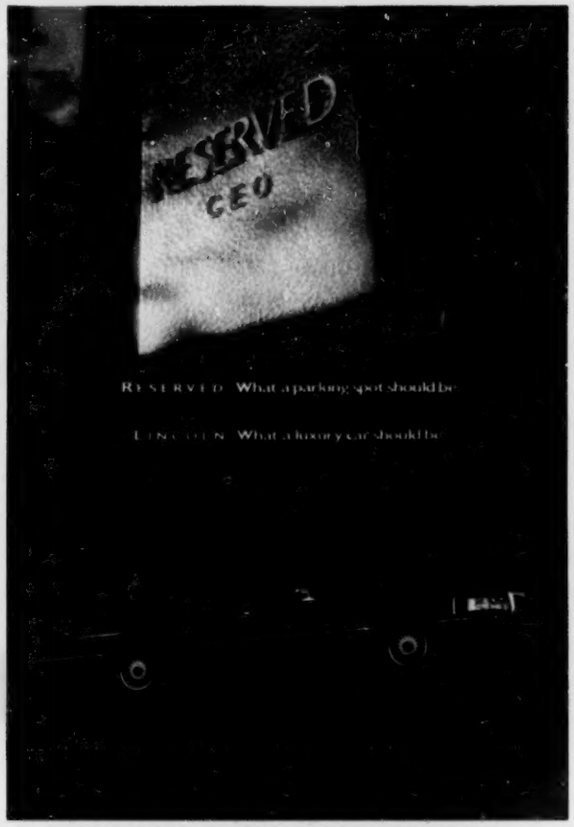
Crate appointed international editor

James R. Crate has been appointed international editor of *Automotive News*. He is based in Detroit and will plan and coordinate the newspaper's overseas coverage and supervise the paper's network of foreign correspondents and stringers.

Crate, 48, brings an extensive background in business and financial journalism to the position. His experience includes five years with *The International Herald Tribune* in Paris, where he was business and finance editor; four years as an editor on the business desk of *The New York Times*; and 3½ years as assistant business editor of *The Miami Herald*.

Crate

He has also worked for *The Ottawa* (Ontario) *Journal* and *The European Stars & Stripes*, the daily newspaper for GIs and their family members based in Europe and the Middle East.



Lincoln-Mercury hopes to stike gold with its '91 ad campaign.

Info-tainment ads

Familiar themes and a dash of humor mark Lincoln-Mercury's '91 campaign

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Lincoln-Mercury believes television commercials should be entertaining and informative.

That's why the division enlisted the assistance of dogs, cats, golf great Jack Nicklaus and even a Concorde jet to help launch its 1991 advertising campaign.

The campaign, which began last week with Tracer, features new themes in some ads and familiar themes with informative and/or humorous executions in others.

The 1991 Tracer ads carry the new themeline "Built to change your mind." One 30-second spot features a young woman executive climbing into her Tracer. She talks about the changes in her life and says she never thought she would drive anything built by an American car company.

The spot ends with "Built to change your mind" and the familiar Mercury cat running through the word "Mercury."

Stephen G. Lyons, L-M advertising manager, said Tracer's new theme is designed to challenge "traditional thinking" about small domestic cars in general and Tracer in particular.

The Tracer ads are aimed at young buyers who might be inclined to buy small Japanese cars. Lyons acknowledged that the yet-to-go-on-sale Saturn is also a potential Tracer competitor.

The new Lincoln ads are a continuation of the division's "icon" campaign that started three years ago.

One Lincoln Continental commercial cuts back and forth between shots of the speeding car and the speeding Concorde jet. The voice-over says: "1991 Lincoln Continental. It is to an everyday car what the Concorde is to everyday planes." The spot ends with the familiar "Lincoln. What a luxury car should be."

Also, Nicklaus continues as Lincoln spokesman.

On the humorous side is a Cougar commercial in which several dogs react nervously to the car as if it were a cat. As the car races past the dogs, the voice-over notes that "the new top dog is now a cat."

> **The Tracer ads are aimed at young car buyers who might be inclined to buy small Japanese cars.**

The spot concludes with the eight-year-old "Nothing moves you like a Mercury."

Commercials for other Mercury models start airing this month.

Mercury print ads appear in October issues of several magazines. Some Lincoln ads will be shown this fall, but most will be held until the 1991 professional golf season begins early next year.

L-M's campaign also includes television and print ads directed to the Afro-American and Hispanic markets.

Big 3 and eight importers fail to meet '90 car CAFE standard

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The Big 3's "domestic" cars failed to meet the corporate average fuel economy standard of 27.5 mpg for the 1990 model year.

Chrysler Corp. and General Motors had a domestic passenger car CAFE of 27.1 mpg, and Ford's CAFE rating was 26.4 mpg.

Under federal rules, cars with more than 75 percent North American content are classified as "domestic." The rest are classified as "imports." Each of the Big 3 exceeded the 27.5 mpg mandate for their "imports" by more than 2 mpg.

Eight import automakers did not meet the standard: BMW, Ferrari, Maserati, Mercedes-Benz, Peugeot, Porsche, Sterling and Volvo.

The National Highway Traffic Safety Administration hasn't yet figured the fines owed for the 1990 violations. Companies that don't achieve the standard can apply credits earned in previous years when they exceeded the requirement.

NHTSA assesses $5 for each tenth of a mpg which the manufacturer's CAFE level falls short of the standard. That figure is then multiplied by the total number of cars produced by the manufacturer in that model year.

Since 1983, the federal government has collected $164 million in CAFE fines. Five companies paid penalties for the 1989 model year ranging from Peugeot Motors of America Inc's. $487,800 to Mercedes-Benz of North America Inc.'s $20.4 million.

GM also failed to meet the two-wheel-drive truck CAFE of 20.5 mpg with its fleet rating of 20.2 mpg.

A fourth domestic manufacturer, Callaway Cars Inc., which produces a souped up Corvette, also failed to meet the CAFE, with a rating of 19.5 mpg.

Geo heads mileage race

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — For the fifth straight year, the car that is now the Geo Metro is the most fuel efficient new car sold in the United States.

The Metro XFI, engineered by Suzuki and sold by General Motors, is rated at 53 mpg city and 58 mpg highway driving, the EPA said last week in releasing its 1991 model-year fuel economy estimates.

The 1.0-liter three-cylinder Metro, classified as a subcompact, weighs 1,875 pounds. It won its early fuel-economy crowns as the Chevrolet Sprint.

The Lamborghini Diablo, a fire-breathing Italian import to be introduced in late fall for about $200,000, received the lowest fuel economy rating at 9 mpg city and 14 mpg highway. The 5.7-liter V-12 Diablo is classified as a two-seater. Its predecessor, the Countach, was the thirstiest car last year.

EPA said fuel economy varies widely within each of the nine classes. In the compact car category, fuel efficiency ranges from 37 city/43 highway for the Volkswagen Jetta diesel to the BMW M5's 11 city/20 highway.

To arrive at the fuel economy figures, EPA tests pre-production models on a dynamometer that resembles a treadmill. The test also yields emissions readings.

Fuel economy ratings must be displayed on window stickers of all new cars in dealer showrooms. New vehicles that get less than 22.5 mpg are assessed a gas-guzzler tax, beginning at $500.

FLEET CAFE AVERAGES FOR 1991 MODEL YEAR

Table gives corporate average fuel economy for each category, and shows federal standards for economy, in miles per gallon.

IMPORT CARS
Make, mpg
Suzuki, 47.4
Daihatsu, 41.5
Yugo, 34.0
Hyundai, 33.3
Isuzu, 33.2
Ford, 32.3
GM, 32.1
Honda, 30.8
Toyota, 30.6
Chrysler, 30.5
Mazda, 30.5
Alfa Romeo, 30.1
Mitsubishi, 30.0
VW, 29.0
Nissan, 28.4
Subaru, 27.8
Standard, 27.5
Volvo, 25.2
Peugeot, 25.1
Sterling, 24.9
BMW, 22.2
Porsche, 21.7
Mercedes-Benz, 21.4
Maserati, 19.2
Ferrari, 16.1

DOMESTIC CARS
Standard, 27.5
Chrysler, 27.1
GM, 27.1
Ford, 26.4

IMPORTED 2- AND 4WD TRUCKS
Suzuki, 32.6
Nissan, 25.2
Mazda, 24.1
Chrysler, 21.3
VW, 20.8
Standard, 20.0

IMPORTED 2WD TRUCKS
Isuzu, 25.3
Toyota, 24.2
Mitsubishi, 23.9
Standard, 20.5

IMPORTED 4WD TRUCKS
Subaru, 29.2
Daihatsu, 27.3
Toyota, 20.6
Mitsubishi, 20.1
Isuzu, 19.7
Standard, 19.0
Range Rover, 16.3

DOMESTIC 2- AND 4WD TRUCKS
Chrysler, 21.7
Ford, 20.0
Standard, 20.0

DOMESTIC 2WD TRUCKS
Standard, 20.5
GM, 20.2

DOMESTIC 4WD TRUCKS
Standard, 19.0
GM, 18.6

Source: NHTSA

Coming soon: Japan's leaner methods

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — If you think the Japanese are tough now, you haven't seen anything yet, according to a Massachusetts Institute of Technology research team.

So-called "lean production" is coming to America, and profound change is in the wind for U.S. auto dealers, an MIT study says.

MIT identifies the Japanese manufacturers, especially Toyota Motor Corp., as the best practitioners of lean production, but the study emphasizes that anyone can adapt the techniques.

Some aspects of lean production — low inventories and just-in-time delivery, for instance — have already taken root in America. MIT gives Ford Motor Co. high marks for learning some lean production techniques from Mazda Motor Corp.

But most changes have been confined to the factory, even at the Japanese transplant companies, although the concept includes much more than the factory. The Japanese haven't perfected lean production yet, and they haven't exported the entire system to America.

When they do, "the Western mass producers may be in for a final surprise before the end of the 1990s," the study says.

Compared to "mass production" — read Big 3 and European methods — lean production can build a much greater variety of higher-quality cars with half as much effort, in half the time, in half the space and with a fraction of the inventory, the study says.

The study is summarized in *The Machine That Changed the World* (Rawson Associates, $22.50), a new book based on a five-year, $5 million study of the world auto industry.

The study coins the term "lean production," but the emphasis is on "lean," rather than "production" because much more than the factory is involved.

Lean production embraces the entire business, including product development, model mix and model lifetimes, suppliers, factories, dealers and customers, with the elements feeding information to each other.

In lean production, customer preferences are the No. 1 consideration. In mass production, the factory comes first, and the customer and the dealer come last, the MIT team says.

For instance, Japanese salesmen call on their customers at home. They poll their customers to learn what kind of cars they like and when they might be in the market. All that information is passed along to the manufacturer, which uses the data to develop new cars.

In the West, little information flows from customer to dealer to manufacturer, the authors say. Manufacturers are more likely to build cars people won't want.

In turn, those cars may have to be discounted and/or forced on dealers, which costs money and/or alienates the dealers. Custom-ordering is not encouraged, and it takes much longer if it's attempted. And a customer is more likely to end up with a car that is not precisely what he or she wanted.

In Japan, dealers and the manufacturers develop a personal, long-term relationship with each other and with their customers, and they don't simply wait for customers to walk in the door.

"The automotive retailing system is the final element of the lean production system, and without that, the rest of the elements don't make sense," says Daniel T. Jones, a professor at the Cardiff Business School in England and a co-author of the book.

Glaval cuts basic package price

Range of offerings, marketing also changed for 1991 vehicles

By Joseph Bohn
TRUCK EDITOR

Glaval Inc. of Elkhart, Ind., has cut the price of its basic van conversion package in response to the tougher 1991 model-year market and simplified its range of equipment packages for dealer ordering.

The company also adopted a new marketing approach for its van conversions that emphasizes separate brand names for each chassis on which it builds.

Glaval is targeting 25,000 van conversion sales in the 1991 model year after wholesaling 16,370 in the 1990 season.

William T. Becker, Glaval vice president of marketing, advertising and consumer relations, said dealer orders for 1991 models totaled 1,320 units through mid-September, up about 34 percent from last year.

Since the overall market is down, dealers appear to be more selective in ordering conversion units from fewer companies, Becker said.

Glaval, the industry's second largest converter, is picking up business from competitors that have fallen on hard times.

The company has a new standard value conversion package with a dealer wholesale price of $2,691, down from $3,495 last year for its lowest-priced package.

The new package has just about all the features of the old one, Becker said, except for an overhead television, which is available in one of its optional equipment packages.

Glaval has a similar package on compact Chevrolet Astro and GMC Safari minivans with a wholesale price of $2,895. It includes some features, such as fiberglass running boards, that the full-sized van package does not have.

Glaval dropped its various conversion models, replacing them with simpler-to-order packages that give dealers more pricing latitude.

It now has nine "quick-spec" value packages as optional add-ons to the basic conversion package. They range from $295 to $1,995 at dealer cost.

Along with letting dealers choose their product/price points, Glaval is also promoting separate brands for each chassis on which it builds.

In doing so, it dropped the Glaval name from all its chassis and promotional literature.

All its Chevrolet conversions now emphasize the Gladiator name; all Ford conversions, the Universal name; all GMC, the Auto Form name; and all Dodge, the Primetime name.

Becker said the separate brand approach is designed to support dealers by eliminating the opportunity for customers to comparison-shop. There won't be different-make dealers across the street or around the corner from each other selling the same Glaval-branded conversion units, Becker said.

Major competitors like Mark III Industries of Ocala, Fla., and Starcraft Corp. of Goshen, Ind., use the same company name on their conversions.

Becker said the separate brand approach also reduces some of the confusion in consumers' minds, and lends more credibility to dealers' sales efforts.

It does not give Glaval a great deal of consumer awareness, since most buyers aren't as familiar with an Auto Form or Primetime conversion as they would be with a Glaval.

But Becker said that is what his dealers wanted, and they are the real key to retailing his products.

Glaval is supporting the new brand efforts with point-of-purchase merchandising displays for dealers, product literature and other merchandising aids.

It has created sleek car-type product posters for dealership displays and retail event giveaways and a series of hang tags for its vans, as well as consumer information brochures, like *Taking the Mystery Out of Shopping for a Van Conversion*, which it updated.

Fiberglass spare tire discs on the back of the company's conversion vans also feature the original-equipment brand logo and the Glaval brand, such as Gladiator.

For 1991, the company also stopped producing its own commercials for dealers. It is supplying them with video footage that they can use in working with local ad agencies or television stations, Becker said.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	July 1990	July 1989	% change	7 mos. 1990	7 mos. 1989	% change
Travel trailers	5,200	4,600	+ 13.0	36,700	36,000	+ 1.9
Park Trailers	500	500	−0.0	4,200	4,500	− 6.7
Travel trailers—fifth wheel	2,100	2,100	−0.0	18,700	18,100	+ 3.3
Folding camping trailers	2,700	2,600	+ 3.8	19,600	20,200	− 3.0
Truck campers	700	900	−22.2	6,400	6,600	− 3.0
Towable RV total	**11,200**	**10,700**	**+ 4.7**	**85,600**	**85,400**	**+ 0.2**
Conventional (type A)	2,400	3,100	−22.6	20,100	22,600	− 11.1
Van Campers (type B)	500	300	+66.7	3,800	3,200	+18.8
Chopped vans (all)	1,500	1,300	+ 15.4	12,300	14,300	−14.0
Motor home total	**4,400**	**4,700**	**− 6.4**	**36,200**	**40,100**	**− 9.7**
Van conversions	16,100	16,500	− 2.4	118,300	123,800	− 4.4
TOTAL ALL RVs	**31,700**	**31,900**	**− 0.6**	**240,100**	**249,300**	**− 3.7**

Source: Recreation Vehicle Industry Association

Chevy officials say truck sales will rise, RV sales won't

By Joseph Bohn
TRUCK EDITOR

DETROIT — Chevrolet officials are still bullish about increasing their 1991-model truck sales, though they're not quite as optimistic about RVs.

J.C. Perkins, Chevrolet general manager, said he expects to sell about 1.4 million trucks in the 1991 model year, up from about 1,275,000 in 1990. Perkins spoke at a 1991-model press preview here.

The forecast is based on a number of product/marketing actions.

Chevrolet expects to get a lift in full-sized C/K pickups from increased production of extended-cab models, according to Frank F. Raine Jr., Chevrolet marketing manager, trucks.

The division has been short of extended-cab models, which are particularly popular in the 6.5-foot "short-box" pickup models.

Raine expects extended-cab models to account for "30 percent or better" of full-sized C/K pickup sales in the 1991 model year, up from a current 25 to 26 percent.

In the 1991 model year, Chevrolet officials also plan to expand availability of the Sportside models that were available only on short-wheelbase C/K models.

Ford Division doesn't have a pickup body style similar to the Sportside, though its dealers have been pressing the company for one.

Altogether, Chevrolet expects to sell about about 30,000 more C/Ks in the 1991 model year than its estimated 456,000 sales for the 1990 model year.

The S-Blazer is also expected to get a lift from increased availability and stronger marketing support behind the four-door model. Sales are expected to increase by about 30,000 in the 1991 model year over the estimated 155,000 for 1990.

Officials plan stronger support for the S-10 pickup, which has more attractively priced and equipped option packages for 1991.

Chevrolet anticipates selling about 225,000 S-10s compared to about 210,000 for the 1990 model year.

The division is looking for a 20 percent lift in Geo Tracker sales to about 35,000 in 1991, based on the availability of a new, less expensive two-wheel-drive model.

Chevrolet anticipates some decline in sales of its full-sized Suburbans and G-vans.

"We're beginning to see a little softness on the part of the RV manufacturers who are not necessarily ready to take a big allocation for conversion vans," said Perkins.

Events in the Middle East "caused us to rethink the RV piece of it (sales)," added Raine.

Still, Chevrolet officials are looking for a rebound in that market by early 1991 if there is no disruption in the oil supply.

Ford officials have a similar viewpoint.

They expect the industry to start the 1991 model year off softly and improve gradually.

Ford sold about 152,000 full-sized Econoline vans in the 1990 model year, about 25 percent of which were converted.

Thomas J. Wagner, Ford Division general manager, declined to provide an Econoline sales projection for 1991 at a new-model press preview.

Ford's outlook is partially complicated by the fact that it is introducing an all-new Econoline/Club Wagon series next year, which involves a protracted changeover.

Van chassis suppliers such as Ford and Chevrolet had good orders for their conversion chassis in June and July when the market outlook was still good.

As a result, they overproduced chassis very early in the 1991 model run and are expected to make some production adjustments during the next two months.

At Chevrolet, officials are looking for about 105,000 full-sized G-van sales in the 1991 model year, down from an estimated 110,000 in 1990. About 60 percent of the 1990 models were conversion chassis shipped to the RV market.

RV BRIEFS

Harley folds Aviator

WAKARUSA, Ind. — Holiday Rambler Corp. laid off 180 of its 1,800 employees and phased out its Aviator Van Conversions operation. Holiday Rambler, a major Ford pool account, also closed its Utilimaster Corp.'s manufacturing plant in Woodland, Calif.

H. Wayne Dahl, president and chief operating officer of Holiday Rambler, said sales of Aviator and the Utilimaster operations in California dropped to $1.6 million in the first half of this year, down from $8 million a year earlier.

Holiday Rambler's RV sales have dropped as much as 50 percent in recent weeks, according to Richard Teerlink, president and chief executive officer of Harley-Davidson Inc., Milwaukee, Holiday Rambler's parent company.

Ford increases discount

DEARBORN, Mich. — Ford Motor Co. increased the discount on its RV converter package for E-150 van conversion chassis to $1,500. It had been offering free air conditioning, worth $970.

RV converter packages on the E-150 have a manufacturer's suggested retail price of $2,677 for the regular van and $2,510 for the Super Van. Their discounted net prices drop to $1,177 and $1,010.

Converter packages on the E-250 and E-350 van chassis, which have a retail price of $2,050, carry $1,000 discounts, bringing their bottom-line price to $1,050.

Tread Lightly expands

OGDEN, Utah — Tread Lightly, a program designed to educate operators of off-highway vehicles about land protection, is in the final stages of incorporation as a non-profit organization.

Tread Lightly has been under the auspices of the U.S. Forest Service and U.S. Bureau of Land Management for the past two years.

Coachmen introduces Orion touring vehicle

Coachmen Industries of Elkhart, Ind., has a new Orion luxury touring vehicle. It has Ford Motor Co.'s 351-cubic-inch fuel-injected V-8, front-wheel drive and four-wheel independent suspension. The hood flips forward for easy accessibility. Windows are extra-large and tinted, and the overall height of the vehicle is just under eight feet. Interior height is 6 feet 1 inch. The Orion has a three-year/36,000-mile powertrain warranty and a service network of 700 Ford Power Products dealers. Its suggested retail base price is slightly under $50,000.

TV spending on auto ads rises 8%

GM and Chrysler post gains for 1st half; but dealer outlays dip

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Television ad spending by automakers, dealers and dealer associations rose 8 percent to $1.5 billion in the first six months of 1990, according to the Television Bureau of Advertising.

Adjusted for television advertising rate increases, the real year-to-year growth in television automotive advertising in the first half was just 2 percent, said Rodney Nevocat, project director and media analyst at McCann-Erickson in New York.

General Motors retained its position as the leading automotive television advertiser with $433.8 million in total ad expenditures, a 7 percent increase over the first half of 1989.

The figures include all spending for network, spot and dealer association advertising.

Second place went to Ford Motor Co., although its television ad spending declined 7 percent to $198.1 million.

Ford did not respond to requests for an explanation.

Chrysler Corp., held on to the No. 3 spot as it increased first-half television ad spending 9 percent to $188.5 million.

"Network automotive revenues are up because some factories boosted corporate campaigns, recognizing the importance of protecting market share with continued television advertising weight," said Jim Joyella, Television Bureau of Advertising president.

"Dealers, on the other hand, fund their advertising through co-op plans with the factories, based on number of cars sold. When sales are down, as they are now, the advertising dollars are simply not there. The decline in spot revenues is a direct reflection of a down auto market."

Atlanta Toyota, which came in first by spending $1.5 million, was down 33 percent from the same period last year. Cal Worthington of Sacramento, Calif., was second, spending $1.2 million, 20 percent more than it spent last year.

THE TOP 15

Leading TV advertisers among U.S. auto dealers in the first half of 1990.

	Jan.-June 1990
AUTO DEALER CATEGORY TOTAL	$143,889,500
Atlanta Toyota, Atlanta	1,535,300
Cal Worthington, Sacramento	1,157,500
Lynn Hickey Dodge, Oklahoma City	901,700
Foothill Nissan, Los Angeles	836,800
Celozzi-Ettleson Chevrolet, Chicago	810,000
Worthington Chevrolet, Houston	750,000
Pete Ellis Motors, Los Angeles	704,300
Cal Worthington, Los Angeles	695,800
Cerritos Auto Square Dealers, Los Angeles	669,900
Long-Lewis Ford, Birmingham	643,600
Ricart Ford, Columbus, Ohio	610,500
Ed Mullinax Ford, Cleveland	585,300
Maher Chevrolet, Tampa	575,300
River Oaks Toyota, Chicago	560,300
Sonny Hill Motors, Kansas City	549,300

SOURCE: Television Bureau of Advertising from analysis of Arbitron data in the top 75 markets.

NEW-CAR ADVERTISING BY NAMEPLATE

(Figures in millions)

Make	January-June 1989 Network TV*	January-June 1989 Total TV	January-June 1990 Network TV*	January-June 1990 Total TV	Percent change
1. Toyota	$26,605	$64,280	$37,137	$86,125	+34
2. Nissan	19,360	57,443	51,805	78,996	+38
3. Ford	35,260	70,613	44,604	75,211	+ 7
4. Honda	23,231	53,407	33,920	60,256	+13
5. Chevrolet	43,842	72,324	35,401	58,482	-19
6. Oldsmobile	39,931	66,364	38,261	55,866	-16
7. Buick	30,732	46,837	29,643	52,639	+12
8. Pontiac	46,392	71,514	22,292	48,890	-32
9. Hyundai	27,063	54,361	13,691	45,124	-17
10. Mazda	13,537	37,203	21,866	45,032	+21
11. Cadillac	18,944	33,491	20,257	33,557	0
12. Acura	17,712	27,389	19,652	32,154	+17
13. Subaru	39,706	49,542	27,828	32,040	-35
14. Mitsubishi	17,931	34,928	20,355	31,511	-10
15. Volkswagen	9,078	20,045	17,407	30,324	+51
16. Dodge	14,451	32,490	12,331	29,817	- 8
17. Lexus	—	—	19,669	29,240	—
18. Mercury	23,754	38,929	14,491	26,980	-31
19. Geo	21,358	29,587	12,401	26,236	-11
20. Plymouth	13,505	22,655	15,711	25,111	+11

NOTE: Expenditures for television commercials advertising two nameplates or vehicle types are divided between the two brands. Includes Dealer Associations and leasing.
*Network: includes national syndication advertising.
SOURCE: Television Bureau of Advertising from analysis of data compiled by Arbitron.

NEW-TRUCK ADVERTISING BY NAMEPLATE

(Figures in millions)

Make	January-June 1989 Network TV*	January-June 1989 Total TV	January-June 1990 Network TV*	January-June 1990 Total TV	Percent change
1. Ford	$42,978	$75,969	$36,396	$65,567	-14
2. Chevrolet	24,813	51,668	38,366	61,469	+19
3. Toyota	9,697	36,689	14,976	45,599	+24
4. Jeep	18,385	34,363	21,965	30,848	-10
5. Dodge	7,611	28,111	12,954	26,752	- 5
6. Nissan	3,137	20,529	14,426	25,489	+24
7. Mazda	5,837	14,707	11,080	23,718	+61
8. Isuzu	6,269	16,058	8,986	22,123	+38
9. Pontiac	—	—	17,350	20,110	—
10. GMC	861	17,032	930	19,444	+14

NOTE: Expenditures for television commercials advertising two nameplates or vehicle types are divided between the two brands. Includes Dealer Associations and leasing
*Network: includes national syndication advertising.
SOURCE: Television Bureau of Advertising from analysis of data compiled by Arbitron.

TV ADVERTISING BY MANUFACTURER

(Figures in millions)

Make	January-June 1989 Network TV*	January-June 1989 Total TV	January-June 1990 Network TV*	January-June 1990 Total TV	Percent change
CATEGORY TOTAL	$715,412	$1,388,887	$864,557	$1,504,769	+ 8
1. GM	237,713	404,622	266,274	433,827	+ 7
2. Ford	119,440	213,307	115,307	198,155	- 7
3. Chrysler	86,230	172,257	123,419	188,499	+ 9
4. Toyota	40,231	105,875	73,178	162,389	+53
5. Nissan	22,577	78,663	75,866	125,657	+60
6. Honda	40,944	81,870	53,572	93,038	+14
7. Mazda	19,392	51,995	34,321	70,189	+35
8. Hyundai	27,063	54,361	13,691	45,123	-17
9. Mitsubishi	18,135	35,549	25,910	40,854	+15
10. Volkswagen	20,550	37,700	17,509	35,439	- 6
11. Fuji	39,706	49,542	27,828	32,040	-35
12. Isuzu	8,014	18,927	10,198	24,515	+30
13. Daimler-Benz	9,404	15,908	14,932	22,989	+45
14. BMW	6,268	16,324	9,316	14,955	- 8
15. Saab-Scania	2,088	5,814	2,164	5,416	- 7

SOURCE: Television Bureau of Advertising from analysis of Arbitron data.
*Network includes national syndicaiton advertising.
NOTE: Includes new passenger cars, trucks and vans, leasing. Excluded is non-car, non-truck TV advertising.

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Mid-month sales drop 5% despite transplant strength

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Strong sales by transplant automakers helped limit the Sept. 11-20 sales decline to 5.7 percent from last year.

Each of the Big 3 reported lower sales as 320,505 cars and light trucks were delivered during the period. Car sales totaled 204,675, a 2.7 percent drop; truck sales were 115,830, a dip of 10.6 percent.

The mid-September period had nine selling days each year.

Cars and truck sales were down across the board for General Motors, Ford Motor Co. and Chrysler Corp.

Ford Escort picked up steam for the second straight 10-day period while sales of its cross-town rival, Chevrolet's Geo Prizm, declined from a year ago for the second straight period.

Their performances were mirror images — Escort up 11.25 percent; Prizm down 11.25 percent.

The Lincoln models, Ford Crown Victoria and Mercury Grand Marquis joined Escort in the "up" column, but all other Ford Motor Co. nameplates posted declines. Ford's overall vehicle sales fell 7.8 percent — 7.7 percent for cars and 7.9 percent for trucks.

Despite fewer Prizm sales, Chevrolet reported higher car sales for the period, the only GM division to do so. Chevrolet sold 3,536 more cars than it did a year ago with gains for every nameplate except Prizm, Corsica/Beretta and Corvette. Corvette sales were off 64.13 percent.

GM's overall sales slid 10 percent with cars down 6.4 percent and trucks off 16.3 percent.

Chrysler's truck sales, long its strength, were down 18.5 percent, and its car sales fell 12.1 percent for a combined-vehicle sales decline of 15.1 percent.

For the transplants, Nissan was the winner with an increase of 137.8 percent in car-truck deliveries.

Robert Peltier, owner of Robert Peltier Nissan/Pontiac in Tyler, Texas, attributed the increase to more inventory this year. "No dealers had inventory at this time last year because of a Pot of Gold incentive program that ended in August," he said.

Honda was up 21.1 percent in sales of U.S.-built cars; Mazda was up 134.7 percent; and Toyota was up 52.8 percent. Mitsubishi reported a 6.8 percent decline.

10-DAY SALES

DOMESTIC BUILT CARS

	Sept. 11-20, 1990	% change '90 vs. '89
Eagle	1,551	- 9.4
Chrysler	5,625	+ 14.4
Dodge	11,046	- 5.0
Plymouth	6,478	- 34.2
CHRYSLER MTRS.	**24,700**	**- 12.1**
Ford	35,255	- 9.4
Lincoln	4,829	+ 13.1
Mercury	10,460	- 9.8
FORD MOTOR	**50,544**	**- 7.7**
Buick	16,430	- 16.8
Cadillac	9,001	- 1.8
Chevrolet	37,732	+ 10.3
Oldsmobile	17,995	- 22.0
Pontiac	18,766	- 8.9
GENERAL MTRS.	**99,924**	**- 6.4**
HONDA	**13,364**	**+ 21.1**
MAZDA	**2,180**	**+134.7**
MITSUBISHI	**1,325**	**- 6.8**
NISSAN	**3,756**	**+ 96.4**
SUBARU	**563**	**—**
TOYOTA	**8,319**	**+ 52.8**
U.S. CAR TOTAL	**204,675**	**- 2.7**

TRUCKS

Chrysler	71	- 31.7
Dodge	10,551	- 16.8
Jeep	5,710	- 24.7
Plymouth	3,840	- 12.4
CHRYSLER MTRS.	**20,172**	**- 18.5**
FORD MOTOR	**38,750**	**- 7.9**
Chevrolet	39,314	- 16.4
GMC	9,592	- 31.0
Oldsmobile	1,184	—
Pontiac	879	—
GENERAL MTRS.	**50,969**	**- 16.3**
ISUZU	**886**	**—**
NISSAN	**5,053**	**+182.0**
U.S. TRK. TOTAL	**115,830**	**- 10.6**
U.S. CAR-TRUCK TOTAL	**320,505**	**- 5.7**

There were 9 selling days in the period this year and 9 last year.

PARIS

FROM PAGE 1

facing plateauing or declining sales, many industry and political leaders have accused the commission of giving away all of the European market's forecast growth.

France's Peugeot and Renault, which have led opposition to the EC's position, apparently have been successful in converting much of the industry to a protectionist point of view. Indeed, West Germany's Daimler-Benz, a major exporter to Japan, is reported to be the only European manufacturer now solidly in favor of unrestricted access for Japanese carmakers.

The biennial Salon de Paris offers a tempting platform to air such issues in a dramatic forum. From press-conference pulpits this week, the industry's leading protectionist voices — Peugeot S.A. Chairman Jacques Calvet and Renault S.A. Chairman Raymond Levy — are expected to raise the political debate to a fever pitch.

The salon also could offer a setting for the announcement of any results from recent talks between Chrysler Corp. and Fiat S.p.A. At the 1988 Paris show, the two companies finalized a deal for distribution of Fiat's Alfa Romeo 164 through Chrysler dealers in the United States.

Among those scheduled to hold press conferences in Paris this week is Chrysler Chairman Lee Iacocca.

On the product side, French carmakers have enough in the pipeline to turn Paris into a new-car extravaganza — but they won't.

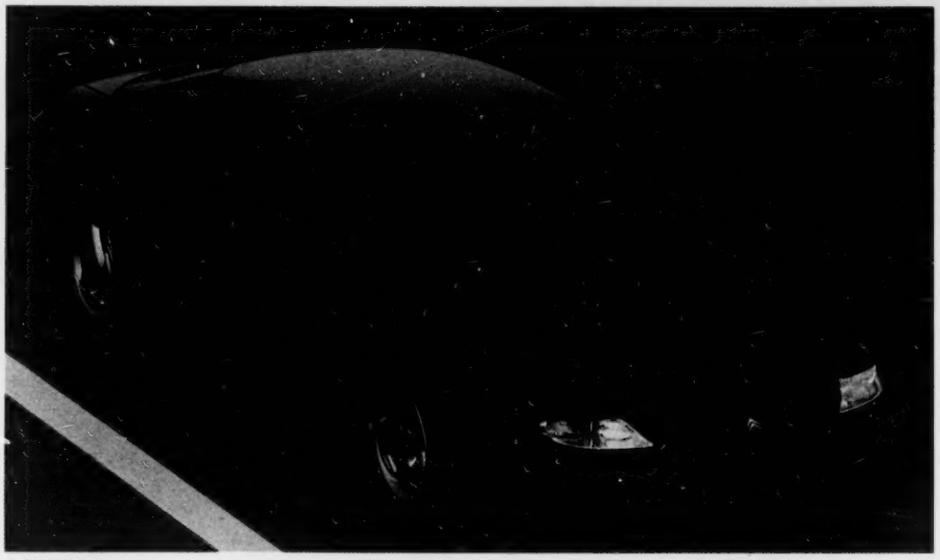
Renault has a heavily revised Espace minivan and a new Alpine sports car in the works, but neither will be seen at Paris, according to the company's sales and marketing chief, Paul Percie du Sert.

In line with a Levy decree that new products be shown only when they are ready for showrooms, the new Espace will be shown at the Geneva show next March, he said.

Citroen's forthcoming lower-medium-class entry, code-named N2 and likely to be called either the FX or ZX, had been expected at Paris. But in a recent interview, Citroen's chief executive, Xavier Karcher, said the new car will not be shown before the first quarter of next year.

Instead, Renault and Citroen will roll out concept cars.

Citroen, a Peugeot unit, will show the Activa 2, a four-seat coupe that could form the basis of a future production model to compete in the upper-range coupe segment typified by the BMW 850i.



ACTIVA 2

Citroen's four-seat, two-door concept coupe could one day compete with cars like the BMW 850i, but there are no plans to build it. Designed by Peugeot S.A.'s Group Technical Directorate, it is powered by a 3.0-liter V-6 engine developing 200 horsepower.

But Karcher said there are no current plans to build it.

Designed by Peugeot S.A.'s Group Technical Directorate, the Activa 2 is the successor to the original Activa displayed at the 1988 Paris show.

Power comes from a 3.0-liter, 24-valve V-6 engine that develops 200 horsepower. It is equipped with Citroen's hydractive suspension and includes an electrohydraulic height corrector to maintain a constant ride height.

In addition, the Activa suspension raises itself when the doors are opened at rest to facilitate passenger exit and entry.

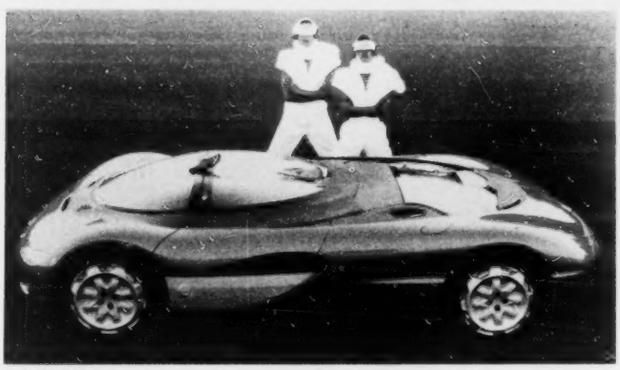
Renault will show the Laguna, a two-seat sports-car prototype powered by a mid-mounted, 2.0-liter turbocharged engine from the Renault 21 2L Turbo that delivers 210 hp.

The rear-driven car reaches a top speed of more than 155 mph.

The Laguna has a sliding tonneau cover instead of a conventional top, semi-automatic gullwing doors and concealed roll hoops located behind the driver and passenger that raise automatically when the car rolls over.

Renault engineers slashed weight by extensive use of composite materials such as Kevlar and carbon fiber.

A new Mercedes, the 500E, could be the show's biggest attention-grabber. The 326-hp car, powered by a 32-valve V-8 from the Mercedes SL, will serve as a new range-topper for the mid-sized W124 line and will go on sale next spring.



LAGUNA

Renault's two-seat sports car prototype is powered by a mid-mounted, 2.0-liter turbocharged engine producing 210 horsepower.

Now in pilot production at Porsche AG's plant in Zuffenhausen, Germany, the 500E was reworked by Porsche's Weissach Technical Center to accommodate the new powerplant.

The price in Germany is expected to be about 130,000 marks ($84,000).

Volkswagen AG's Spanish subsidiary, Seat, will show the Proto C, a concept vehicle by ItalDesign's Giorgetto Giugiaro that anticipates the Seat Ibiza supermini of the future. But Seat apparently will not show the Giugiaro-designed Toledo compact sedan at Paris. That model is expected to go on sale early next year.

A prototype of the Ferrari Mondial T with the Valeo Electronic Clutch — which doesn't require a clutch pedal — will be displayed on the Valeo stand. The special Mondial, destined for the U.S. market only, is still six months away from production.

Mitsubishi will show the Sigma, a sister version of the new upmarket Diamante sedan. The Sigma will begin reaching some European markets late this year.

Citroen sets intro of N2 for early '91

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

PARIS — Automobiles Citroen will make its long-awaited entry into Europe's crowded, but crucial, lower-medium segment early next year.

Xavier Karcher, chief executive of the Peugeot S.A. unit, confirmed that the all-new model, known internally as the N2, will debut during the first quarter of 1991.

The vehicle will be among the most significant new-car launches in Europe during 1991 because it will place Citroen in a segment in which it does not now compete. As such, it is central to parent Peugeot's declared aim of capturing first place in the European sales rankings in the early 1990s.

Peugeot S.A., which includes the Peugeot and Citroen brands, is now third in European car sales behind the Volkswagen and Fiat groups and commands a market share of just under 13 percent.

Citroen's penetration in 17 West European countries last year was 4.7 percent on sales of about 450,000 cars, while Peugeot achieved 8.1 percent.

Karcher said Citroen has risen to 4.9 percent so far this year, but is still short of target.

"We have not reached the goal that we set for ourselves," he said. "We would have liked 5.3-5.4 percent."

Karcher blamed the failure on disappointing results in France, where Citroen's share has been about 12 percent during the last three years, and in Italy, where penetration has declined this year.

Karcher said the N2 will be positioned between its AX supermini and BX compact models in a segment that accounts for about four million sales annually, almost a third of the total West European market.

The segment is Europe's biggest, but it is also becoming the most competitive. Ford recently introduced an all-new Escort/Orion; VW will replace the Golf, the best-selling car in Europe, next year; and General Motors will bring out a successor to the Opel Kadett — last year's second best-selling model.

The front-wheel-drive N2 is believed to share a platform with the successor to the Peugeot 309.

Mercedes is top brand with world consumers, survey finds

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Mercedes-Benz is the "most powerful" automotive brand in the world, followed by Toyota, Rolls-Royce, Honda and Ford, according to a survey of consumers in Japan, Europe and the United States.

"Most powerful" means the most recognized and most respected.

The same survey indicates that while U.S. consumers are more familiar with domestic automobile names than import names, they do not have especially high regard for domestic vehicles.

The survey was conducted by Landor Associates, a New York-based identity management and design consulting firm. Its findings are based on interviews with 5,000 consumers in the United States, 1,500 in Japan and 3,500 in Europe. The survey was conducted during the spring and summer of 1990.

Landor uses the survey results to help its clients better understand and use the power of their corporate and consumer brands. Landor provides corporate identity, brand identity and packaging and retail identity services for its clients.

The participants were asked to rate their "share of mind" or awareness of 4,000 leading brand names as well as their "esteem" or how they regard those brands. No consumer ranked more than 800 brands.

By combining the two rankings, Landor arrived at its ImagePower ratings, which measure the "power" of a specific brand.

The "most powerful" brand name in the world, according to the survey, is Coca-Cola, followed by Sony and Mercedes-Benz. Mercedes-Benz ranks 12th in awareness and second in esteem.

The survey lists the top 300 brand names in the United States, the top 300 in Europe and the top 300 in Japan. Each geographic area's findings are ranked from 1 to 300 in terms of ImagePower, awareness and esteem.

In the survey of U.S. consumers, Chevrolet is the "most powerful" automotive name. It ranks seventh in awareness, but it is 107th in esteem. General Motors is the second "most powerful" automotive name. It is 13th in awareness and 116th in esteem. The third "most powerful" automotive name in the United States is Ford, according to the survey, followed by Toyota, Mercedes-Benz, Honda, Oldsmobile, Dodge, Cadillac and Buick.

European consumers generally rate both Japanese and American automotive brands higher in awareness than esteem while Japanese consumers rate European brands higher in esteem than awareness.

Japanese consumers named only two American automobile brands — Cadillac and Ford — in their survey. Both rated higher in esteem than in awareness.

"European and Japanese auto manufacturers have especially strong positions in the United States relative to their ImagePower rankings," said John Hudson, director of marketing at Landor. "This suggests that U.S. automakers ought to be concerned about the comparatively low esteem consumers have for their products."

WORLD'S MOST POWERFUL CAR BRANDS

Chart shows overall rank and rank in two categories. Non-car products not shown.

Brand	Global Image	Share of Mind	Esteem
Mercedes-Benz	3	1	6
Toyota	7	6	23
Rolls-Royce	11	23	3
Honda	12	9	22
Ford	16	10	24
Porsche	19	27	11
BMW	21	32	12
Jaguar	27	40	19
Nissan	29	22	57
Cadillac	31	30	33
Volvo	37	47	34
Chevrolet	39	29	70
Ferrari	42	71	20
Audi	50	58	59

SOURCE: Landor ImagePower Survey

New rebates for GM and Ford as model year opens

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. and General Motors marked the official public introduction of their 1991 vehicles by revising the consumer cash incentive programs on those models.

In Ford's new program, which runs through Dec. 11, rebates on some 1991 Ford and Mercury models are $250 and $500 less than under the program that ended Sept. 26, and consumer cash paybacks on all 1990 carryover vehicles have been eliminated in favor of per-unit cash incentives to dealers.

Some of GM's consumer rebates on 1991 models are $200 to $500 less than before the cars were officially introduced.

Ford's modified program offers buyers cash allowances of $500 on all 1991 Ford and Mercury cars and most 1991 light trucks. The Bronco has a $1,000 rebate, and the Ford Explorer and Lincoln models do not carry incentives.

Ford has eliminated 60-month finance terms from its program. In lieu of rebates, it is offering customers finance rates of 7.9 percent for contracts up to 48 months.

The per-unit incentives to dealers on carryover 1990 Fords are $700 on Festiva; $1,000 on Crown Victoria, Escort, Tempo and Mustang; $1,300 on Taurus; $1,400 on Thunderbird; and $3,000 on Taurus SHO.

Ford light trucks carry dealer rebates of $1,000 on Ranger, $1,100 on F series, $1,300 on Aerostar and Econoline/Club Wagon and $1,500 on Bronco.

The dealer paybacks on carryover 1990 Mercury cars are $1,000 on Topaz, $1,300 on Sable, $1,400 on Cougar and $1,500 on Grand Marquis.

Lincoln dealer rebates have ben extended through Oct. 2. They are $1,500 to $2,000 on Town Car and $1,000 to $2,000 on Continental and Mark VII, based on number sold.

At GM, consumer rebates on some 1991 Chevrolet, Geo and Pontiac models have been scaled back $200 to $500. The GM new incentive program runs through Dec. 12.

Chevrolet's consumer rebates on 1991 and 1990 cars and trucks range from $500 to $1,250. As an alternative, finance rates of 7.9 percent for 48 months and 10.9 percent for 60 months are available.

Rebates on Geos are $500 on 1991 and 1990 Metro and Storm. The 1991 Prizm carries an $800 rebate, down $200 from the previous program, and the 1990 model has a $1,250 rebate.

Cash allowances on 1991 Chevrolets are $500 on Cavalier, Corsica (down $250), Beretta (down $250) and Camaro (down $500); $750 on Lumina; and $1,000 on Caprice.

Cash paybacks on 1990 Chevrolets are $500 on Cavalier, Corsica and Lumina; $750 on Beretta; and $1,000 on Camaro.

Geo Tracker offers rebates of $500 and $1,000 on the 1991 two-wheel-drive and four-wheel-drive models and $1,000 on 1990 models.

Rebates on Chevrolet trucks are $500 on 1991 Astro and $600 on the 1990 model; $500 on 1991 G-Van and $1,000 on the 1990 model; $1,000 on the 1991 and 1990 V Blazers; $1,000 on the 1991 and 1990 Suburbans; $500 on the 1991 and 1990 Lumina APV; and $750 on the 1991 and 1990 R/V pickup and cab-chassis.

Also, $500 and $1,000 on 1991 two-door and four-door S/T Blazers; $1,000 on 1990 S/T Blazers; $1,000 on 1991 and 1990 S/T pickups; and $500 on 1991 and 1990 C/K 1500-3500 pickups and cab-chassis models with automatic transmission and the 1990 model with manual transmission.

Pontiac's new consumer incentives include $500 on 1991 Firebird (down $500) and $1,000 on the 1990 model. Other rebates on 1991 and 1990 models are $500 on Sunbird, Bonneville and Trans Sport; and $750 on LeMans, 6000, Grand Am and Grand Prix.

In lieu of the cash rebates, Pontiac is offering finance rates of 7.9 percent for up to 48 months and and 10.9 percent for contracts up to 60 months on both 1991 and 1990 models.

Oldsmobile's 1991 model rebates are $500 on Silhouette; $750 on 88 and Cutlass Calais, Ciera and Supreme; and $1,500 on Toronado. The Custom Cruiser, 98 and Bravada do not carry incentives.

Rebates on Oldsmobile carryover 1990 models are $1,500 on Silhouette, 88, Custom Cruiser, 98 and Cutlass Calais and Ciera; $2,500 on Toronado; and $2,500 on Cutlass Supreme base coupe and sedan (but $2,000 on all other models).

Oldsmobile dealers may offer a special finance rate of 4.8 percent for 48 months in lieu of the 1990 rebates or 7.9 percent up to 48 months in lieu of 1991 rebates. A 10.9 percent rate for up to 60 months is available in lieu of rebates for either 1991 or 1990 models.

Buick announced rebates of $500 to $1,000 on Skylark, Century, Regal and LeSabre; $1,000 on Riviera; and $3,000 on Reatta. The payments are based on the option package ordered. The Park Avenue, Park Avenue Ultra and Estate Wagon are not included in the program.

In lieu of rebates, Buick is offering buyers finance rates of 3.9 percent for 24 months, 5.9 percent for 36 months, 7.9 percent for 48 months and 10.9 percent for 60 months.

Cadillac's buyer incentive program offers $1,500 on the 1991 Brougham and 1990 DeVille/Fleetwood, Seville, Eldorado and Brougham. No special financing is offered.

Volkswagen United States Inc. extended its dealer rebate of $500 on 1990 Fox indefinitely.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Ford Motor Co. (1991 models)						
Ford cars	$500	7.9	7.9	7.9		Dec. 11
Ford Bronco	$1,000	7.9	7.9	7.9		Dec. 11
Other trucks	$500	7.9	7.9	7.9		Dec. 11
Mercury	$500	7.9	7.9	7.9		Dec. 11
General Motors (1990 models)						
Buick Reatta*	$3,000	3.9	5.9	7.9	10.9	Dec. 12
Other Buick*	$250-$1,000	3.9	5.9	7.9	10.9	Dec. 12
Cadillac	$1,500					Dec. 12
Chevrolet Geo	$500-$1,250	7.9	7.9	7.9	10.9	Dec. 12
Other cars	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Dec. 12
Other trucks	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
Oldsmobile	$1,500-$2,500	4.8	4.8	4.8	10.9	Dec. 12
Pontiac	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
*Based on option package selected						
General Motors (1991 models)						
Buick Reatta*	$3,000	3.9	5.9	7.9	10.9	Dec. 12
Other Buick*	$250-$1,000	3.9	5.9	7.9	10.9	Dec. 12
Cadillac Brougham	$1,500					Dec. 12
Chevrolet Geo	$500-$800	7.9	7.9	7.9	10.9	Dec. 12
Other cars	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
Geo Tracker	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
Other trucks	$500-$1,000	7.9	7.9	7.9	10.9	Dec. 12
Oldsmobile	$500-$1,500	7.9	7.9	7.9	10.9	Dec. 12
Pontiac	$500-$750	7.9	7.9	7.9	10.9	Dec. 12
*Based on option package selected						
Hyundai (1990)	$500-$1,250					Oct. 2
Mazda (1990 models)						
323	$750					Oct. 2
Protege	Free air or auto. trans.					Oct. 2
626, MX-6	$1,000-$1,500					Nov. 2
MPV	$500-$750 discount on option packages					Nov. 2
Trucks	$750 plus free option package					Oct. 2
Nissan (1990 models)						
Sentra	$1,000-$1,200					Oct. 2
Trucks	$1,000					Oct. 2
Subaru						
Justy (1989-90)	$500-$1,000					Oct. 2
Loyale (1990)	$800-$1,200					Oct. 2
Suzuki (1990 models)*						
Swift	$400-$1,500					Oct. 2
Samurai	$1,000					Oct. 2
Sidekick	$1,000-$2,500**					Oct. 2
Suzuki (1991 models)*						
Sidekick	$500-$600					Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-90-91 models)		
All cars and trucks	$250-$1,000, quota	Dec. 31
Ford Motor Co. (1990 models)		
Ford cars	$700-$1,400	Dec. 11
Taurus SHO	$3,000	Dec. 11
Trucks	$1,000-$1,500	Dec. 11
Mercury	$1,000-$1,500	Dec. 11
Continental, Mark VII	$1,000-$2,000 based on number sold	Oct. 2
Audi (1990 models)		
100 Series	$3,000	Dec. 31
Hyundai (1989-90 models)		
Excel	$200-$500, quota	Oct. 2
Sonata	$350	Oct. 2
Nissan		
Stanza (1990 models)	$100-$1,000, based on number sold	Oct. 2
Trucks (1990-91 models)	$100-$200, based on number sold	Nov. 2
Peugeot (1989 models)		
405	$2,500-$3,500	None
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$600	Oct. 2
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Nov. 2
Toyota (1991 models)		
Corolla, Camry	$200-$1,000, quota	Nov. 2
Volkswagen (1990 models)		
Golf	$500	Dec. 31
Fox	$500	None
Corrado	$1,500	None

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

Battle ends; Toyota gets Mid-Atlantic

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

The battle between Toyota Motor Sales U.S.A. Inc. and distributor Mid-Atlantic Toyota will officially be put to rest today when Toyota takes over distribution in the five-state region.

Last week, Mid-Atlantic Toyota and Toyota Motor Sales reached an agreement after a three-month dispute. The two parties announced they had resolved "all disputes, which included business and constitutional matters."

Central Atlantic Toyota Distributors Inc., a new Toyota subsidiary, takes over for Mid-Atlantic. The distributorship served Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

Toyota tried to take over Mid-Atlantic in 1987. Mid-Atlantic blocked that move, but an ensuing deal gave Toyota the right to take over distribution in three years.

In June, Toyota said it could run a better operation and told Mid-Atlantic it planned to take control Oct. 1. Mid-Atlantic said it wouldn't honor the 1987 agreement. Mid-Atlantic then filed suit, charging among other things that Toyota defrauded Mid-Atlantic.

Last week's settlement included a statement by Toyota that Mid-Atlantic was free to contact members of Congress on matters regarding Toyota. Mid-Atlantic had accused Toyota of infringing on its employees' constitutional rights.

A two-year stipend of $137.50 per vehicle was included in the 1987 agreement. That amount was to be paid to Mid-Atlantic for every Toyota sold in the region during the two years after Toyota took over. Based on Mid-Atlantic's sales history — the company delivered 82,462 vehicles in 1989 — that could amount to more than $20 million.

VOLVO

FROM PAGE 2

doesn't suit them," which he wasn't free to do as a "hired hand in the corporate environment."

Ahlstrom laughed when he was reminded of those comments. "You bet. That's what I'm really looking forward to," he said. He plans to pick a new field outside the auto business.

Ahlstrom, a naturalized U.S. citizen, will remain on the boards of a number of companies with connections to Volvo: IJ Holdings, the parent company of Minstar, a boat company in which Volvo has a 20 percent stake; Park Ridge Corp., the parent company of Hertz Corp., 26 percent owned by Volvo; Volvo GM Heavy Truck Corp.; and several Volvo companies outside North America.

North America is Volvo's single largest car market, accounting for about 38.6 percent of the car division's worldwide gross sales in 1989.

Total car sales worldwide were about $6.92 billion in 1989, or about 8.8 percent above the previous year. Car sector operating income worldwide, however, fell 46.2 percent, compared with 1988, to $312 million. And the 1989 operating income figure was 65.2 percent below 1986.

CAW gives GM until Oct. 10

By Jim Robinson
SPECIAL CORRESPONDENT

TORONTO — The Canadian Auto Workers marked midnight Oct. 10 as its strike deadline with General Motors of Canada.

CAW President Bob White wants an agreement for GM of Canada's 36,500 hourly workers that follows the pattern set at Ford. That package, reached Sept. 23 after a week-long strike, included wage increases, reduced hours and job-security protection.

GM's agenda includes improving attendance, becoming more cost competitive and achieving greater flexibility in the workplace.

White said local issues at GM will be more difficult than they were at Ford. "We could easily have a strike on local issues if we don't get those issues addressed."

One of those is the GM van plant in Scarborough, Ontario. The plant is set to close in June 1992, and White said the CAW wants a commitment to keep the plant open for the life of the agreement, which would expire in 1993. If the jobs are lost, the union wants to apply its worker security program.

At Ford of Canada, 91 percent of the 12,800 workers approved their three-year agreement. It provides cost-of-living and wage increases averaging 6.4 percent each year, security against job losses, and reduced work time by 32 hours a year.

HEALTH

FROM PAGE 1

health care premiums for single retirees under 65 and $5,650 for joint coverage.

For retirees who are over 65 and are on Medicare, AT&T will pay a maximum $500 per year in premiums for single coverage and $1,800 for joint coverage. Retirees on Medicare will be reimbursed a maximum of only $33 a month for doctor's visits.

"A lot of our people considered this concessionary; we had consternation about it," said Judi Wicker, secretary-treasurer of Communication Workers of America Local 4009 in Southfield, Mich.

AT&T hopes to attract at least 70 percent of its workers to the network. Currently, only 10 percent of the work force is enrolled in a managed care program, and AT&T's health care costs have been rising more than 10 percent a year. Lynch said AT&T spent $1.1 billion on health care last year.

The company hopes to bring its costs down to single digit increases; similar to what was achieved at Southwestern Bell Telephone Co. in St. Louis.

Milton King, district manager for benefits at Southwestern Bell, said that since its network was put in place three years ago, 65 percent of the work force, also represented by the Communication Workers of America, has enrolled.

King said the company's health care costs have increased less than 10 percent per employee annually since the program was enacted, compared to annual increases of 15 percent to 17 percent before.

"Managed care will be the trend of the future," said Margaret Mellen, a health care specialist with the Detroit office of Towers, Perrin, Foster & Crosby Inc., a health care consulting company. "Savings vary all over the place," she said, "generally from 10 percent to 15 percent."

A 1989 survey by A. Foster Higgins Inc., a health care consulting firm in New York, showed that when retirees under the age of 65 make up more than 30 percent of a company's retirees, the average medical cost is about 16 percent higher than for employers with 30 percent or fewer retirees in that age group because retirees aren't eligible for supplemental Medicare benefits until age 65.

GM's average retirement age is 58, said spokesman John Maciarz. Based on the ages of the company's 240,000 retirees, excluding 64,644 surviving spouses, at least 40 percent are in the under-65 category.

With 98,000 retirees over age 70, people most likely to be hospitalized according to health care experts, GM still faces stiff charges because Medicare does not pick up all hospital charges. For example, GM pays a $592 deductible for the first 60 days of hospitalization, $148 a day for the 61st through 90th day, $296 a day for the 91st through 150th day and 100 percent beyond 150 days.

Of GM's $2.9 billion health care bill last year, 59.2 percent was for hospital and surgical treatment.

GM already has a managed health care plan, but employees are not penalized for electing traditional coverage. As of last year, 45 percent of the hourly and 71 percent of the salaried workers were in a managed plan, but only 16 percent of the retirees were outside traditional coverage.

PRODUCTION

U.S. CAR

	Week Ended Sept. 29, 1990	Week Ended Sept. 22, 1990	Sept. Est.	Jan. 1 to Sept. 29, 1990	Jan. 1 to Sept. 30, 1989
Horizon	0	0	0	4,327	23,095
Sundance	2,600	2,357	9,084	64,510	78,288
Acclaim	3,600	3,353	13,546	83,416	95,554
Total Plymouth	**6,200**	**5,710**	**22,630**	**152,253**	**196,937**
LeBaron A	0	0	0	8,064	0
LeBaron J	1,400	1,418	5,314	39,507	80,154
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	600	789	2,470	29,762	64,639
Fifth Avenue	900	1,397	4,427	25,285	14,390
Imperial	500	610	1,713	14,300	0
Total Chrysler	**3,400**	**4,214**	**13,924**	**116,918**	**162,129**
Omni	0	0	0	4,078	24,348
Daytona	900	932	3,494	26,314	63,183
Shadow	2,700	2,511	9,642	72,570	75,462
Dynasty	3,100	3,747	11,946	88,305	100,126
Lancer	0	0	0	0	1,528
Spirit	3,200	2,417	11,495	75,292	81,259
Total Dodge	**9,900**	**9,607**	**36,577**	**266,559**	**345,906**
CHRYSLER MOTORS	**19,500**	**19,531**	**73,131**	**535,730**	**704,972**
Escort	8,106	6,879	27,697	176,489	252,804
Mustang	3,659	3,584	10,151	98,878	153,557
Tempo	3,189	3,383	9,089	99,006	112,403
Taurus	3,714	7,829	22,069	260,235	268,822
Thunderbird	0	3,378	9,457	87,873	115,865
Total Ford Div.	**18,668**	**25,053**	**78,463**	**722,481**	**903,451**
Topaz	1,211	818	2,857	37,244	52,626
Cougar	0	2,247	6,290	58,381	98,511
Sable	1,526	2,651	7,245	79,873	88,182
Total Mercury	**2,737**	**5,715**	**16,392**	**175,498**	**239,319**
Continental	1,210	1,221	4,682	45,182	47,677
Mark VII	213	211	821	15,669	15,401
Town Car	2,842	2,859	11,004	114,130	90,469
Total Lincoln	**4,265**	**4,291**	**16,507**	**174,981**	**153,547**
Total L-M Div.	**7,002**	**10,007**	**32,899**	**350,479**	**392,866**
FORD MOTOR CO.	**25,670**	**35,060**	**111,362**	**1,072,960**	**1,296,317**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,184	2,042	7,826	68,464	46,047
Century	2,015	2,043	7,766	50,944	98,584
Riviera	606	458	1,916	16,765	14,345
Electra/Park Ave.	3,043	2,847	11,024	40,107	60,130
LeSabre (fwd)	3,519	3,166	12,861	121,449	114,727
LeSabre (rwd)	0	0	0	4,022	5,363
Reatta	0	0	0	5,277	4,418
Total Buick	**11,367**	**10,556**	**41,393**	**307,028**	**350,527**
Eldorado	631	470	1,967	16,023	21,988
Seville	627	476	1,965	26,577	16,157
Brougham (rwd)	1,080	1,045	3,779	23,245	28,172
DeVille (fwd)	4,175	3,945	14,898	121,267	150,100
Allante	88	88	193	3,243	2,317
Total Cadillac	**6,601**	**6,024**	**22,802**	**190,355**	**218,734**
Cavalier	9,572	8,871	34,576	253,506	270,287
Camaro	1,920	2,010	7,730	56,303	76,413
Celebrity	0	0	0	0	70,349
Corsica/Beretta	6,160	6,132	23,486	215,351	290,429
Caprice	0	5,920	15,327	176,399	135,112
Corvette	633	645	2,341	17,582	19,364
Total Chevrolet	**18,285**	**23,578**	**83,460**	**719,141**	**861,954**
Calais	2,406	2,407	8,611	77,588	68,566
Cutlass Ciera	1,480	1,494	5,639	55,511	66,397
Cutlass Supreme	2,585	2,388	9,446	70,473	78,342
Toronado	384	265	1,175	11,766	6,644
88 (fwd)	2,361	2,217	8,661	78,580	103,735
88 (rwd)	0	0	0	1,214	5,887
98	1,025	490	1,921	34,872	54,578
Total Oldsmobile	**10,241**	**9,261**	**35,453**	**330,004**	**384,149**
Sunbird	4,000	3,867	14,769	119,140	108,597
Grand Am	5,400	5,154	19,242	158,802	181,046
Firebird	1,230	1,173	4,280	33,384	42,686
Grand Prix	3,595	3,410	13,225	91,509	99,148
Pontiac 6000	1,448	1,512	5,712	43,046	62,514
Bonneville	2,143	2,201	7,126	60,015	71,152
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**17,816**	**17,317**	**64,354**	**505,896**	**567,834**
Total Saturn*	**150**	**150**	**575**	**1,075**	**0**
GENERAL MOTORS	**64,460**	**65,886**	**248,037**	**2,053,499**	**2,383,198**
DIAMOND-STAR	**3,502**	**3,270**	**13,405**	**101,270**	**55,073**
HONDA	**8,524**	**8,521**	**32,845**	**327,177**	**277,927**
Civic	1,350	1,323	4,990	82,935	99,963
Accord	7,174	7,198	27,855	244,242	177,964
MAZDA†	**4,105**	**4,060**	**15,699**	**132,845**	**153,316**
NISSAN	**2,450**	**2,078**	**7,744**	**62,545**	**89,446**
NUMMI	**4,000**	**3,818**	**12,818**	**148,068**	**149,780**
Corolla	2,000	1,949	6,409	74,514	60,571
Geo Prizm/Nova	2,000	1,869	6,409	73,554	89,209
SUBARU-ISUZU	**900**	**789**	**3,129**	**21,632**	**0**
TOYOTA	**4,327**	**4,377**	**16,497**	**162,942**	**183,634**
TOTAL CARS, U.S.	**137,438**	**148,382**	**534,657**	**4,618,668**	**5,213,663**
TOTAL CARS, CANADA	**24,469**	**14,684**	**80,758**	**792,872**	**722,883**
U.S., CANADA CARS	**161,907**	**163,066**	**615,415**	**5,411,540**	**5,936,546**
U.S., CANADA CARS AND TRUCKS	**265,321**	**264,266**	**999,070**	**9,063,475**	**9,837,267**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe *Estimated

CANADIAN CAR

	Week Ended Sept. 29, 1990	Week Ended Sept. 22, 1990	Sept. Est.	Jan. 1 to Sept. 29, 1990	Jan. 1 to Sept. 30, 1989
Monaco	0	0	1,932	8,823	0
Premier	0	0	335	7,812	28,261
CHRYSLER MOTORS	**0**	**0**	**2,267**	**16,635**	**28,261**
Tempo	2,864	0	5,359	85,845	100,151
Topaz	1,215	0	2,291	32,412	42,600
Crown Victoria	2,667	0	7,935	89,861	88,854
Grand Marquis	2,853	0	7,589	82,442	96,017
FORD MOTOR CO.	**9,599**	**0**	**23,174**	**290,560**	**327,622**
Celebrity	0	0	0	20,319	16,595
Cutlass Ciera	1,774	1,780	5,691	59,178	98,421
Lumina	5,348	5,337	20,767	162,933	113,027
Regal	2,603	2,663	10,313	73,163	59,369
GENERAL MOTORS	**9,725**	**9,780**	**36,771**	**315,593**	**287,412**
CAMI*	**850**	**850**	**3,400**	**26,350**	**0**
HONDA	**2,150**	**2,085**	**8,011**	**77,894**	**62,475**
HYUNDAI	**825**	**643**	**2,793**	**16,013**	**0**
TOYOTA	**1,200**	**1,221**	**3,922**	**43,794**	**11,139**
VOLVO	**120**	**105**	**420**	**6,933**	**5,974**
TOTAL CARS, CANADA	**24,469**	**14,684**	**80,758**	**792,872**	**722,883**

U.S. TRUCK

Caravan	1,000	843	2,621	69,683	79,163
Dakota	2,100	1,803	7,649	53,910	73,796
Caravan C/V	0	0	0	4,171	5,248
Ram pickups	3,200	2,686	11,497	80,048	73,988
Total Dodge	**6,300**	**5,332**	**21,767**	**207,812**	**232,195**
Cherokee	3,900	2,913	13,870	117,621	166,261
Comanche	300	289	1,181	6,486	21,861
Grand Wagoneer	0	260	585	5,257	8,074
Wagoneer	100	83	387	2,925	5,999
Total Jeep	**4,300**	**3,545**	**16,023**	**132,289**	**202,195**
Voyager	600	825	2,075	64,910	74,041
Town & Country	0	0	0	2,078	3,084
Total C-P Div.	**600**	**825**	**2,075**	**66,988**	**77,125**
CHRYSLER MOTORS	**11,200**	**9,702**	**39,865**	**407,089**	**511,515**
Aerostar	5,800	4,941	19,971	159,570	170,173
Bronco	993	989	3,652	38,945	56,090
Bronco II/Explorer	5,777	6,769	22,743	148,171	88,846
Navajo	555	638	2,281	4,242	0
Econoline	2,108	4,177	9,307	138,499	169,226
Mediums/Heavies	0	1,163	2,092	39,152	45,912
Light trucks	10,353	9,894	38,341	348,050	398,156
Ranger	6,372	6,247	22,885	212,612	237,516
Total Ford Div.	**31,958**	**34,818**	**121,272**	**1,089,241**	**1,163,919**
FORD MOTOR CO.	**31,958**	**34,818**	**121,272**	**1,089,241**	**1,163,919**
Astro	2,840	3,443	11,630	97,899	124,066
Blazer	358	379	1,383	13,557	21,646
Lumina APV	1,865	1,625	5,901	65,128	0
Mediums/Heavies	508	600	1,852	8,680	8,710
P-Model	650	635	2,170	17,960	23,707
Pickups	7,655	8,500	30,156	302,753	308,386
S-10	4,848	4,417	17,808	175,073	197,081
S-10 Blazer	4,103	3,833	15,011	85,307	142,849
Sportsvan/Van	1,383	1,380	5,252	46,039	75,162
Suburban	1,683	1,846	6,409	54,445	59,992
Total Chevrolet	**25,893**	**26,658**	**97,572**	**866,841**	**957,880**
Jimmy	110	100	386	4,157	6,420
Mediums/Heavies	432	478	1,687	9,455	14,693
P-Model	50	47	252	2,354	3,201
Pickups	2,248	2,658	8,855	104,277	92,533
S-15/Sonoma	1,012	977	4,031	40,215	46,081
S-15 Jimmy	1,141	1,409	4,725	28,376	40,933
Safari	920	1,082	3,503	34,253	33,141
Suburban	659	543	2,425	26,584	24,160
Vandura/Rally Vans	537	531	2,027	17,209	22,239
Total GMC	**7,109**	**7,825**	**27,891**	**266,880**	**277,460**
Olds Silhouette	237	200	769	24,577	0
Pontiac Trans Sport	881	788	2,915	40,094	0
GENERAL MOTORS	**34,120**	**35,471**	**129,147**	**1,198,392**	**1,235,340**
NAVISTAR	**1,580**	**1,607**	**5,729**	**55,166**	**60,982**
NISSAN	**2,228**	**2,443**	**8,993**	**106,205**	**91,205**
SUBARU-ISUZU	**1,314**	**639**	**3,811**	**24,116**	**0**
AM GENERAL	**450**	**450**	**1,800**	**17,190**	**17,190**
MISCELLANEOUS	**3,000**	**3,000**	**12,000**	**114,600**	**108,600**
TOTAL TRUCKS, U.S.	**85,850**	**88,130**	**322,617**	**3,011,999**	**3,188,751**

CANADIAN TRUCK

Caravan	2,003	2,537	7,365	93,921	108,779
Caravan C/V	0	0	0	5,610	8,550
Ram Wagon	300	0	866	17,303	20,130
Ram Van	1,620	0	4,500	43,121	53,361
Total Dodge	**3,923**	**2,537**	**12,731**	**159,955**	**190,820**
Voyager	1,753	1,805	6,295	75,489	94,167
Total Plymouth	**1,753**	**1,805**	**6,295**	**75,489**	**94,167**
Wrangler	1,500	1,125	5,432	44,835	61,754
Total Jeep	**1,500**	**1,125**	**5,432**	**44,835**	**61,754**
CHRYSLER MOTORS	**7,176**	**5,467**	**24,458**	**280,279**	**346,741**
FORD MTR. (L. trks.)	**2,908**	**0**	**8,051**	**103,410**	**117,561**
Light trucks	3,380	4,559	14,641	127,911	120,588
Vans	1,442	1,305	5,196	38,777	44,267
Total Chevrolet	**4,822**	**5,864**	**19,837**	**66,688**	**164,855**
Light trucks	1,500	650	4,056	47,490	53,179
Vans	508	439	1,744	15,645	21,014
Total GMC	**2,008**	**1,089**	**5,800**	**63,135**	**74,193**
GENERAL MOTORS	**5,830**	**6,953**	**25,637**	**229,823**	**239,048**
CAMI*	**650**	**650**	**2,600**	**20,800**	**0**
NAVISTAR	**0**	**0**	**292**	**6,858**	**8,620**
TOTAL TRKS., CANADA	**17,564**	**13,070**	**61,038**	**630,336**	**711,970**
U.S., CANADA TRKS.	**103,414**	**101,200**	**383,655**	**3,651,535**	**3,900,721**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. *Estimated

Output slips; cars, trucks feel pinch

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. auto production last week fell 7.38 percent below the previous week and 9.12 percent below the same week last year.

So far this year, 4,618,668 cars have been assembled, 11.41 percent below 1989.

Truckmakers' scheduled build last week fell 2.59 percent below the prior week, but it was 7.77 percent ahead of the year-ago week.

Year-to-date, 3,011,999 trucks have been built, 5.54 percent below last years total.

Last week, General Motors' Detroit truck plant closed for four weeks for inventory adjustment. GM's Moraine, Ohio, S-truck facility will be idle this week for inventory adjustment.

GM's Flint, Mich., plant will also be idle this week with line one returning Oct. 8 and line two Oct. 15. The Flint plant produces full-sized Blazer, Jimmy and Suburban wagons.

GM scheduled Saturday overtime last week at the Bowling Green, Ky., Corvette plant.

Ford Motor Co. will idle its Edison, N.J., plant this week because of facility adjustments related to the launch of the Ranger, which the plant has assembled since Sept. 10.

Ford resumes output this week at the Chicago car plant; the Lorain, Ohio, car and truck facilities; and the Louisville, Ky., truck facility.

The plants were closed for inventory adjustment.

Slated for Saturday overtime last week were Ford's Wayne, Mich., car plant and its St. Louis and Kansas City, Mo., truck operations.

Chrysler Corp.'s Dodge City truck plant in Warren, Mich., scheduled two overtime shifts last Saturday.

Ford returns; Canada climbs

As Ford of Canada workers returned to assembly lines after a one-week strike, Canadian auto production jumped 66.64 percent above the previous week and 5.97 percent above the year-ago week.

So far this year, 792,872 cars have been produced, 9.68 percent above the 1989 total.

Truckmakers assembled 34.38 percent more vehicles last week than the prior week but fell 15.00 percent below the year-ago week.

Year-to-date, 639,936 trucks have been assembled, 10.12 below last year's total.

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Automotive News®

October 8, 1990

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Model year blurred by launch timing

The 1991 Caprice Classic made its big splash last January at the North American International Auto Show in Detroit.

AUTOMOTIVE NEWS/JOE WILSSENS

By John K. Teahen Jr.
SENIOR EDITOR

The windows were covered with thick paper. The merchandise was shrouded, and you didn't dare try to peek beneath those covers. Stock that couldn't be lodged in the showroom was stashed in a locked garage with windows too dirty to see through.

And then the big night. Searchlights pierced the sky. Coffee, soft drinks and snacks were served. There was music. Salespersons donned their Sunday best — or maybe company blazers — and they stayed on the floor as long as any visitor wanted to talk about automobiles.

Sound like a big event? You better believe it! It was introduction day at almost every new-car dealership in the land.

Note the word "was." It ain't like that anymore. Now, the beginning of the new model year is pretty much like any other day in the retail auto business. Old-timers mourn the passing of the hoopla; younger folks will never know what they are missing.

The beginning of the model year has become pretty much a statistical event. It is a day of record: Oct. 1 is the day the automakers start tabulating their model-year sales. It's important only because model-year sales are important.

And industry practices have clouded the model year itself. What is a model year, anyway? Chevrolet's Caprice is in the midst of a 21-month 1991 model year. The division's Geo Metro convertible must settle for a 3½-month 1990 model year.

The Caprice went on sale last January — as a 1991 model. The Metro ragtop hit the showrooms June 12 — as a 1990 model. Clear as a bell, huh?

Want more? Dealer shipments of the 1990 Oldsmobile Cutlass Supreme convertible began the week of Aug. 13, 1990, giving it the dubious distinction of being the last of the 1990 entries. It was announced as a 1990 mid-year model in an Oldsmobile press release dated Sept. 7, 1989.

And Buick has already displayed what it calls a 1992 model, a Roadmaster sedan that goes on sale next spring.

Pre-selling also has lessened the impact of the autumn intro season. Used to be, no car was

see SPLASH, page 10

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Intro '91 Extra
Special section features new domestic and import products for the 1991 model year.

Automotive News®

October 8, 1990

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Air bags — warranties, maintenance raise questions

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

The combination of customer clamor and legislation has accelerated air-bag installation plans. But there is a tangled web of industry-wide misconceptions about air-bag warranty coverage, component costs, maintenance schedules and unresolved legal issues.

That web may ensnare carmakers, dealers and customers.

All air bags are not the same. Warranties range from two to six years; required maintenance inspection intervals range from two to four years; and the replacement cost of a single air bag ranges from $400 to $2,600.

Those disparities may soon become as important to consumers as the warranty on powertrain failure and body corrosion, or as important as the air bag itself.

The significance will become more apparent as air-bag warranties begin expiring on several makers' car lines and owners must pay for maintenance.

And unlike other systems, the most sophisticated inflatable restraint systems can tattle on owners who neglect maintenance.

An air-bag system that is not properly maintained might not work properly — or might not work at all, say air-bag suppliers and carmaker safety experts.

"If the air-bag service light is blinking on, you should not assume the air bag will go off in the event of an accident," said Claude E. Gianino, a spokesman for air-bag supplier TRW Inc. "In fact, you really should assume the opposite."

An important new wrinkle in the vehicle-maintenance area is the ability of some air-

see AIR BAGS, page 43

BRYN WILLIAMS

Mercedes-Benz muscle car

The Mercedes-Benz 500E, powered by a 32-valve V-8 developing 326 horsepower, made its world debut at the Paris Auto Show last week. See Paris story on Page 2.

Saturn dealers cheer for low-price strategy

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NASHVILLE, Tenn. — A banquet room full of new Saturn dealers burst into cheers last week upon learning the price of General Motors' newest car.

Declaring this "the moment of truth for Saturn," GM President Lloyd Reuss told dealers that Saturn sticker prices will start "not at $10,000, not at $9,000, not at $8,000, but at $7,995" when it goes on sale on Oct. 25.

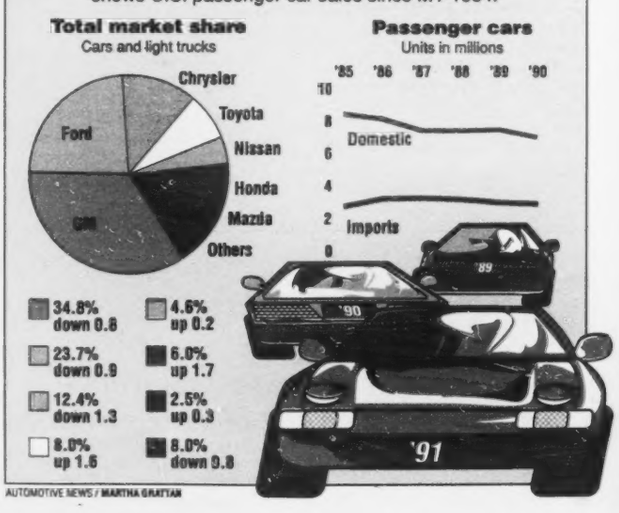
Reuss' dealer meeting audience of about 350 rose with cheering and applause that lasted a full minute. Some patted each other on the back and embraced.

"GM really did good on this one," said an elated Lewis King, franchisee for the Fort Lauderdale, Fla., area. "They've made a lot of dealers

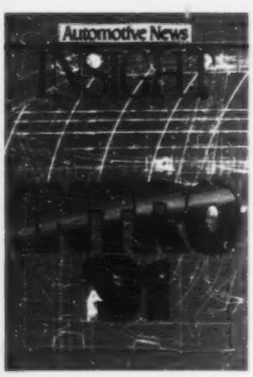
see SATURN, page 44

Model year at a glance

Pie chart shows share of U.S. car and light-truck market, and change in percentage points from MY 1989. Fever chart shows U.S. passenger car sales since MY 1984.



AUTOMOTIVE NEWS / MARTHA GRATTAN



Rounding up '91

Power and technical sophistication characterize the best of the new model year. Product specifications and features appear in *Insight*, which follows Page 24.

New York dealers raided in drug money crackdown

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Federal agents raided five New York City-area car dealerships last week for allegedly accepting drug profits in cash for the purchase of luxury cars and failing to make required tax reports of the transactions.

More than 200 agents from four federal agencies staged the raids in which 12 dealership employees and three insurance agents were arrested, and 31 cars and seven dealership bank accounts were seized.

Those arrested were charged in federal court in Manhattan with money laundering and cash reporting violations as part of a continuing investigation code-named "Operation Drug Wheels."

Among those arrested were two dealership sales managers and the son of a new car dealer.

The five dealerships raided were: Gidron Ford of Mt. Kisco; Mercedes-Benz Manhattan; Manhattan Nissan; Bronx Auto Mall Inc., doing business as Bronx Acura; and 11th Avenue Motors Inc., doing business as Manhattan Mazda and City Mazda.

"These arrests can be considered notice to other automobile dealers that these laws will be vigorously enforced," said Mary Lee Warren, chief of narcotics in the U.S. Attorney's Office in New York.

The criminal complaints alleged that dealer employees and insurance agency employees aided narcotics dealers by knowingly accepting drug profits in cash for the purchase of automobiles, cash reporting violations and mail fraud.

see RAID, page 43

Toyota No. 3 in car sales, tops Chrysler in model year

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc. were the clear winners in the 1990 model year as both companies made solid gains in vehicle sales while their Big 3 rivals continued to slide.

In the car sales arena, Toyota — including its Lexus Division — delivered 911,736 units, 56,188 more than Chrysler Corp. did for the model year.

Combining car and truck sales, Toyota also moved closer to Chrysler as the No. 3 vehicle seller in the United States. Chrysler, which led Toyota by 1.1 million car and truck sales in the 1989 model year, closed out the 1990 model year only 616,630 car and truck sales ahead of Toyota.

Honda, including Acura, trailed Chrysler in car sales by 5,999 units. With 416,000 sales, the Honda Accord was the best-selling car in

see SALES, page 47

NEWSPAPER

INSIDE:

Chrysler juggles prices

Another shot rang out last week in the four-door sport-utility showdown as Chrysler Corp. cut Jeep Cherokee prices again. Story on Page 6.

Protectionism flares up at Paris

Peugeot's Calvet leads barrage against EC on Japan quotas

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

PARIS — Most factory representatives and visitors at the Paris Auto Show last week expected the European Commission to come under fire for its attempts to deal Japanese automakers a bigger slice of the European market after 1992.

But even forewarned, the intensity of the barrage jolted just about everyone.

Led by Jacques Calvet, the mercurial chairman of France's Peugeot Group, auto executives from several countries called for keeping Japanese carmakers at bay for up to 10 years after Europe dismantles most of its internal trade barriers on Jan. 1, 1993.

At the same time, many insisted on "full equal access" to the Japanese market as a condition for lowering European barriers.

Amid all the euphoria and good will over the run-up to EC92, such hard-edged protectionist talk has been scarce in Europe in recent years. Indeed, European industrial and political leaders have gone out of their way to stress that post-92 Europe will be no "fortress," that it will be open to everyone.

But "open access" sounds one way in a rising market, and quite another in a down one. Industry executives, already skittish over flattening sales, have been quick to grasp the French argument that the commission is proposing to give Japan all of the expected growth in the European market until the turn of the century.

European executives here noted that the Japanese took 20 percent of the German market — Europe's largest — in August, up five points from their traditional share.

The commission, the European Community's executive arm, is believed to be close to a deal that would allow the Japanese 14.5 percent to 18 percent of the 12-nation Common Market by 1997 or 1998, up from an EC-wide average of about 10 percent now.

Calvet, who has emerged as the spear carrier for French policy and protectionist thinking on the crucial trade issue, used his show forum to heap scorn on Japanese trading practices and to lash Britain for acting as what he called Japan's "aircraft carrier" in Europe.

Calvet, pointing out that Japanese producers captured 32 percent of the U.S. market in August, demanded that the talks on Japanese restraints be suspended until the commission has adopted a new, rock-hard protectionist line.

Calvet set forth a five-point plan that would strictly limit Japanese cars in Europe for a decade. He said the principles should be adopted unanimously "before contacts are resumed with the Japanese."

Calvet's "non-negotiable" demands would prohibit new Japanese transplants in Europe and set lower production targets for transplants now operating or planned.

Current Japanese quotas should be frozen for at least 10 years after Jan. 1, 1993, and kept in force if the Japanese do not demonstrate "a clear willingness for reciprocity," he said.

Market share for Japanese automakers is now limited to 1.5 percent in Italy, 3 percent in France and 1.2 percent in Spain.

Calvet launched an especially barbed attack on Britain, which has aggressively courted and won every major Japanese transplant project in Europe. Nissan, the first, began producing at its Sunderland plant in 1986, and Toyota and Honda are building plants in Britain.

"If Great Britain doesn't want the EC, then they shouldn't stay in it," Calvet said. "Great Britain can no longer have a purely national view of its interests."

Referring to Britain as Japan's "aircraft carrier just off the coast off Europe, or even Japan's fifth major island," Calvet heaped scorn on Nissan and British claims that Nissan's U.K.-built Primera sedan has 80 percent local content — thereby qualifying as a European,

see PARIS, page 44

BRYN WILLIAMS

Volkswagen's redesigned Vanagon is due in the United States in '92.

Fiat, French group engineer equity swap

FRANKFURT — Italy's Fiat Group, parent of the automaker, said last week that it had agreed to swap equity with France's Compagnie Generale d'Electricite (CGE) and cooperate in telecommunications and automotive components.

Under terms of the accord, Fiat will acquire 6 percent of CGE's stock. In turn, CGE will acquire about 3 percent of Fiat, which will receive a net cash payment of about $435 million.

The activities of CGE's Alcatel SA, a European market leader in telecommunications systems, and Telettra, Fiat's telecommunications unit, will be merged.

Fiat also will acquire 50.1 percent of CGE's Compagnie Europeene d'Accumulateurs, which makes generators and lead batteries mainly for the automotive sector. Fiat is active in the business through its Magnetti Marelli unit.

Announcement of the CGE deal disappointed some auto industry analysts, who said a possible accord between Chrysler Corp. and Fiat Auto now seemed remote.

"This probably means that the big deal on the car side is farther off," said John Lawson of Nomura Securities in London. "This has the effect of extending their areas of interest."

— Richard Johnson

Build schedules reflect optimism

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Domestic automakers have started the fourth quarter with a hefty production schedule of 1.7 million cars — 7.81 percent more than built in the fourth quarter of 1989.

Fourth quarter schedules are flexible and could be adjusted if October sales lag expectations, in order to avoid a year-end stockpile of cars.

In the fourth quarter last year the industry did not cut back on schedules and inventory levels rose to a 92-day supply by year-end.

Jean Claude Gruet of UBS Securities said the strong forecast is primarily a result of manufacturers "betting on sales not being as bad" as last year's fourth quarter results.

"GM is the most aggressive in its schedule and may have to cut production to balance inventory levels at year-end," Gruet said.

The analyst said, "Ford has great sales expectations and will go along with its schedule, depending on market share. Chrysler remains up in the air, reduced pricing may help, but output is still at risk of being cut."

FOURTH QUARTER U.S. CAR PRODUCTION FORECAST

1990 forecast vs. 1989 actual

	1990	1989
GM	771,000	699,079
Ford	399,000	381,001
Chrysler	218,000	209,535
Diamond-Star	46,900	36,446
Honda	104,519	82,751
Mazda	41,000*	51,941
Nissan	33,682	26,188
NUMMI	45,000	41,477
Saturn	1,800*	0
Subaru-Isuzu	14,536	5,361
Toyota	40,000*	47,703
TOTAL	**1,715,437**	**1,581,482**

*Estimate

Pinto named editor of Market Data Book

Liz Pinto has joined *Automotive News* as a staff reporter and Market Data Book editor. She is based in Detroit and will have responsibility for editorial planning and execution of the annual Market Data Book edition, which is published each May.

Pinto

Pinto, 37, joins *Automotive News* from ITT Automotive of Auburn Hills, Mich., where she was a marketing administrator. She has 13 years experience in auto-related businesses, and as a reporter has contributed to several Detroit-area newspapers.

Pinto is a Detroit native and has a bachelor's degree in journalism from Oakland University in Rochester Hills, Mich.

GASSING UP

Development of alternate-fuel trucks gains speed; Chevrolet plans new option

By Joseph Bohn
TRUCK EDITOR

Chevrolet plans to offer alternate-fuel engines as regular production options in a variety of light trucks by the mid 1990s.

The program will significantly expand on GMC Truck Division's plan to build 1,000 natural gas-powered trucks in 1991, and represents the industry's most aggressive push into alternate fuels yet.

Utilities power drive to gas, Page 16

Ford Motor Co. currently has no specific plans to produce natural gas-powered trucks, according to a spokeswoman.

Ford did test 27 Ranger pickups operated on natural gas-powered engines, and is evaluating the results.

Jeff Seisler, executive director of the Natural Gas Vehicle Coalition in Arlington, Va., said his group has met and is working with Ford and Chrysler Corp. as well as General Motors regarding natural gas vehicle programs, but "is not at liberty to diclose the nature of the discussions."

Some other commercial vehicle manufacturers — such as the Flexible Bus Co. in Columbus, Ohio, Ontario Bus Industries in Toronto and Tecogen Inc. of Waltham, Mass. — also have begun producing natural gas powered for sale in the United States and Canada.

Tecogen, working with GM, modified a GM 427-cubic-inch V-8 to run on natural gas, and has a $700,000 order to convert 10 California school buses to compressed natural gas.

Over 220 natural gas buses have been produced through the Urban

see GAS, page 16

Pacific Gas & Electric plans to have 40 natural gas fueling stations, which use conventional-looking pumps, in California by the end of 1992.

Corrections

- A chart in the Oct. 1 issue listed corporate average fuel economy figures for the 1990 model year, not for 1991, as the headline indicated.
- Stories in the Sept. 24 issue incorrectly stated that Saturn is the first U.S. plant to use a water-based paint system. Several other plants in Canada and the United States use the method.
- A story in the Sept. 24 issue about a suit over an allegedly defective Mexican Jeep mistakenly said a federal appellate court had ordered a lower court to choose the proper venue. The lower court was actually told to determine whether Florida or Michigan law had a more "significant relationship" to the plaintiff's case and then to apply that law at trial in Florida.

Japan makers on spending spree

Industry commits $10 billion to new plants, technology upgrades

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Japanese automakers are pushing up capital investment by almost 30 percent this fiscal year, adding new systems and technology that could widen Japan's productivity edge over American and European carmakers.

They are building new plants and increasing automation despite higher interest rates, the loss of easy access to money on the Tokyo stock market and all the uncertainties of the Persian Gulf crisis. The investment plans outlined here are for the fiscal year that ends next March 31.

Analyst Steve Usher of Kleinwort Benson says the Japanese companies already have "the newest and most efficient plants in the world. Now, they have decided to turn up the heat, and they have the cash flow to afford it." The Japanese makers can extend the lead they already have, he said.

But Japanese executives describe their efforts in rather self-effacing terms. They insist they are simply responding to the labor shortage and the increasing demands of the domestic market for more diversity and that the result is not necessarily any great stride in productivity.

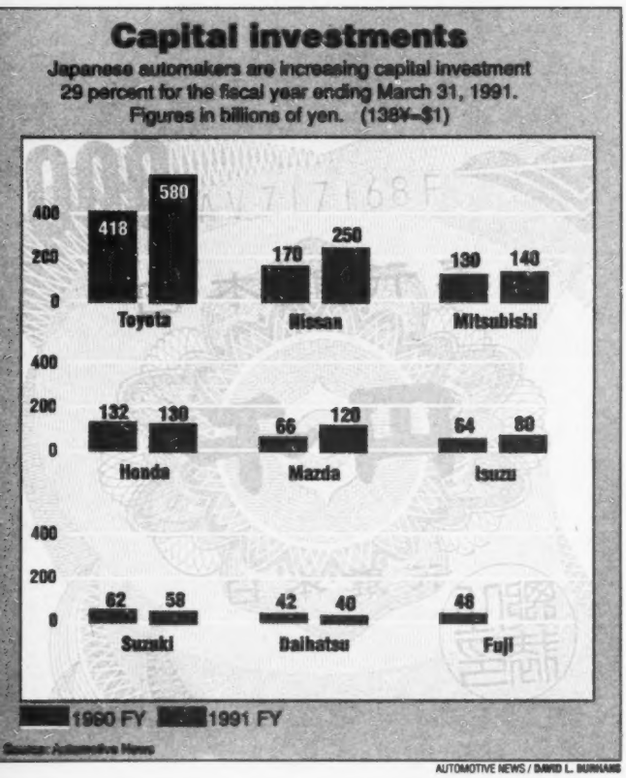
Atsushi Muramatsu, Nissan Motor Co. Ltd. executive vice president, says the company could reduce work hours 15 to 20 percent through greater efficiency and increased automation. That is one of Nissan's goals in earmarking 250 billion yen ($1.8 billion) for capital investment this fiscal year. But that does not necessarily mean a 15 to 20 percent reduction in costs, Muramatsu says, if the company must increase capital investment to save labor and the tight money situation continues.

Higher interest rates, higher gas prices and continuing chaos in the stock market, Muramatsu said, would reduce the possibility of a major gain in profit and minimize gains in productivity.

Analyst Neal Doying of Baring Securities agrees that the Japanese companies are pushing capital investment now because "they have to" to meet market needs.

Still, the results should be impressive. It may become more difficult for Americans and Europeans to reduce the productivity gap, Doying said, citing a Massachusetts Institute of Technology study that said it takes 16.8 man-hours to produce a car in Japan, compared with 25.1 man-hours in the United

see INVEST, page 34



AUTOMOTIVE NEWS / DAVID L. BURNIAS

Mazda delays debentures sale

TOKYO — Citing higher interest rates and lower prices on the Tokyo stock exchange, Mazda Motor Corp. has temporarily shelved a plan to issue 100 billion yen ($735 million) in convertible debentures to fund capital spending.

Mazda announced the bond issue Sept. 20 and withdrew it eight days later after Mazda's share price had fallen 12 percent, to 612 yen. Mazda shares closed Thursday at 627 yen, down from 670 on Wednesday.

Mazda will fund the first part of its 120 billion yen ($869 million) capital spending plan out of cash flow and return to the market when conditions warrant.

— Mary Ann Maskery

Supercharged V-6 slated for Pontiac, Oldsmobile sedans

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Upscale customers will be able to get traditional Pontiac and Oldsmobile power in 1992 with a new supercharged V-6 engine, without having to sacrifice much fuel economy.

The supercharged General Motors 3800 V-6 that is due to debut in the Buick Park Avenue Ultra late in the 1991 model year will be standard in 1992 on the Oldsmobile 98 Touring Sedan and Pontiac Bonneville SSE, GM engineering sources said.

The Ultra also may get the supercharged version of the 3.8-liter powerplant as standard equipment in 1992. The decision on making the supercharger standard or optional in 1992 will depend on buyer reception to the limited-availability engine in 1991, sources said.

The 200 horsepower of the souped-up 3800 is just the ticket for the Touring Sedan and SSE, which are geared to a more performance-oriented audience, divisional sources said.

Neither Pontiac nor Oldsmobile would confirm the report. Making the high-powered 3800 standard on the three models would yield a volume of about 22,000 superchargers for Eaton Corp., based on 1990 sales figures.

Several hundred 1991 Ultras will get the 3800 engine with the Eaton supercharger, Buick spokesman Larry Gustin has said.

Normally aspirated versions of the 3800 V-6 develop 170 hp and 220 pounds-feet of torque at 3,200 rpm. Fuel economy is rated at 18 mph in city driving and 27 mph on the highway.

The supercharged version of the V-6 develops 30 more horsepower and 260 pounds-feet of torque at 3,200 rpm. Although the engine has not received official EPA gas mileage ratings, engineering sources familiar with preliminary tests said the supercharger may take only 1 mpg from the current fuel economy figures.

Tonkin drops lawsuit over fleet subsidies

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Former National Automobile Dealer Association President Ron Tonkin last week dropped his suit on fleet subsidies against the nation's four top-selling manufacturers and leading car rental companies.

After reviewing the 1991 fleet programs for defendants Chrysler Corp., Ford Motor Co., General Motors and Toyota Motor Sales USA Inc., Tonkin and his attorneys agreed that progress on the crucial buyback issue has been significant enough to drop the suit. Tonkin, an Oregon megadealer, had claimed the practice violated the state's anti-price discrimination laws.

According to Tonkin, all four manufacturers plan to buy back all rental fleet vehicles sold to Avis Rent A Car System, Budget Rent-A-Car, Hertz Corp. and National Car Rental System Inc. and to make those cars available to dealers.

Tonkin's suit alleged the manufacturers gave rental companies an unfair subsidy by selling cars at cut rates and by allowing them to sell late-model, low-mileage used cars at prices that undercut dealers. Now, all those cars will be sold directly to dealers.

Tonkin says he can't take all the credit for the new posture being adopted by the auto companies. But he said his lawsuit and the wide support he received from dealers around the country brought attention to the issue.

"The lawsuit was narrowly constructed to address just the rental car part of the fleet business, and that's where they made changes," Tonkin said. "The suit was not wholly responsible. But let's face it, the suit brought visibility to the issue and received amazing support from dealers across the country."

Former NADA President Ron Tonkin credits dealer pressure for prompting a change in buyback policies.

Earlier this year, Tonkin sent a letter to dealers around the country asking for their support and donations to help offset the $1 million in legal fees he assumed he would have if the case reached court. He collected more than $60,000 from individual dealers and dealer associations.

In addition, in August Tonkin asked the NADA executive committee for financial assistance. He say he still hopes to get some money from NADA to offset the $100,000 to $150,000 he's already spent on attorneys. Tonkin adds that he'll return "80 to 100 percent of the money donated by dealers."

Tonkin says the show of support from dealers was the most instrumental thing that pushed the car companies to change their stance.

Target: plant emissions

Air bill zeros in on auto paint shop toxics

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Auto assembly plants are no longer smokebelchers, the industry says proudly.

But they're not clean enough, retort the authors of the new clean air bill.

Congressional negotiators may be bickering loudly, but passage of the nation's first new clean air bill since 1977 appears imminent. House and Senate conferees working on the measure say they're determined to agree on a new clean air bill by month's end.

If Congress and President Bush approve the bill in the waning months of the current legislative session, the provisions would take full effect within one to 10 years. The bill's impact on vehicle emissions has been widely discussed. But three sections of the new bill — covering permits, air toxics and nonattainment — would impose new requirements on the manufacturing end of the automobile industry. The most significant controls would apply to assembly plant paint shops — the only significant ozone pollution source in the manufacturing process.

More than 190 industrial emissions would be reclassified as air toxics, including several solvents used in paint shops.

- Auto plants would need new state operating permits just to stay in business. The permits would specify what pollutants the plant emits and how the company plans to control them.
- More than 190 industrial emissions would be reclassified as air toxics, including several solvents used in paint shops. Several states already control some of these pol-

see POLLUTE, page 18

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1991 EPA mileage specifications

Car Line	Est MPG City	Est MPG Hwy	Displ (liters)	Trans
Two Seaters				
Acura NSX	18	24	3.0	L4
Acura NSX	18	24	3.0	M5
Alfa Romeo Spider	22	25	2.0	A3
Alfa Romeo Spider	22	30	2.0	M5
Buick Reatta	18	27	3.8	L4
Cadillac Allante	15	22	4.5	L4
Chevrolet Corvette	16	25	5.7	M6
Chevrolet Corvette	16	24	5.7	L4
Chevrolet Corvette	16	26	5.7	M6
Chrysler TC by Maserati Convertible	18	24	3.0	I4
Ferrari F40	12	17	2.9	M5
Ferrari Testarossa	10	15	4.9	M5
Geo Metro LSi Convertible	32	37	1.0	A3
Geo Metro LSi Convertible	41	46	1.0	M5
Honda Civic CRX	29	34	1.5	L4
Honda Civic CRX	32	36	1.5	M5
Honda Civic Crx	28	33	1.6	M5
Honda Civic CRX HF	43	49	1.5	M5
Honda Civic CRX HF	49	52	1.5	M5
Jaguar XJ-S Convertible	13	17	5.3	A3
Lamborghini DB13/Diablo	9	14	5.7	M5
Lotus Esprit Turbo	17	27	2.2	M5
Mazda RX-7	17	23	1.3	L4
Mazda RX-7	17	25	1.3	M5
Mazda RX-7	16	24	1.3	M5
Mazda MX-5 Miata	24	28	1.6	L4
Mazda MX-5 Miata	25	30	1.6	M5
Mercedes-Benz 300SL	16	23	3.0	A5
Mercedes-Benz 300SL	16	22	3.0	M5
Mercedes-Benz 500SL	14	18	5.0	A4
Nissan 300ZX	19	24	3.0	L4
Nissan 300ZX	18	24	3.0	L4
Nissan 300ZX	18	24	3.0	M5
Nissan 300ZX	18	24	3.0	M5
Toyota MR2	20	27	2.0	M5
Toyota MR2	22	29	2.2	L4
Toyota MR2	22	28	2.2	M5
Minicompact Cars				
Mercury Capri	23	27	1.6	L4
Mercury Capri	25	31	1.6	M5
Mercury Capri	23	28	1.6	M5
Nissan NX Coupe	27	36	1.6	L4
Nissan NX Coupe	28	38	1.6	M5
Nissan NX Coupe	23	29	2.0	L4
Nissan NX Coupe	23	31	2.0	M5
Nissan 240SX	21	27	2.4	L4
Nissan 240SX	22	28	2.4	M5
Porsche 911 Carrera 4/2	16	24	3.6	M5
Porsche 911 Carrera 4/2	15	22	3.6	M5
Porsche 911 Carrera 4/2	16	22	3.6	S4
Porsche 928 S4	15	19	5.0	A4
Porsche 928 S4	13	19	5.0	M5
Porsche 944 S2	17	26	3.0	M5
Toyota Celica Convertible	23	30	2.2	L4
Toyota Celica Convertible	22	30	2.2	M5
Volkswagen Cabriolet	23	28	1.8	A3
Volkswagen Cabriolet	25	32	1.8	M5
Subcompact Cars				
Acura Integra	23	28	1.8	L4
Acura Integra	24	28	1.8	M5
Audi Coupe Quattro	17	24	2.3	M5
Audi 80 Quattro	18	24	2.3	M5
Audi 80/90	18	25	2.3	L4
Audi 80/90	20	26	2.3	M5
Audi 90 Quattro 20V	17	24	2.3	M5
BMW M3	17	29	2.3	M5
BMW 318IS	22	27	1.8	M5
BMW 325I Convertible	18	23	2.5	L4
BMW 325I Convertible	17	24	2.5	M5
BMW 325I/325IS	18	22	2.5	L4
BMW 325I/325IS	18	23	2.5	M5
BMW 325IX	19	22	2.5	L4
BMW 325IX	17	23	2.5	M5
BMW 850I	12	18	5.0	L4
BMW 850I	12	19	5.0	M6
Chevrolet Camaro	18	27	3.1	L4
Chevrolet Camaro	17	27	3.1	M5
Chevrolet Camaro	17	24	5.0	L4
Chevrolet Camaro	17	26	5.0	L4
Chevrolet Camaro	16	26	5.0	M5
Chevrolet Camaro	17	26	5.0	M5
Chevrolet Camaro	16	24	5.7	L4
Chevrolet Cavalier	23	32	2.2	L3
Chevrolet Cavalier	24	35	2.2	M5
Chevrolet Cavalier	20	27	3.1	L3
Chevrolet Cavalier	19	28	3.1	M5
Chrysler LeBaron Convertible	21	26	2.5	L3
Chrysler LeBaron Convertible	19	24	2.5	L3
Chrysler LeBaron Convertible	20	27	2.5	M5
Chrysler LeBaron Convertible	20	26	3.0	L4
Chrysler LeBaron Convertible	18	27	3.0	M5
Daihatsu Charade	38	42	1.0	M5
Daihatsu Charade	30	32	1.3	A3
Daihatsu Charade	35	38	1.3	M5
Dodge Colt	28	31	1.5	L3
Dodge Colt	31	36	1.5	M4
Dodge Colt	29	35	1.5	M5
Dodge Daytona	23	28	2.5	L3
Dodge Daytona	19	24	2.5	L3
Dodge Daytona	24	34	2.5	M5
Dodge Daytona	20	27	2.5	M5
Dodge Daytona	20	26	3.0	L4
Dodge Daytona	19	27	3.0	M5
Dodge Shadow Convertible	20	28	2.2	M5
Dodge Shadow Convertible	23	28	2.5	L3
Dodge Shadow Convertible	19	23	2.5	L3
Dodge Shadow Convertible	24	34	2.5	M5
Dodge Shadow Convertible	20	26	2.5	M5
Dodge Stealth	18	24	3.0	L4
Dodge Stealth	18	23	3.0	L4
Dodge Stealth	19	24	3.0	M5
Dodge Stealth	18	24	3.0	M5
Dodge Stealth	18	24	3.0	M5
Eagle Talon	19	23	2.0	A4
Eagle Talon	18	21	2.0	A4
Eagle Talon	22	27	2.0	L4
Eagle Talon	22	29	2.0	M5
Eagle Talon	21	28	2.0	M5
Eagle Talon	20	25	2.0	M5
Ford Festiva	31	33	1.3	A3
Ford Festiva	35	42	1.3	M5
Ford Mustang	21	28	2.3	L4
Ford Mustang	22	30	2.3	M5
Ford Mustang	18	25	5.0	L4
Ford Mustang	17	24	5.0	M5
Geo Metro	36	39	1.0	A3
Geo Metro	45	50	1.0	M5
Geo Metro LSI	36	39	1.0	A3
Geo Metro LSI	45	50	1.0	M5
Geo Metro XFI	53	58	1.0	M5
Geo Prizm	26	29	1.6	L3
Geo Prizm	23	30	1.6	L4
Geo Prizm	28	34	1.6	M5
Geo Prizm	25	30	1.6	M5
Geo Storm	24	31	1.6	A3
Geo Storm	23	31	1.6	L4
Geo Storm	25	33	1.6	M5
Geo Storm	30	36	1.6	M5
Honda Civic	28	33	1.5	L4
Honda Civic	33	37	1.5	M4
Honda Civic	31	35	1.5	M5
Honda Civic	24	29	1.6	L4
Honda Civic	28	32	1.6	M5
Honda Prelude	20	26	2.0	L4
Honda Prelude	22	27	2.0	M5
Honda Prelude	22	27	2.0	L4
Honda Prelude	23	27	2.0	M5
Honda Prelude	21	25	2.1	L4
Honda Prelude	22	28	2.1	M5
Hyundai Excel	28	32	1.5	L4
Hyundai Excel	29	33	1.5	M4
Hyundai Excel	29	36	1.5	M5
Hyundai Scoupe	25	32	1.5	L4
Hyundai Scoupe	26	34	1.5	M5
Infiniti M30	19	25	3.0	L4
Isuzu Impulse	24	32	1.6	L4
Isuzu Impulse	26	33	1.6	M5
Isuzu Impulse	22	28	1.6	M5
Jaguar XJ-S Coupe	13	18	5.3	A3
Mercedes-Benz 190E2.3	21	27	2.3	A4
Mercedes-Benz 190E2.3	20	28	2.3	M5
Mercedes-Benz 190E2.6	19	24	2.6	A4
Mercedes-Benz 190E2.6	19	27	2.6	M5
Mercedes-Benz 300CE	17	23	3.0	A4
Mitsubishi Eclipse	23	30	1.8	L4
Mitsubishi Eclipse	23	32	1.8	M5
Mitsubishi Eclipse	19	23	2.0	A4
Mitsubishi Eclipse	18	21	2.0	A4
Mitsubishi Eclipse	22	27	2.0	L4
Mitsubishi Eclipse	22	29	2.0	M5
Mitsubishi Eclipse	21	28	2.0	M5
Mitsubishi Eclipse	20	25	2.0	M5
Mitsubishi Mirage	28	31	1.5	L3
Mitsubishi Mirage	26	32	1.5	L4
Mitsubishi Mirage	31	36	1.5	M4
Mitsubishi Mirage	29	35	1.5	M5
Mitsubishi Mirage	22	28	1.6	L4
Mitsubishi Mirage	23	28	1.6	M5
Mitsubishi 3000 GT	18	24	3.0	L4
Mitsubishi 3000 GT	19	24	3.0	M5
Mitsubishi 3000 GT	18	24	3.0	M5
Nissan Sentra	28	33	1.6	L3
Nissan Sentra	27	36	1.6	L4
Nissan Sentra	29	37	1.6	M4
Nissan Sentra	29	39	1.6	M5
Nissan Sentra	23	30	2.0	L4
Nissan Sentra	24	32	2.0	M5
Nissan 300ZX 2+2	19	24	3.0	L4
Nissan 300ZX 2+2	18	24	3.0	M5
Plymouth Colt	28	31	1.5	L3
Plymouth Colt	31	36	1.5	M4
Plymouth Colt	29	35	1.5	M5
Plymouth Laser	23	30	1.8	L4
Plymouth Laser	23	32	1.8	M5
Plymouth Laser	19	23	2.0	A4
Plymouth Laser	22	27	2.0	L4
Plymouth Laser	22	29	2.0	M5
Plymouth Laser	21	28	2.0	M5
Pontiac Firebird/Trans Am	18	27	3.1	L4
Pontiac Firebird/Trans Am	17	27	3.1	M5
Pontiac Firebird/Trans Am	17	24	5.0	L4
Pontiac Firebird/Trans Am	17	26	5.0	L4
Pontiac Firebird/Trans Am	16	26	5.0	M5
Pontiac Firebird/Trans Am	17	26	5.0	M5
Pontiac Firebird/Trans Am	16	24	5.7	L4
Pontiac Sunbird	24	32	2.0	L3
Pontiac Sunbird	26	36	2.0	M5
Pontiac Sunbird	20	27	3.1	L3
Pontiac Sunbird	19	28	3.1	M5
Pontiac Sunbird Convertible	22	31	2.0	L3
Pontiac Sunbird Convertible	24	33	2.0	M5
Pontiac Sunbird Convertible	20	27	3.1	L3
Pontiac Sunbird Convertible	19	28	3.1	M5
Rolls-Royce Bentley Continental	10	13	6.8	A3
Rolls-Royce Corniche III	10	13	6.8	A3
Saab 900 Convertible	18	21	2.0	A3
Saab 900 Convertible	21	27	2.0	M5
Saturn SC	23	32	1.9	L4
Saturn SC	24	34	1.9	M5
Subaru Justy	33	37	1.2	M5
Subaru Justy	33	35	1.2	AV
Subaru Justy	33	37	1.2	M5
Subaru Justy 4wd	31	31	1.2	AV
Subaru Justy 4Wd	29	32	1.2	M5
Subaru XT	23	29	1.8	L4
Subaru XT	25	31	1.8	M5
Subaru XT	20	28	2.7	L4
Subaru XT 4wd	22	28	1.8	L4
Subaru Xt 4wd	24	29	1.8	M5
Subaru XT 4wd	19	25	2.7	L4
Subaru XT 4wd	18	25	2.7	M5
Suzuki Swift	36	39	1.0	A3
Suzuki Swift	45	50	1.0	M5
Suzuki Swift	29	33	1.3	A3
Suzuki Swift	39	43	1.3	M5
Suzuki Swift GT	28	35	1.3	M5
Toyota Celica	25	33	1.6	L4
Toyota Celica	28	33	1.6	M5
Toyota Celica	19	24	2.0	M5
Toyota Celica	22	28	2.2	L4
Toyota Celica	23	30	2.2	L4
Toyota Celica	22	30	2.2	M5
Toyota Corolla	26	29	1.6	L3
Toyota Corolla	25	33	1.6	L4
Toyota Corolla	28	33	1.6	M5
Toyota Corolla	25	31	1.6	M5
Toyota Supra	18	23	3.0	L4
Toyota Supra	18	23	3.0	L4
Toyota Supra	18	23	3.0	M5
Toyota Supra	17	23	3.0	M5
Toyota Tercel	26	29	1.5	L3
Toyota Tercel	33	37	1.5	M4
Toyota Tercel	29	35	1.5	M5
Volkswagen Fox	25	32	1.8	M4
Volkswagen Fox	25	33	1.8	M5
Compact Cars				
Alfa Romeo 164	18	25	3.0	L4
Alfa Romeo 164	18	27	3.0	M5
Alfa Romeo 164	17	25	3.0	M5
BMW M5	11	20	3.5	M5
Buick Skylark	23	33	2.3	L3
Buick Skylark	22	31	2.5	L3
Buick Skylark	19	26	3.3	L3
Chevrolet Beretta	24	31	2.2	L3
Chevrolet Beretta	24	33	2.2	M5
Chevrolet Beretta	23	33	2.3	M5
Chevrolet Beretta	20	27	3.1	L3
Chevrolet Beretta	19	28	3.1	M5
Chrysler LeBaron	23	28	2.5	L3
Chrysler LeBaron	19	24	2.5	L3
Chrysler LeBaron	20	27	2.5	M5
Chrysler LeBaron	20	26	3.0	L4
Chrysler LeBaron	19	29	3.0	M5
Dodge Shadow	23	27	2.2	L3
Dodge Shadow	23	30	2.2	M5
Dodge Shadow	23	28	2.5	L3
Dodge Shadow	19	23	2.5	L3
Dodge Shadow	24	34	2.5	M5
Dodge Shadow	20	26	2.5	M5
Eagle Summit	28	31	1.5	L3
Eagle Summit	26	32	1.5	L4
Eagle Summit	31	36	1.5	M4
Eagle Summit	29	35	1.5	M5
Ford Escort	23	30	1.8	L4
Ford Escort	26	31	1.8	M5
Ford Escort	25	33	1.9	L4
Ford Escort	29	36	1.9	M5
Ford Escort FS	31	41	1.9	M5
Ford Probe	21	28	2.2	L4
Ford Probe	19	25	2.2	L4
Ford Probe	24	31	2.2	M5
Ford Probe	21	27	2.2	M5
Ford Probe	19	25	3.0	L4
Ford Probe	19	26	3.0	M5
Ford Tempo	22	26	2.3	A3
Ford Tempo	21	29	2.3	M5
Ford Tempo	22	32	2.3	M5
Ford Tempo	20	24	2.3	A3
Ford Tempo AWD	20	24	2.3	A3
Honda Accord	22	28	2.2	L4
Honda Accord	24	29	2.2	M5
Hyundai Precis	28	32	1.5	L4
Hyundai Precis	29	33	1.5	M4
Hyundai Precis	29	36	1.5	M5
Infiniti G20	22	29	2.0	L4
Infiniti G20	24	32	2.0	M5
Isuzu Stylus	28	33	1.6	A3
Isuzu Stylus	25	33	1.6	M5
Isuzu Stylus	31	37	1.6	M5
Jaguar XJ6	17	22	4.0	L4
Lexus ES250	18	24	2.5	L4
Lexus ES250	19	25	2.5	M5
Mercury Topaz	22	28	2.3	A3
Mercury Topaz	21	29	2.3	M5
Mercury Topaz	22	32	2.3	M5
Mercury Topaz AWD	20	24	2.3	A3
Mercury Tracer	23	30	1.8	L4
Mercury Tracer	26	31	1.8	M5
Mercury Tracer	25	33	1.9	L4
Mercury Tracer	29	36	1.9	M5
Mazda 323 Protege 4X4	21	26	1.8	L4
Mazda 323 Protege 4X4	24	29	1.8	M5
Mazda 323/323 Protege	26	33	1.6	L4
Mazda 323/323 Protege	29	37	1.6	M5
Mazda 323/323 Protege	24	29	1.8	L4
Mazda 323/323 Protege	24	31	1.8	L4
Mazda 323/323 Protege	25	30	1.8	M5
Mazda 323/323 Protege	28	36	1.8	M5
Mercedes-Benz 300D 2.5 Turbo	27	33	2.5	A4
Mercedes-Benz 300E	18	23	3.0	A4
Mercedes-Benz 300E 2.6	19	24	2.6	A4
Mercedes-Benz 300E-4Matic	17	21	3.0	A4
Mercedes-Benz 300SE	16	20	3.0	A4
Mercedes-Benz 350SD Turbo	22	25	3.5	A4
Mercedes-Benz 560SEC	14	17	5.6	A4
Mitsubishi Galant	21	26	2.0	L4
Mitsubishi Galant	19	23	2.0	L4
Mitsubishi Galant	21	27	2.0	L4
Mitsubishi Galant	21	27	2.0	M5
Mitsubishi Galant	20	23	2.0	M5
Mitsubishi Galant	19	25	2.0	M5
Mitsubishi Galant	22	29	2.0	M5
Nissan Stanza	21	27	2.4	L4
Nissan Stanza	22	29	2.4	M5
Oldsmobile Cutlass Calais	23	33	2.3	L3
Oldsmobile Cutlass Calais	23	33	2.3	M5
Oldsmobile Cutlass Calais	22	31	2.5	L3
Oldsmobile Cutlass Calais	22	34	2.5	M5
Oldsmobile Cutlass Calais	19	26	3.3	L3
Peugeot 405 Sedan	21	25	1.9	L4
Peugeot 405 Sedan	21	28	1.9	M5
Peugeot 405 Sedan	20	28	1.9	M5
Plymouth Sundance	23	27	2.2	L3
Plymouth Sundance	23	30	2.2	M5
Plymouth Sundance	23	28	2.5	L3
Plymouth Sundance	19	23	2.5	L3
Plymouth Sundance	24	34	2.5	M5
Pontiac Grand Am	20	26	2.5	M5
Pontiac Grand Am	23	33	2.3	L3
Pontiac Grand Am	23	33	2.3	M5
Pontiac Grand Am	22	31	2.5	L3
Pontiac Grand Am	22	33	2.5	M5
Pontiac LeMans	27	33	1.6	L3
Pontiac LeMans	29	38	1.6	M4
Pontiac LeMans	31	40	1.6	M5
Pontiac LeMans	23	30	2.0	L3
Pontiac LeMans	25	31	2.0	M5
Rover Group Sterling 827	18	22	2.7	L4
Rover Group Sterling 827	19	23	2.7	M5
Saab 900	19	24	2.0	A3
Saab 900	22	29	2.0	M5
Saab 900	20	28	2.0	M5
Saab 900	19	22	2.1	A3
Saab 900	20	26	2.1	M5
Saturn SL	23	32	1.9	L4
Saturn SL	26	35	1.9	L4
Saturn SL	24	34	1.9	M5
Saturn SL	27	37	1.9	M5
Subaru Legacy	21	28	2.2	L4
Subaru Legacy	22	29	2.2	M5
Subaru Legacy Turbo	19	25	2.2	L4
Subaru Legacy 4wd	20	26	2.2	L4
Subaru Legacy 4wd	20	27	2.2	M5
Subaru Legacy 4wd Turbo	18	24	2.2	L4
Subaru Legacy 4wd Turbo	19	25	2.2	M5
Subaru Loyale	24	26	1.8	L3
Subaru Loyale	25	32	1.8	M5
Toyota Camry	24	30	2.0	L4
Toyota Camry	21	24	2.0	L4
Toyota Camry	24	31	2.0	L4
Toyota Camry	26	34	2.0	M5
Toyota Camry	18	24	2.5	L4
Toyota Camry	19	25	2.5	M5
Toyota Cressida	19	24	3.0	L4
Volkswagen Golf/GTI	23	28	1.8	A3
Volkswagen Golf/GTI	25	32	1.8	M5
Volkswagen GTI 16V	22	28	2.0	M5
Volkswagen Jetta	37	43	1.6	M5
Volkswagen Jetta	23	28	1.9	A3
Volkswagen Jetta	25	32	1.8	M5
Volkswagen Jetta GLI 16V	22	28	2.0	M5
Volvo Coupe	19	22	2.3	A4
Volvo 240	20	25	2.3	A4
Volvo 240	21	28	2.3	M5
Mid-Size Cars				
Audi V8	15	20	3.6	L4
Audi V8	14	20	3.6	M5
Audi 100	18	23	2.3	L4
Audi 100 QUattro	18	24	2.3	M5
Audi 200	18	22	2.2	A3
Audi 200 Quattro 20V	18	24	2.2	M5
BMW 750IL	13	18	5.0	L4
Buick Century	22	31	2.5	L3
Buick Century	19	26	3.3	L3
Buick Century	19	30	3.3	L4
Buick Regal	19	30	3.1	L4
Buick Regal	19	28	3.8	L4
Buick Riviera	18	27	3.8	L4
Cadillac Eldorado	16	26	4.9	L4
Cadillac Seville	16	26	4.9	L4
Chevrolet Corsica	24	31	2.2	L3
Chevrolet Corsica	24	33	2.2	M5
Chevrolet Corsica	20	27	3.1	L3
Chevrolet Corsica	19	28	3.1	M5
Chevrolet Lumina	21	28	2.5	L3
Chevrolet Lumina	19	27	3.1	L3
Chevrolet Lumina	19	30	3.1	L4
Chrysler New Yorker	19	26	3.3	L4
CX Automotive Inc XM-V6	16	22	3.0	M5
Dodge Dynasty	21	26	2.5	L3
Dodge Dynasty	20	26	3.0	L4
Dodge Dynasty	19	26	3.3	L4
Dodge Spirit	19	27	2.2	M5
Dodge Spirit	23	27	2.5	L3
Dodge Spirit	19	24	2.5	L3
Dodge Spirit	24	34	2.5	M5
Dodge Spirit	20	27	2.5	M5
Dodge Spirit	20	26	3.0	L4
Ford Taurus	20	29	3.0	L4
Ford Taurus	18	26	3.0	M5
Ford Thunderbird	19	27	3.8	L4
Ford Thunderbird	17	23	3.8	L4
Ford Thunderbird	17	24	3.8	M5
Ford Thunderbird	18	24	5.0	L4
Hyundai Sonata	21	26	2.4	L4
Hyundai Sonata	21	28	2.4	M5
Hyundai Sonata	18	24	3.0	A4
Infiniti Q45	16	22	4.5	L4
Infiniti Q45 Full-Active Suspensio	14	19	4.5	L4
Lexus LS400	18	23	4.0	L4
Mercury Cougar	19	27	3.8	L4
Mercury Cougar	18	24	5.0	L4
Mercury Mark VII	17	24	5.0	L4
Mercury Sable	20	29	3.0	L4
Mazda 626/MX-6	22	28	2.2	L4
Mazda 626/MX-6	19	25	2.2	L4
Mazda 626/MX-6	24	31	2.2	M5
Mazda 626/MX-6	21	28	2.2	M5
Mazda 929	18	22	3.0	L4
Mazda 929	19	23	3.0	L4
Mercedes-Benz 300SEL	16	20	3.0	A4
Mercedes-Benz 350SDL Turbo	22	25	3.5	A4
Mercedes-Benz 420SEL	15	19	4.2	A4
Mercedes-Benz 560SEL	14	17	5.6	A4
Nissan Maxima	19	26	3.0	L4
Nissan Maxima	20	26	3.0	M5
Oldsmobile Cutlass Ciera	22	31	2.5	L3
Oldsmobile Cutlass Ciera	19	26	3.3	L3
Oldsmobile Cutlass Ciera	19	29	3.3	L4
Oldsmobile Cutlass Supreme	21	29	2.3	L3
Oldsmobile Cutlass Supreme	19	30	3.1	L4
Oldsmobile Trofeo/Toronado	18	27	3.8	L4
Plymouth Acclaim	23	28	2.5	L3
Plymouth Acclaim	24	34	2.5	M5
Plymouth Acclaim	20	26	3.0	L4
Pontiac Grand Prix	21	29	2.3	L3
Pontiac Grand Prix	19	30	3.1	L4
Pontiac 6000	22	31	2.5	L3
Pontiac 6000	20	27	3.1	L3
Pontiac 6000	19	30	3.1	L4
Rolls-Royce Bentley Eight/Mulsanne S	10	13	6.8	A3
Rolls-Royce Bentley Turbo R	10	13	6.8	A3
Rolls-Royce Silver Spirit II/Silver S	10	13	6.8	A3
Volkswagen Passat	20	29	2.0	L4
Volkswagen Passat	21	30	2.0	M5
Volvo 740	19	22	2.3	A4
Volvo 740	20	26	2.3	L4
Volvo 740	22	28	2.3	M5
Volvo 740	20	26	2.3	M5
Volvo 940 GLE 16V	18	23	2.3	L4
Volvo 940 SE	19	22	2.3	A4
Volvo 940 Turbo	19	22	2.3	A4
Large Cars				
Buick LeSabre	19	28	3.8	L4
Buick Park Avenue	18	27	3.8	L4
Cadillac Brougham	16	25	5.0	L4
Cadillac Brougham	15	22	5.7	L4
Cadillac Fleetwood/DeVille	16	26	4.9	L4
Chevrolet Caprice	17	26	5.0	L4
Chrysler New Yorker Fifth Avenue/I	18	26	3.3	L4

SPECIFICATIONS

Car Line	Est MPG City	Hwy	Displ (liters)	Trans
Chrysler New Yorker Fifth Avenue/l	17	25	3.8	L4
Dodge Monaco	18	27	3.0	L4
Eagle Premier	18	27	3.0	L4
Ford LTD Crown Victoria	17	24	5.0	L4
Mercury Grand Marquis	17	24	5.0	L4
Mercury Town Car	17	23	4.6	L4
Oldsmobile Eighty-Eight	19	28	3.8	L4
Oldsmobile Ninety-Eight/Touring	18	27	3.8	L4
Pontiac Bonneville	19	28	3.8	L4
Saab 9000	17	25	2.3	L4
Saab 9000	17	24	2.3	L4
Saab 9000	20	26	2.3	m5
Saab 9000	19	25	2.3	M5
Small Station Wagons				
Chevrolet Cavalier Wagon	24	31	2.2	L3
Chevrolet Cavalier Wagon	24	33	2.2	M5
Chevrolet Cavalier Wagon	20	27	3.1	L3
Dodge Colt Vista	22	23	2.0	L3
Dodge Colt Vista	22	29	2.0	M5
Ford Escort Wagon	25	33	1.9	L4
Ford Escort Wagon	29	36	1.9	M5
Honda Civic Wagon	28	32	1.5	L4
Honda Civic Wagon	31	35	1.5	M5
Honda Civic Wagon 4wd	25	27	1.6	L4
Honda Civic Wagon 4wd	24	26	1.6	M5
Lincoln-Mercury Tracer Wagon	25	33	1.9	L4
Lincoln-Mercury Tracer Wagon	29	36	1.9	M5
Mitsubishi Space Wagon	22	23	2.0	L3
Plymouth Colt Vista	22	23	2.0	L3
Plymouth Colt Vista	22	29	2.0	M5
Subaru Legacy Wagon	21	27	2.2	L4
Subaru Legacy Wagon	22	29	2.2	M5
Subaru Legacy Wagon 4wd	20	26	2.2	l4
Subaru Legacy Wagon 4wd	20	26	2.2	M5
Subaru Loyale Wagon	24	26	1.8	L3
Subaru Loyale Wagon	25	30	1.8	M5
Toyota Camry Wagon	24	30	2.0	L4
Toyota Camry Wagon	18	24	2.5	L4
Toyota Corolla All-Trac Wagon	23	29	1.6	L4
Toyota Corolla All-Trac Wagon	22	27	1.6	M5
Toyota Corolla Wagon	26	29	1.6	L3
Toyota Corolla Wagon	28	33	1.6	M5
Mid-Size Station Wagons				
Audi 200 Quattro 20V Wagon	18	24	2.2	M5
Buick Century Wagon	21	28	2.5	L3
Buick Century Wagon	19	25	3.3	L3
Buick Century Wagon	19	29	3.3	L4
Ford Taurus Wagon	20	29	3.0	L4
Lincoln-Mercury Sable Wagon	20	29	3.0	L4
Mercedes-Benz 300TE	17	22	3.0	A4
Mercedes-Benz 300TE-4Matic	16	20	3.0	A4
Oldsmobile Cutlass Cruiser	21	28	2.5	L3
Oldsmobile Cutlass Cruiser	19	25	3.3	L3
Oldsmobile Cutlass Cruiser	19	29	3.3	L4
Peugeot 405 Sports Wagon	20	25	1.9	L4
Peugeot 405 Sports Wagon	20	27	1.9	M5
Peugeot 505 Station Wagon	18	21	2.2	L4
Peugeot 505 Station Wagon	19	21	2.2	L4
Peugeot 505 Station Wagon	18	22	2.2	M5
Pontiac 6000 Wagon	21	28	2.5	L3
Pontiac 6000 Wagon	19	30	3.1	L4
Volkswagen Passat Wagon	20	29	2.0	L4
Volkswagen Passat Wagon	21	30	2.0	M5
Volvo 240 Wagon	20	25	2.3	A4
Volvo 240 Wagon	22	28	2.3	M5
Volvo 740 Wagon	19	22	2.3	A4
Volvo 740 Wagon	20	26	2.3	L4
Volvo 740 Wagon	22	28	2.3	M5
Volvo 740 Wagon	20	26	2.3	M5
Volvo 940 GLE 16V Wagon	18	23	2.3	L4
Volvo 940 SE Wagon	19	22	2.3	A4
Volvo 940 Turbo Wagon	19	22	2.3	A4
Large Station Wagons				
Buick Roadmaster Wagon	16	25	5.0	L4
Chevrolet Caprice Wagon	16	25	5.0	L4
Ford LTD Crown Victoria Wagon	17	24	5.0	L4
Mercury Grand Marquis Wagon	17	24	5.0	L4
Oldsmobile Custom Cruiser	16	25	5.0	L4
Small Pickup Trucks/2wd				
Chevrolet S10 Pickup 2wd	21	28	2.5	L4
Chevrolet S10 Pickup 2wd	23	27	2.5	M5
Chevrolet S10 Pickup 2wd	19	25	2.8	M5
Chevrolet S10 Pickup 2wd	18	24	4.3	L4
Chevrolet S10 Pickup 2wd	17	23	4.3	M5
Dodge Ram 50 2wd	19	23	2.4	L4
Dodge Ram 50 2wd	19	24	2.4	M5
Ford Ranger Pickup 2wd	21	24	2.3	L4
Ford Ranger Pickup 2wd	24	29	2.3	M5
Ford Ranger Pickup 2wd	18	23	3.0	L4
Ford Ranger Pickup 2wd	19	25	3.0	M5
Ford Ranger Pickup 2wd	17	23	4.0	L4
Ford Ranger Pickup 2wd	18	23	4.0	M5
GMC Sonoma Pickup 2wd	21	28	2.5	L4
GMC Sonoma Pickup 2wd	23	27	2.5	M5
GMC Sonoma Pickup 2wd	19	25	2.8	M5
GMC Sonoma Pickup 2wd	18	24	4.3	L4
GMC Sonoma Pickup 2wd	17	23	4.3	M5
Isuzu Pickup 2wd	22	24	2.3	M5
Isuzu Pickup 2wd	19	23	2.6	L4
Isuzu Pickup 2wd	19	24	2.6	M5
Mitsubishi Truck 2wd	19	23	2.4	L4
Mitsubishi Truck 2wd	19	24	2.4	M5
Nissan Truck 2wd	21	26	2.4	L4
Nissan Truck 2wd	23	27	2.4	M5
Nissan Truck 2wd	18	24	3.0	L4
Nissan Truck 2wd	19	23	3.0	M5
Small Pickup Trucks/4wd				
Ford Ranger Pickup 4wd	22	25	2.3	M5
Ford Ranger Pickup 4wd	17	21	2.9	L4
Ford Ranger Pickup 4wd	18	22	2.9	M5
Ford Ranger Pickup 4wd	16	20	4.0	L4
Ford Ranger Pickup 4wd	17	21	4.0	M5
Standard Pickup Trucks/2wd				
Chevrolet C1500 Pickup 2wd	17	22	4.3	L4
Chevrolet C1500 Pickup 2wd	18	20	4.3	M4C
Chevrolet C1500 Pickup 2wd	17	23	4.3	M5
Chevrolet C1500 Pickup 2wd	15	19	5.0	L4
Chevrolet C1500 Pickup 2wd	15	20	5.0	M5
Chevrolet C1500 Pickup 2wd	15	19	5.7	L4
Chevrolet C1500 Pickup 2wd	13	16	5.7	M4C
Chevrolet C1500 Pickup 2wd	14	19	5.7	M5
Chevrolet C1500 Pickup 2wd	10	12	7.4	L4
Chevrolet C2500 Pickup 2wd	16	21	4.3	L4
Chevrolet C2500 Pickup 2wd	17	20	4.3	M4C
Chevrolet C2500 Pickup 2wd	17	23	4.3	M5
Chevrolet C2500 Pickup 2wd	14	18	5.0	L4
Chevrolet C2500 Pickup 2wd	15	20	5.0	M5
Chevrolet C2500 Pickup 2wd	14	19	5.7	L4
Chevrolet C2500 Pickup 2wd	13	15	5.7	M4C
Chevrolet C2500 Pickup 2wd	12	17	5.7	M5
Chevrolet C2500 Pickup 2wd	13	18	5.7	M5C
Chevrolet C2500 Pickup 2wd	17	22	6.2	L4
Chevrolet C2500 Pickup 2wd	19	20	6.2	M4C
Dodge Dakota Pickup 2wd	21	27	2.5	M5
Dodge Dakota Pickup 2wd	16	21	3.9	L4
Dodge Dakota Pickup 2wd	16	22	3.9	M5
Dodge Dakota Pickup 2wd	14	19	5.2	L4
Dodge D100/D150 Pickup 2wd	15	17	3.9	L3
Dodge D100/D150 Pickup 2wd	16	21	3.9	L4
Dodge D100/D150 Pickup 2wd	14	17	3.9	M4C
Dodge D100/D150 Pickup 2wd	13	18	3.9	M5
Dodge D100/D150 Pickup 2wd	13	16	5.2	A4
Dodge D100/D150 Pickup 2wd	13	15	5.2	L3
Dodge D100/D150 Pickup 2wd	14	18	5.2	L4
Dodge D100/D150 Pickup 2wd	13	15	5.2	M4C
Dodge D100/D150 Pickup 2wd	11	13	5.9	A4
Dodge D100/D150 Pickup 2wd	10	13	5.9	M4C
Dodge D250 Pickup 2wd	15	16	3.9	L3
Dodge D250 Pickup 2wd	14	17	3.9	M4C
Dodge D250 Pickup 2wd	13	15	5.2	A4
Dodge D250 Pickup 2wd	13	17	5.2	L4
Dodge D250 Pickup 2wd	12	14	5.2	M4C
Dodge D250 Pickup 2wd	11	13	5.9	A4
Dodge D250 Pickup 2wd	10	13	5.9	M4C
Ford F150 Pickup 2wd	15	20	4.9	L4
Ford F150 Pickup 2wd	16	18	4.9	M4C
Ford F150 Pickup 2wd	16	20	4.9	M5
Ford F150 Pickup 2wd	14	18	5.0	L4
Ford F150 Pickup 2wd	14	18	5.0	L4
Ford F150 Pickup 2wd	14	15	5.0	M4C
Ford F150 Pickup 2wd	14	18	5.0	M5
Ford F150 Pickup 2wd	12	17	5.8	L4
Ford F250 Pickup 2wd	15	20	4.9	L4
Ford F250 Pickup 2wd	16	18	4.9	M4C
Ford F250 Pickup 2wd	16	20	4.9	M5
Ford F250 Pickup 2wd	14	18	5.0	L4
Ford F250 Pickup 2wd	14	17	5.0	M5
Ford F250 Pickup 2wd	12	16	5.8	L4
GMC C1500 Sierra 2wd	17	22	4.3	L4
GMC C1500 Sierra 2wd	18	20	4.3	M4C
GMC C1500 Sierra 2wd	17	23	4.3	M5
GMC C1500 Sierra 2wd	15	19	5.0	L4
GMC C1500 Sierra 2wd	15	20	5.0	M5
GMC C1500 Sierra 2wd	15	19	5.7	L4
GMC C1500 Sierra 2wd	13	16	5.7	M4C
GMC C1500 Sierra 2wd	14	19	5.7	M5
GMC C1500 Sierra 2wd	13	18	5.7	M5C
GMC C1500 Sierra 2wd	18	24	6.2	L4
GMC C1500 Sierra 2wd	19	21	6.2	M4C
GMC C2500 Sierra 2wd	16	21	4.3	L4
GMC C2500 Sierra 2wd	17	20	4.3	M4C
GMC C2500 Sierra 2wd	17	23	4.3	M5
GMC C2500 Sierra 2wd	14	18	5.0	L4
GMC C2500 Sierra 2wd	15	20	5.0	M5
GMC C2500 Sierra 2wd	14	19	5.7	L4
GMC C2500 Sierra 2wd	13	15	5.7	M4C
GMC C2500 Sierra 2wd	12	17	5.7	M5
GMC C2500 Sierra 2wd	13	18	5.7	M5C
GMC C2500 Sierra 2wd	17	22	6.2	L4
GMC C2500 Sierra 2wd	19	20	6.2	M4C
Isuzu Pickup 2wd 1-Ton	17	21	2.6	M5
Jeep Comanche Pickup 2wd	20	23	2.5	M4
Jeep Comanche Pickup 2wd	19	23	2.5	M5
Jeep Comanche Pickup 2wd	15	21	4.0	L4
Jeep Comanche Pickup 2wd	17	22	4.0	M5
Mazda B2200/B2600I	20	25	2.2	L4
Mazda B2200/B2600I	21	25	2.2	M4
Mazda B2200/B2600I	21	26	2.2	M5
Mazda B2200/B2600I	21	26	2.2	L4
Mazda B2200/B2600I	24	26	2.2	M5
Mazda B2200/B2600I	19	24	2.6	L4
Mazda B2200/B2600I	19	23	2.6	M5
Toyota Truck 2wd	22	23	2.4	A4
Toyota Truck 2wd	22	26	2.4	M5
Toyota Truck 2wd	18	23	3.0	L4
Toyota Truck 2wd	18	23	3.0	M5
Toyota 1-Ton Truck 2wd	18	23	3.0	L4
Toyota 1-Ton Truck 2wd	18	23	3.0	M5
Standard Pickup Trucks/4wd				
Chevrolet K1500 Pickup 4wd	16	19	4.3	L4
Chevrolet K1500 Pickup 4wd	15	17	4.3	M4C
Chevrolet K1500 Pickup 4wd	16	20	4.3	M5
Chevrolet K1500 Pickup 4wd	14	17	5.0	L4
Chevrolet K1500 Pickup 4wd	14	18	5.0	M5
Chevrolet K1500 Pickup 4wd	13	16	5.7	L4
Chevrolet K1500 Pickup 4wd	12	14	5.7	M4C
Chevrolet K1500 Pickup 4wd	13	17	5.7	M5
Chevrolet K1500 Pickup 4wd	16	20	6.2	L4
Chevrolet K1500 Pickup 4wd	17	18	6.2	M4C
Chevrolet K2500 Pickup 4wd	15	19	4.3	L4
Chevrolet K2500 Pickup 4wd	15	17	4.3	M4C
Chevrolet K2500 Pickup 4wd	16	20	4.3	M5
Chevrolet K2500 Pickup 4wd	14	17	5.0	L4
Chevrolet K2500 Pickup 4wd	14	18	5.0	M5
Chevrolet K2500 Pickup 4wd	13	16	5.7	L4
Chevrolet K2500 Pickup 4wd	12	14	5.7	M4C
Chevrolet K2500 Pickup 4wd	12	16	5.7	M5
Chevrolet K2500 Pickup 4wd	16	21	6.2	L4
Chevrolet K2500 Pickup 4wd	17	18	6.2	M4C
Chevrolet S10 Pickup 4wd	17	22	4.3	L4
Chevrolet S10 Pickup 4wd	16	20	4.3	M5
Dodge Dakota Pickup 4wd	15	19	3.9	L4
Dodge Dakota Pickup 4wd	15	20	3.9	M5
Dodge Dakota Pickup 4wd	13	17	5.2	L4
Dodge Power Ram 50 4wd	18	20	2.4	L4
Dodge Power Ram 50 4wd	19	22	2.4	M5
Dodge Power Ram 50 4wd	17	20	3.0	L4
Dodge Power Ram 50 4wd	17	22	3.0	M5
Dodge W100/W150 Pickup 4wd	14	15	3.9	A4
Dodge W100/W150 Pickup 4wd	13	16	3.9	M4C
Dodge W100/W150 Pickup 4wd	12	14	5.2	A4
Dodge W100/W150 Pickup 4wd	11	14	5.2	M4C
Dodge W100/W150 Pickup 4wd	11	13	5.9	A4
Dodge W100/W150 Pickup 4wd	9	12	5.9	M4C
Dodge W250 Pickup 4wd	12	14	5.2	A4
Dodge W250 Pickup 4wd	11	14	5.2	M4C
Dodge W250 Pickup 4wd	10	13	5.9	A4
Dodge W250 Pickup 4wd	9	13	5.9	M4C
Ford F150 Pickup 4wd	15	19	4.9	L4
Ford F150 Pickup 4wd	16	18	4.9	M4C
Ford F150 Pickup 4wd	15	19	4.9	M5
Ford F150 Pickup 4wd	13	17	5.0	L4
Ford F150 Pickup 4wd	13	17	5.0	L4
Ford F150 Pickup 4wd	13	15	5.0	M4C
Ford F150 Pickup 4wd	13	16	5.0	M5
Ford F150 Pickup 4wd	11	16	5.8	L4
Ford F250 Pickup 4wd	14	18	4.9	M5C
Ford F250 Pickup 4wd	13	17	5.0	L4
Ford F250 Pickup 4wd	12	13	5.0	M4C
Ford F250 Pickup 4wd	13	16	5.0	M5
Ford F250 Pickup 4wd	11	16	5.8	L4
GMC K1500 Sierra 4wd	16	19	4.3	L4
GMC K1500 Sierra 4wd	15	17	4.3	M4C
GMC K1500 Sierra 4wd	16	20	4.3	M5
GMC K1500 Sierra 4wd	14	17	5.0	L4
GMC K1500 Sierra 4wd	14	18	5.0	M5
GMC K1500 Sierra 4wd	13	16	5.7	L4
GMC K1500 Sierra 4wd	12	14	5.7	M4C
GMC K1500 Sierra 4wd	13	17	5.7	M5
GMC K1500 Sierra 4wd	16	20	6.2	L4
GMC K1500 Sierra 4wd	17	18	6.2	M4C
GMC K2500 Sierra 4wd	15	19	4.3	L4
GMC K2500 Sierra 4wd	15	17	4.3	M4C
GMC K2500 Sierra 4wd	16	20	4.3	M5
GMC K2500 Sierra 4wd	14	17	5.0	L4
GMC K2500 Sierra 4wd	14	18	5.0	M5
GMC K2500 Sierra 4wd	13	16	5.7	L4
GMC K2500 Sierra 4wd	12	14	5.7	M4C
GMC K2500 Sierra 4wd	12	16	5.7	M5
GMC K2500 Sierra 4wd	16	21	6.2	L4
GMC K2500 Sierra 4wd	17	18	6.2	M4C
GMC Sonoma Pickup 4wd	17	22	4.3	L4
GMC Sonoma Pickup 4wd	16	20	4.3	M5
Isuzu Pickup 4wd	16	20	2.6	M5
Jeep Comanche Pickup 4wd	18	22	2.5	M4
Jeep Comanche Pickup 4wd	18	22	2.5	M5
Jeep Comanche Pickup 4wd	14	19	4.0	L4
Jeep Comanche Pickup 4wd	17	21	4.0	M5
Mazda B2600I 4X4	17	20	2.6	L4
Mazda B2600I 4X4	18	20	2.6	M5
Mitsubishi Truck 4wd	18	20	2.4	L4
Mitsubishi Truck 4wd	19	22	2.4	M5
Mitsubishi Truck 4wd	17	22	3.0	M5
Nissan Truck 4wd	19	22	2.4	M5
Nissan Truck 4wd	16	19	3.0	L4
Nissan Truck 4wd	15	19	3.0	M5
Toyota Truck 4wd	18	19	2.4	L4
Toyota Truck 4wd	19	22	2.4	M5
Toyota Truck 4wd	15	19	3.0	L4
Toyota Truck 4wd	16	19	3.0	M5
Cargo Vans				
Chevrolet Astro AWD (Cargo)	17	22	4.3	L4
Chevrolet Astro 2wd (Cargo)	17	22	4.3	L4
Chevrolet G10/20 Van 2wd	16	22	4.3	L4
Chevrolet G10/20 Van 2wd	14	18	5.0	L4
Chevrolet G10/20 Van 2wd	15	19	5.7	L4
Chevrolet G10/20 Van 2wd	17	22	6.2	L4
Chevrolet G30 Van 2wd	16	21	4.3	L4
Dodge B150/B250 Van 2wd	15	18	3.9	A4
Dodge B150/B250 Van 2wd	15	17	3.9	L3
Dodge B150/B250 Van 2wd	13	18	3.9	M5
Dodge B150/B250 Van 2wd	13	16	5.2	A4
Dodge B150/B250 Van 2wd	13	16	5.2	L3
Dodge B150/B250 Van 2wd	13	17	5.2	L4
Dodge B150/B250 Van 2wd	11	13	5.9	A4
Dodge B350 Van 2wd	15	16	3.9	L3
Dodge B350 Van 2wd	13	15	5.2	A4
Dodge B350 Van 2wd	13	17	5.2	L4
Dodge B350 Van 2wd	11	13	5.9	A4
Ford Aerostar Van	18	23	3.0	L4
Ford Aerostar Van	19	24	3.0	M5
Ford Aerostar Van	16	22	4.0	L4
Ford Aerostar Van AWD	16	20	4.0	L4
Ford E150 Econoline 2wd	14	16	4.9	A3
Ford E150 Econoline 2wd	15	20	4.9	L4
Ford E150 Econoline 2wd	13	17	5.0	L4
Ford E150 Econoline 2wd	11	16	5.8	L4
Ford E250 Econoline 2wd	14	15	4.9	A3
Ford E250 Econoline 2wd	14	17	4.9	l4
Ford E250 Econoline 2wd	13	17	5.0	L4
Ford E250 Econoline 2wd	11	15	5.8	L4
GMC G15/25 Vandura 2wd	16	22	4.3	L4
GMC G15/25 Vandura 2wd	14	18	5.0	L4
GMC G15/25 Vandura 2wd	15	19	5.7	L4
GMC G15/25 Vandura 2wd	17	22	6.2	L4
GMC G35 Vandura 2wd	16	21	4.3	L4
GMC Safari AWD (Cargo)	17	22	4.3	L4
GMC Safari 2wd (Cargo)	17	22	4.3	L4
Vans Passenger				
Chevrolet Astro AWD (Passenger)	16	19	4.3	L4
Chevrolet Astro 2wd (Passenger)	16	21	4.3	L4
Chevrolet G10/20 Sportvan 2wd	15	19	4.3	L4
Chevrolet G10/20 Sportvan 2wd	14	18	5.0	L4
Chevrolet G10/20 Sportvan 2wd	14	19	5.7	L4
Chevrolet G10/20 Sportvan 2wd	16	22	6.2	L4
Chevrolet G30 Sportvan 2wd	13	17	5.7	L4
Dodge B150/B250 Wagon 2wd	15	17	3.9	A4
Dodge B150/B250 Wagon 2wd	15	16	3.9	L3
Dodge B150/B250 Wagon 2wd	12	16	3.9	M5
Dodge B150/B250 Wagon 2wd	12	15	5.2	A4
Dodge B150/B250 Wagon 2wd	13	16	5.2	L3
Dodge B150/B250 Wagon 2wd	13	17	5.2	L4
Dodge B150/B250 Wagon 2wd	11	13	5.9	A4
Dodge B350 Wagon 2wd	12	15	5.2	A4
Dodge B350 Wagon 2wd	13	17	5.2	L4
Dodge B350 Wagon 2wd	10	12	5.9	A4
Ford Aerostar Wagon	17	23	3.0	L4
Ford Aerostar Wagon	18	23	3.0	M5
Ford Aerostar Wagon	16	21	4.0	L4
Ford Aerostar Wagon AWD	16	20	4.0	L4
Ford E150 Club Wagon	14	17	4.9	L4
Ford E150 Club Wagon	13	17	5.0	L4
Ford E150 Club Wagon	11	14	5.8	L4
GMC G15/25 Rally 2wd	15	19	4.3	L4
GMC G15/25 Rally 2wd	14	18	5.0	L4
GMC G15/25 Rally 2wd	14	19	5.7	L4
GMC G15/25 Rally 2wd	16	22	6.2	L4
GMC G35 Rally 2wd	13	17	5.7	L4
GMC Safari AWD (Passenger)	16	19	4.3	L4
GMC Safari 2wd (Passenger)	16	21	4.3	L4
Toyota Previa	18	22	2.4	L4
Toyota Previa	19	22	2.4	M5
Toyota Previa All-Trac	17	21	2.4	L4
Toyota Previa All-Trac	18	21	2.4	M5
Volkswagen Vanagon Syncro 4wd	16	16	2.1	M5C
Volkswagen Vanagon 2wd	17	17	2.1	A3
Volkswagen Vanagon 2wd	18	19	2.1	M4
Special Purpose Vehicles/2wd				
Chevrolet APV 2wd	18	23	3.1	L3
Chevrolet R1500 Suburban 2wd	13	17	5.7	L4
Chevrolet R1500 Suburban 2wd	16	22	6.2	L4
Chevrolet S10 Blazer 2wd	18	23	4.3	L4
Chevrolet S10 Blazer 2wd	17	23	4.3	M5
Chrysler Town & Country 2wd	18	23	3.3	L4
Dodge AD150 Ramcharger 2wd	13	16	5.2	A4
Dodge AD150 Ramcharger 2wd	11	13	5.9	A4
Dodge Caravan 2wd	21	25	2.5	L3
Dodge Caravan 2wd	19	23	3.0	L3
Dodge Caravan 2wd	19	24	3.0	L4
Dodge Caravan 2wd	18	23	3.3	L4
Ford Explorer 2wd	16	21	4.0	L4
Ford Explorer 2wd	18	23	4.0	M5
Geo Tracker Convertible 2wd	25	27	1.6	M5
GMC Jimmy Sonoma 2wd	17	23	4.3	L4
GMC Jimmy Sonoma 2wd	17	23	4.3	M5
GMC R1500 Suburban 2wd	13	17	5.7	L4
GMC R1500 Suburban 2wd	16	22	6.2	L4
Isuzu Amigo 2wd	19	22	2.3	M5
Isuzu Amigo 2wd	17	21	2.6	M5
Isuzu Rodeo 2wd	18	22	2.6	M5
Isuzu Rodeo 2wd	15	18	3.1	L4
Isuzu Rodeo 2wd	16	20	3.1	M5
Jeep Cherokee 2wd	19	23	2.5	M5
Jeep Cherokee 2wd	15	21	4.0	L4
Jeep Cherokee 2wd	17	22	4.0	M5
Mazda MPV	18	24	2.6	L4
Mazda MPV	20	25	2.6	M5
Mazda MPV	17	22	3.0	L4
Nissan Axxess	20	24	2.4	L4
Nissan Axxess	21	26	2.4	M5
Nissan Pathfinder 2wd	17	21	3.0	L4
Nissan Pathfinder 2wd	15	19	3.0	M5
Oldsmobile Silhouette 2wd	18	23	3.1	L3
Plymouth Voyager 2wd	21	25	2.5	L3
Plymouth Voyager 2wd	19	23	3.0	L3
Plymouth Voyager 2wd	19	24	3.0	L4
Plymouth Voyager 2wd	18	23	3.3	L4
Pontiac Trans Sport 2wd	18	23	3.1	L3
Suzuki Samurai 2wd	28	29	1.3	M5
Suzuki Sidekick 2wd	25	27	1.6	M5
Toyota 4-Runner 2wd	19	20	2.4	A4
Toyota 4-Runner 2wd	17	21	3.0	L4
Special Purpose Vehicles/4wd				
Chevrolet S10 Blazer 4wd	17	22	4.3	L4
Chevrolet S10 Blazer 4wd	16	20	4.3	M5
Chevrolet V1500 Blazer 4wd	13	16	5.7	L4
Chevrolet V1500 Blazer 4wd	12	14	5.7	M4C
Chevrolet V1500 Blazer 4wd	16	22	6.2	L4
Chevrolet V1500 Suburban 4wd	12	16	5.7	L4
Chevrolet V1500 Suburban 4wd	15	21	6.2	L4
Daihatsu Rocky 4wd	23	23	1.6	M5
Dodge AW150 Ramcharger 4wd	12	13	5.2	A4
Dodge AW150 Ramcharger 4wd	11	14	5.2	M4C
Dodge AW150 Ramcharger 4wd	11	13	5.9	A4
Dodge AW150 Ramcharger 4wd	9	12	5.9	M4C
Dodge Caravan 4wd	17	21	3.3	L4
Dodge Colt Vista 4wd	19	25	2.0	M5
Ford Bronco 4wd	14	17	4.9	L4
Ford Bronco 4wd	14	18	4.9	M5
Ford Bronco 4wd	13	17	5.0	L4
Ford Bronco 4wd	13	16	5.0	M5
Ford Bronco 4wd	11	16	5.8	L4
Ford Explorer 4wd	15	20	4.0	L4
Ford Explorer 4wd	16	20	4.0	M5
Geo Tracker Convertible 4wd	23	24	1.6	L3
Geo Tracker Convertible 4wd	25	27	1.6	M5
Geo Tracker 4wd	23	24	1.6	L3
Geo Tracker 4wd	25	27	1.6	M5
GMC Jimmy Sonoma 4wd	17	22	4.3	L4
GMC Jimmy Sonoma 4wd	16	20	4.3	M5
GMC V1500 Jimmy 4wd	13	16	5.7	L4
GMC V1500

1991 passenger car highlights

ALFA ROMEO

164

Base engine ..... 3.0-L 183 hp V-6
Optional engines ..... 3.0-L 200 hp V-6
Drive system ..... fwd
Body styles ..... 4-dr.
Models ..... 164, 164 L, 164 S

Introduced earlier, the all-new sport sedan has a 3.0-liter V-6 engine in 183 or 200 hp configurations and a five-speed manual transmission. It features fwd, fully-independent suspension and four-wheel disc brakes. Standard are automatic climate control air conditioning; power steering, brakes, windows and adjustable front bucket seats; dual electric remote outside mirrors; tinted glass; front and rear fog lamps; telescoping steering wheel, and cruise control. The upscale L and S have ABS, leather upholstery, six-way power front seats, front and rear-seat heating elements and cast alloy wheels.

Spider

Base engine 2.0-L I-4
Optional engines ..... none
Drive system ..... rwd
Body styles ..... convertible
Models ..... Spider, Spider Veloce

New are a freshening of the front end and an all-new rear end. The new front bumper and grille opening is in one-piece. Back changes include full-width taillamp assemblies, an upturn to the rear decklid and a one-piece bumper. Also new: rocker-panel skirts and new outside mirrors. Power steering is standard; automatic transmission is a new option. The 2.0-liter four-cylinder engine's driveability and performance are improved with fuel injection and other changes.

ASTON MARTIN

Virage

Base engine 5.4-L V-8
Optional engines ..... none
Drive system ..... rwd
Body styles ..... 2-dr.
Models ..... Virage

The new four-seater has a 32-valve twin overhead cam eight-cylinder engine, sequential fuel injection and a 330 hp rating. Available is a five-speed manual and a three-speed automatic transmission. Suspension is all aluminum.

AUDI

80

Base engine 2.3-L I-5
Optional engines ..... none
Drive system ..... fwd, 4wd
Body styles ..... 4-dr.
Models ..... 80, 80 Quattro

The base gets a 2.3-liter five-cylinder engine, the same as 80 Quattro's. Newly available is a four-speed automatic transmission. New all-weather tires are standard and performance tires are optional on Quattro. It has standard ABS; a new sport suspension with four gas-charged shock absorbers, a rear stabilizer bar and lower springs; and new front sport seats.

90

Base engine 2.3-L I-5
Optional engines ..... none
Drive system ..... fwd, 4wd
Body styles ..... 4-dr.
Models ..... Audi 90, 90 Quattro

Audi 90 gets a four-speed automatic transmission, the only choice on the base model. Quattro has new cloth upholstery, standard 15-inch sport wheels with performance tires and optional 14-inch wheels with all-weather tires.

Coupe Quattro

Base engine 2.3-L I-5
Optional engines ..... none
Drive system 4wd
Body styles ..... 2-dr.
Models ..... Coupe Quattro

New is a glass sunroof with power tilt and slide. All-weather tires are optional.

100

Base engine 2.3-L I-5
Optional engines ..... none
Drive system ..... fwd, 4wd
Body styles ..... 4-dr.
Models ..... Audi 100, 100 Quattro

Audi 100 gets a new four-speed automatic transmission; Quattro gets all weather tires as standard and a height adjustment feature on the front seat.

200

Base engine 2.2-L I-5
Optional engine 3.6-L V-8
Drive system ..... fwd, 4wd
Body styles ..... 4-dr., wagon
Models ..... Audi 200, 200 Quattro, 200 Quattro Wagon, V-8 Quattro

V-8 Quattro gets a five-speed manual transmission as a no-cost option and has permanently engaged awd and ABS with the V-8. Base sedan has lattice-styled 15-inch wheels; all-weather tires are optional. The Quattro sedan and wagon have more power; the 2.2-liter engine is now rated at 220 hp.

BENTLEY

Continental

Base engine 6.8-L V-8
Optional engines ..... none
Drive system ..... rwd
Body styles ..... convertible
Models ..... Continental Convertible

There is little change for '91.

Eight

Base engine 6.8-L V-8
Optional engines ..... none
Drive system ..... rwd
Body styles ..... 4-dr.
Models ..... Eight

Eight has little change for '91.

Mulsanne S

Base engine 6.8-L V-8
Optional engines ..... none
Drive system ..... rwd
Body styles ..... 4-dr.
Models ..... Mulsanne S

There is little change for '91.

Turbo R

Base engine 6.8-L V-8
Optional engines ..... none
Drive system ..... rwd
Body styles ..... 4-dr.
Models ..... Turbo R

There is little change for '91

BMW

3-Series

Base engine 1.8-L I-4
Optional engines 2.5-L I-6
Drive system ..... rwd, 4wd
Body styles ..... 2-dr., 4-dr., convertible
Models 318i, 318is, 325i, 325is, 325ix, M3

The new 318is coupe and 318i sedan bring the model count to nine. Both have an all-new 1.8-liter four-cylinder engine rated at 134 hp with four valves per cylinder. It is mated to a five-speed manual transmission. The new 318i sedan has ABS, power-assisted steering, central locking-power outside mirrors, air conditioning, power windows and driver-side air bag. The 318is coupe gets M-Technic suspension with anti-roll bars front and rear and sports-tuned shocks.

5-Series

Base engine 2.5-L I-6
Optional engines 3.5-L I-6, 3.6-L I-6
Drive system ..... rwd
Body styles ..... 4-dr.
Models 525i, 535i, M5

There is a restyled M5 sedan with a 3.6-liter 310-hp six-cylinder engine. Badges and discreet spoilers appear at its front and rear. There are smooth side sills. The M5 has 10-way power-adjustable front seats with increased lateral support. Rear passengers have contoured seats and a center console/storage compartment. The 535i sedan gets a four-speed automatic transmission and new 4.27 final-drive ratio. It retains its 3.5-liter engine. The 525i sedan gets more power: a 2.5-liter engine rated at 189 hp.

7 Series

Base engine 3.5-L I-6
Optional engines 5.0-L V-12
Drive system ..... rwd
Body styles ..... 4-dr.
Models 735i, 735iL, 750iL

All have four-speed automatic transmissions; 735i and 735iL, with six-cylinder engines, have new 4.27 final-drive ratios. The 750iL, with a 12-cylinder engine, has a 3.64 final-drive ratio.

850i

Base engine 5.0-L V-12
Optional engines ..... none
Drive system ..... rwd
Body styles ..... 2-dr.
Models 850i

The new top-of-the-line 850i coupe, which replaces the discontinued 6-series, has a sleek shape, a V-12 mated to a six-speed manual transmission, automatic stability control for slippery road conditions, an all-new chassis with an exclusive patented rear-suspension system and a luxurious interior with a new seat-integrated belt system. Utilizing the same engine as 750iL, the new 850i has a 5.0-liter, 296-hp V-12 engine.

BUICK

Century

Base engine 2.5-L Tech-4
Optional engines 3.3-L V-6
Drive system ..... fwd
Body styles ..... 2-dr., 4-dr., wagon
Models ..... Custom, Limited

Changes include new grille and front-end panel, new park and turn signal lenses and a revised taillamp design. Revised are the suspension and front brake rotors. New two-tone striping is standard on Limited sedans and wagons.

LeSabre

Base engine 3.8-L V-6
Optional engines ..... none
Drive system ..... fwd
Body styles ..... 2-dr., 4-dr.
Models ..... LeSabre, Custom, Limited

Structural improvements include lower rail reinforcements, new steering-column supports, and stiffer cowl bar and dash barrier. Also improved: ABS, a brake/transmission interlock, a new fuse system that packages all underhood fuses in one panel, and revised front-strut mounts.

Park Avenue

Base engine 3.8-L V-6
Optional engines ..... none
Drive system ..... fwd
Body styles ..... 4-dr.
Models ..... Park Avenue, Ultra

Introduced in July, the redesigned Park Avenue features the 3.8-liter V-6 engine with tuned-port injection and an electronically controlled four-speed automatic transmission; new dual automatic climate controls for driver and front passenger; body substantial reinforcement; and such convenience items as lighted mirrors in visors for rear passengers. Electra name is dropped.

Reatta

Base engine 3.8-L V-6
Optional engines ..... none
Drive system ..... fwd
Body styles ..... 2-dr., convertible
Models ..... Reatta

The advanced 3.8-liter V-6 with tuned port-injection and an electronically controlled automatic transmission become standard. The more powerful engine provides 170 hp. Also new are a new steering gear, more acoustical insulation, and standard Twilight Sentinel.

Regal

Base engine 3.1-L V-6
Optional engines 3.8-L V-6
Drive system ..... fwd
Body styles ..... 2-dr., 4-dr.
Models ..... Custom, Limited, Gran Sport

Regal coupe gets a fresh grille and front fascia with new park and turn signal lenses. Both the coupe and sedan (introduced in June) have 16-inch aluminum wheels, standard split front seat with storage armrest, and front bucket seats with center console standard on Gran Sport and optional on Limited. A new analog gauge cluster is standard on Limited and Gran Sport, as are woodgrain accents and revised door-panel trim. The 3.8-liter V-6 engine with turned-port injection, introduced earlier as an exclusive Regal option, becomes standard on Gran Sport and available on all other models.

Riviera

Base engine 3.8-L V-6
Optional engines ..... none
Drive system ..... fwd
Body styles ..... coupe
Models ..... Riviera

Power and performance are beefed up by a 3.8-liter V-6 with tuned-port injection coupled with an electronically controlled automatic transmission. Other changes include a new grille, a new steering gear and added acoustical insulation. ABS is standard.

Roadmaster

Base engine 5.0-L V-8
Optional engines 5.7-L V-8
Drive system ..... rwd
Body styles ..... sedan, wagon
Models ..... Roadmaster, Limited, Estate Wagon

Roadmaster returns to the lineup this fall with a completely redesigned Roadmaster Estate Wagon; an all-new sedan will debut next spring as a '92 model. The aerodynamic eight-passenger wagon has a fuel-injected V-8 delivering 170 hp. The sedan will seat six and have a 180-hp fuel-injected 5.7-liter V-8.

Skylark

Base engine ..... 2.5-L Tech 4
Optional engines 2.3-L Quad-4, 3.3-L V-6
Drive system ..... fwd
Body styles ..... 2-dr., 4-dr.
Models ..... Skylark, Custom, Gran Sport, Luxury Edition

A dual-resonator induction system reduces noise and vibration in the standard 2.5-liter Tech 4 engine. Optional 3.3-liter 160-hp V-6 and 2.3-liter Quad 4 engines are available for all. Standard on all are 14-inch wheels, replacing 13-inchers. ABS is optional on Gran Sport. Power door locks are standard on coupe and sedan.

CADILLAC

Allante

Base engine 4.5-L V-8
Optional engines ..... none
Drive system ..... fwd
Body styles ..... convertible
Models ..... Allante Convertible, Allante Convertible Hardtop

Suspension and steering refinements include a speed-dependent damping system and improved steering components. Engine operation is quieter due to an air-intake resonator. Platinum-tipped spark plugs increase gas and electrical erosion-resistance.

Brougham

Base engine 5.0-L V-8
Optional engines 5.7-L V-8
Drive system ..... rwd
Body styles ..... 4-dr.
Models ..... Brougham, Brougham d'Elegance

Cadillac's only rwd vehicle has improved power and handling. Both engines have added horsepower. Brougham has a new four-speed automatic transmission with overdrive and torque-converter clutch, a new electronic steering system and a new ride package.

Deville

Base engine 4.9-L V-8
Optional engines ..... none
Drive system ..... fwd
Body styles ..... 2-dr., 4-dr.
Models ..... Coupe DeVille, Sedan DeVille

Power is boosted via a 4.9-liter engine with sequential-port fuel injection. Front restyling includes a new hood and wider grille. New as standard are ABS; rear-window defogger with heated outside mirrors; child restraint seatbelt-locking device; 15-inch cast-aluminum wheels; EZ-Kool glass; automatic door locks; Twilight Sentinel; and central door unlocking.

Eldorado

Base engine 4.9-L V-8
Optional engines ..... none
Drive system ..... fwd
Body styles ..... 2-dr.

ncentives grow as Chrysler, Ford, imports fan the flames

ncis J. Gawronski
TIVE NEWS STAFF REPORTER

rysler Corp. and several im- extended buyer and dealer ntives last week, and Ford r Co. increased the consumer tes on some of its 1991 models. rysler's revised program, h runs through Dec. 16, offers l buyers of 1989-91 cars and s incentives of $300 to $3,000 nancing at annual percentage of 7.9 percent for 48 months 9 percent for 60 months.

cluded are the 1991 Dodge dow/Plymouth Sundance rica; Chrysler, Dodge and Ply- h minivans; Dodge/Plymouth Colt Vista; Dodge Ram minivan and wagon; and Jeep Cherokee.

Cash rebates on 1991 cars are: $1,000 on Dodge Dynasty; $750 on Chrysler Fifth Avenue, Imperial and New Yorker Salon; $500 on Dodge Spirit, Shadow, Daytona and Monaco; Plymouth Acclaim, Laser and Sundance; Chrysler LeBaron; and Eagle Premier and Talon; and $400 on Dodge and Plymouth Colt and Eagle Summit.

Rebates on 1991 trucks are: $3,000 on Jeep Grand Wagoneer; $750 on Ram conversion van and Ramcharger; $500 on Ram van, Ram light-duty (except diesel) and Jeep Wrangler; and $300 on Dodge Dakota and Jeep Comanche.

Cash rebates on 1989-90 Chrysler cars are: $2,500 on Dodge Monaco and Eagle Premier; $2,000 on Chrysler Fifth Avenue and Imperial; $1,500 on Chrysler LeBaron coupe; $1,300 on Dodge Dynasty, Daytona and Shadow; Plymouth Sundance; and Chrysler New Yorker Salon and New Yorker Landau.

Also, $1,000 on Dodge Spirit; Plymouth Acclaim and Laser; Chrysler LeBaron sedan; Dodge and Plymouth Colt and Vista; and Eagle Talon and Summit; and $500 on Chrysler Town and Country and LeBaron convertible.

Cash rebates on 1989-90 Chrysler trucks are: $3,000 on Jeep Grand Wagoneer; $2,500 on Jeep Cherokee; $2,000 on Ram light-duty (except diesel) and Ramcharger; $1,750 on Ram conversion van; $1,500 on Ram van, Ram wagon and Dakota; $1,000 on Power Ram 50 4x4 and Jeep Comanche; $750 on Ram 50 4x2; and $500 on Ram minivan, Jeep Wrangler, Dodge Grand Caravan and Plymouth Grand Voyager.

Rebates of $2,500 on Dodge Raider, $2,000 on Chrysler Conquest and $1,000 on Eagle Medallion are for 1989 models only.

On Sept. 27, Ford Motor announced a flat $500 consumer rebate on all 1991 Ford and Mercury cars and Ford trucks (except Bronco, $1,000). Last week, it increased payments to $750 on Ford Taurus and Thunderbird and Mercury Sable, Cougar and Grand Marquis and to $1,000 on Ford Ranger with manual transmission.

Ford also placed a customer cash rebate of $1,500 on 1990 Lincoln Town Car, Continental and Mark VII. Both programs run through Dec. 11.

Mitsubishi Motor Sales of America Inc. announced both consumer and dealer rebates on 1991, 1990 and 1989 cars and trucks in a program that ends Oct. 31.

The Mitsubishi payments vary by region, with all six paying dealer rebates on 1991 trucks and three paying cash on 1991 cars. The Southwest region is paying Mitsubishi's first consumer rebates on 1991 models — $1,000 on Montero.

Consumer rebates range from $500 to $2,000 on 1989 and 1990 cars and sport-utilities.

Dealer rebates are $500 to $2,500 per unit on 1989 and 1990 cars and sport-utilities, and $600 to $1,000 on 1989, 1990 and 1991 light trucks, vans and wagons.

Mitsubishi is offering incentives of $150, $300 and $500 to dealers on 1991 Mirage, Eclipse and Galant models, based on the number sold.

Nissan Motor Corp. in U.S.A. announced dealer rebates on 1990 cars and trucks and 1991 trucks. They run through the end of the year.

On the standard Sentra, Nissan is paying dealer rebates of $1,000 per unit sold in October, $750 in November and $500 in December. Other Sentras carry payments of $1,500 in October, $1,250 in November and $1,000 in December.

Payments to dealers on all 1990 Stanza models are $800 on the first unit sold, $1,000 on the second, $1,300 on the third and $1,500 on the fourth and above. Rebates on all 1990 Maxima models are $200 for the second and third units sold, $400 for the fourth and fifth and $700 for the sixth and above.

The 1990 240SX carries dealer payments of $1,000 for the first unit sold, $1,500 for the second and $2,000 for the third and above. Dealers receive $1,200 for every 1990 truck sold.

In a dealer program that covers all 1991 truck models and ends Jan. 4, 1991, Nissan is paying dealers $400 for the first unit sold, $500 for the second, $600 for the third, $700 for the fourth and $800 for the fifth and above.

American Suzuki Motor Corp.

see INCENTIVES, page 48

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
sler Corp. (1989-91)		
rs & trucks	$250-1,000, quota	12/31
Motor Co. (1990)		
d cars	$700-1,400	12/11
Taurus SHO	$3,000	12/11
Trucks	$1,000-1,500	12/11
rcury	$1,000-1,500	12/11
(1990)		
0 Series	$3,000	12/31
dai (1990)	$150-500, quota	12/3
u (1990)		
pulse	$1,500	12/31
oper	$1,700	12/31
kup	$1,700	12/31
ubishi (1989-90)		
rs	$500-2,250	10/31
ntero	$2,000-2,500	10/31
cks	$600-1,000	10/31
ubishi (1991)		
rs	$150-500, based on number sold	10/31
ntero	$1,000	10/31
cks	$600-1,000, based on number sold	10/31
an (1990)		
ntra	$500-1,500	12/31
nza	$600-1,500, based on number sold	12/31
oima	$200-700, based on number sold	12/31
SX	$1,000-2,000, based on number sold	12/31
cks	$1,200	12/31
an (1991)		
cks	$400-800, based on number sold	1/4
eot (1989)		
5	$2,500-3,500	None
aru (1990)		
gacy	$1,500-2,500	11/2
i (1990)		
ift	$400-1,400, based on number sold	12/3
lekick	$1,000-2,000, based on number sold	12/3
i (1991)		
ift	$500-1,000, based on number sold	12/3
lekick	$1,000-2,000, based on number sold	12/3
da (1989-90)		
rcel, mry, rolla	$200-1,200, quota	11/2
da (1991)		
rolla, mry	$200-1,000, quota	11/2
swagen (1990)		
l	$500	12/31
	$500	None
rrado	$1,500	None

Some makers offer rebates to dealers on of 1989 and 1990 models. Most of those pro- are omitted from this table because of the number of these vehicles still in dealers'

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$500-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,000-3,000	12/16
Plymouth	$1,000-1,300	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$300-3,000	12/16
Plymouth	$400-500	12/16
Ford Motor Co. (1990)		
Lincoln	$1,500	12/11
Ford Motor Co. (1991)		
Ford cars	$500-750	12/11
Ford trucks	$500-1,000	12/11
Mercury	$500-750	12/11
Finance rate, in lieu of rebate, starts at 7.9 percent.		
General Motors (1990)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac	$1,500	12/12
Chevrolet Geo	$500-1,250	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$1,500-2,500	12/12
Pontiac	$500-1,000	12/12
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac Brougham	$1,500	12/12
Chevrolet Geo	$500-800	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$500-1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$500-1,500	12/12
Pontiac	$500-750	12/12
*Based on option package selected All makes except Cadillac offer cut-rate financing in lieu of rebates.		
Hyundai (1990)	$500-1,250	12/3
Mazda (1990)		
Cars	$750-1,500	11/2
MPV	$885-1,246 discount on option packages	11/2
Trucks	$750-1,000 discount on option package	11/2
Mitsubishi (1989-90)		
Cars	$500-2,000	10/31
Montero	$2,000	10/31
Montero (1991)	$1,000	10/31
Subaru (1990)		
Justy	$500-1,000	11/2
Loyale	$800-1,500	11/2

Note: Some makers offer rebates to buyers of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

INAUGURAL EVENT

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SALES

DOMESTIC CAR SALES MODEL YEAR 1990

	1990	1989
Talon	26,196	2,106
Premier	19,664	46,476
Total Eagle	**45,860**	**48,582**
Horizon	17,326	45,341
Laser	39,524	14,576
Sundance	63,246	90,637
Reliant	6,435	51,481
Acclaim	103,370	69,243
Caravelle	0	1,556
Gran Fury	0	4,123
Total Plymouth	**229,901**	**276,957**
LeBaron A/K	24,842	2,000
LeBaron J	62,993	88,465
LeBaron GTS	2,195	5,930
Fifth Ave. (rwd)	1,328	15,126
Fifth Ave. (fwd)	35,776	2,653
Imperial	10,985	0
New Yorker C	42,104	92,578
New Yorker E	0	406
Total Chrysler	**180,223**	**207,158**
Omni	17,792	45,933
Shadow	72,447	85,758
Monaco	8,909	0
Daytona	37,025	68,032
Aries	5,382	53,309
Lancer	1,547	4,172
Spirit	87,386	57,664
Diplomat	0	6,392
Dynasty	99,447	112,407
Dodge 600	0	1,752
Total Dodge	**329,935**	**435,419**
CHRYSLER MTRS	**785,919**	**968,116**
Escort	277,262	366,354
Mustang	120,486	172,218
Tempo	228,579	241,609
Taurus	316,906	360,237
Thunderbird	104,303	118,107
Probe	118,888	139,225
Crown Victoria	107,724	114,257
Total Ford Div.	**1,274,148**	**1,512,007**
Topaz	75,350	93,348
Sable	95,579	114,884
Cougar	77,511	97,246
Grand Marquis	103,104	117,186
Total Mercury	**351,544**	**485,357**
Continental	60,971	59,054
Town Car	141,157	117,806
Mark VII	21,468	27,030
Total Lincoln	**223,596**	**203,890**
Total L-M Div.	**575,140**	**689,247**
FORD MOTOR	**1,849,288**	**2,201,254**
Skyhawk	1,970	20,658
Somerset Skylark	87,101	60,935
Century	116,161	142,078
Regal	77,663	91,312
LeSabre	152,036	148,407
Reatta	7,022	7,911
Electra Park Ave.	56,005	81,959
Riviera	20,317	20,020
Total Buick	**518,275**	**573,280**
Cimarron	0	976
Allante	3,195	3,066
Seville	32,936	23,583
DeVille	163,542	177,922
Brougham	33,917	37,643
Eldorado	23,173	32,410
Total Cadillac	**256,763**	**275,600**
Geo Metro	27,063	0
Geo Prizm Nova	114,747	73,096
Cavalier	288,029	306,518
Camaro	78,654	110,034
Celebrity	34,459	194,830
Corsica Beretta	277,859	352,674
Lumina	223,327	62,893
Caprice	151,847	171,435
Corvette	22,590	23,975
Total Chevrolet	**1,218,575**	**1,295,455**
Firenza	0	1,218
Calais	96,553	100,581
Cutlass Ciera	133,006	215,579
Cutlass Supreme	104,321	107,747
88	104,310	148,173
98	49,769	70,486
Toronado	15,030	9,343
Total Oldsmobile	**502,989**	**653,127**
Fiero	0	4,477
Sunbird	112,600	97,447
Firebird	39,781	60,267
Grand Am	208,813	217,169
Pontiac 6000	50,903	77,556
Grand Prix	114,620	118,870
Bonneville H	69,322	94,761
Safari Parisienne	375	4,875
Total Pontiac	**596,414**	**675,422**
GENERAL MOTORS	**3,093,016**	**3,472,884**
Civic	194,071	173,001
Accord	267,546	218,108
HONDA	**461,617**	**391,109**
MX-6	21,297	8,291
626	30,030	0
MAZDA	**61,489**	**40,867**
MITSUBISHI	**45,141**	**21,576**
NISSAN	**102,255**	**102,080**
Corolla	126,174	72,670
Camry	202,203	105,790
TOYOTA	**328,377**	**178,460**
SUBARU	**7,226**	**0**
DOM. TOTAL	**6,734,328**	**7,376,346**

DOMESTIC CAR SALES

	Sept. 21 to Sept. 30 1990	Same Period 1989	Sept 1990	Same Month 1989	Jan. 1 to Sept. 30 1990	Same Period 1989
Talon	1,046	658	2,349	1,323	21,157	2,771
Premier	690	1,372	1,974	3,412	15,408	37,330
Total Eagle	**1,736**	**2,030**	**4,323**	**4,735**	**36,565**	**37,396**
Horizon	238	648	545	4,818	11,560	33,549
Laser	1,288	626	3,051	1,529	33,002	14,576
Sundance	2,249	2,370	5,438	8,610	46,742	67,831
Reliant	0	1,108	0	2,776	2,371	28,640
Acclaim	3,640	3,911	8,832	7,892	77,088	65,735
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**7,415**	**8,663**	**17,866**	**25,625**	**170,763**	**212,507**
LeBaron A	844	0	2,252	0	24,842	787
LeBaron J	2,065	3,497	4,915	7,227	46,502	67,474
LeBaron GTS	0	155	0	394	1,544	3,896
Fifth Avenue (rwd)	0	155	0	430	740	10,750
Fifth Avenue (fwd)	1,471	1,282	3,696	2,282	26,093	1,962
Imperial	411	0	996	0	8,759	0
New Yorker C	1,170	1,595	3,075	4,067	33,947	65,273
New Yorker E	0	0	0	0	0	237
Total Chrysler	**5,961**	**6,684**	**14,934**	**14,400**	**142,427**	**150,379**
Omni	239	657	518	4,646	11,397	33,790
Shadow	2,460	2,055	5,920	6,773	53,153	63,659
Monaco	1,091	0	2,485	0	8,909	0
Daytona	1,202	1,889	3,164	4,531	27,486	54,558
Aries	0	888	0	2,491	1,915	28,013
Lancer	0	111	0	265	1,081	2,647
Spirit	3,455	3,255	7,908	6,195	64,542	53,714
Diplomat	0	0	0	0	0	2,551
Dynasty	3,723	2,872	10,848	6,548	74,781	84,584
Dodge 600	0	0	0	0	0	808
Total Dodge	**12,170**	**11,727**	**30,843**	**31,449**	**243,264**	**324,324**
CHRYSLER MOTORS	**27,282**	**29,104**	**67,966**	**76,209**	**593,619**	**724,606**
Escort	10,695	16,504	28,444	32,309	216,876	273,149
Mustang	2,572	3,702	7,875	9,987	95,107	135,769
Tempo	11,991	6,822	21,153	16,496	173,316	173,163
Taurus	10,442	12,214	23,576	26,761	241,372	272,527
Thunderbird	4,012	4,316	8,217	10,979	81,261	97,603
Probe	2,360	4,232	5,361	10,032	92,347	107,109
Crown Victoria	4,279	3,145	11,488	8,437	87,767	88,128
Total Ford Div.	**46,351**	**50,935**	**106,114**	**115,001**	**988,046**	**1,147,448**
Topaz	3,553	3,884	6,368	7,164	58,672	69,054
Sable	3,299	3,593	7,054	8,116	73,831	89,214
Cougar	2,984	4,634	6,060	10,097	61,089	83,251
Grand Marquis	3,714	3,860	6,674	9,586	68,250	90,517
Total Mercury	**13,550**	**15,971**	**30,649**	**34,963**	**275,638**	**332,036**
Continental	1,994	1,867	4,965	3,951	46,892	42,362
Town Car	4,734	3,626	10,351	8,577	111,025	89,122
Mark VII	612	735	1,445	1,399	17,641	20,793
Total Lincoln	**7,340**	**6,228**	**16,761**	**13,927**	**175,558**	**152,277**
Total L-M Div.	**20,890**	**22,199**	**47,410**	**48,890**	**451,196**	**484,313**
FORD MOTOR CO.	**67,241**	**73,134**	**153,524**	**163,891**	**1,439,242**	**1,631,761**
Skyhawk	0	528	0	1,347	827	15,309
Somerset Skylark	3,211	2,317	6,994	4,633	73,229	49,853
Century	4,210	7,210	10,390	15,514	86,003	104,524
Regal	4,346	4,041	9,685	8,368	65,347	63,687
LeSabre	5,458	6,055	14,040	14,526	120,408	115,693
Reatta	176	296	491	647	5,273	6,156
Electra Park Ave.	2,576	3,368	6,537	8,377	40,974	62,590
Riviera	514	881	1,607	1,778	16,278	15,169
Total Buick	**20,491**	**24,696**	**49,744**	**55,190**	**408,339**	**432,981**
Cimarron	0	7	0	8	0	240
Allante	56	131	177	296	2,556	2,637
Seville	443	623	1,368	1,278	27,058	17,152
DeVille	6,535	8,950	16,809	19,684	121,984	132,829
Brougham	675	1,846	2,139	3,805	25,329	27,327
Eldorado	519	1,273	1,710	2,702	17,635	24,513
Total Cadillac	**8,228**	**12,830**	**22,203**	**27,773**	**194,562**	**204,698**
Geo Metro	2,499	0	5,863	0	26,898	0
Geo Prizm Nova	2,210	4,022	6,140	8,814	86,010	60,973
Cavalier	11,053	11,551	29,614	26,301	222,980	230,666
Camaro	2,543	2,607	7,216	6,168	66,269	83,084
Celebrity	396	2,468	1,034	5,869	27,402	134,739
Corsica Beretta	10,208	10,823	25,423	24,322	231,653	279,800
Lumina	7,208	5,956	16,237	13,290	173,155	60,977
Caprice	3,498	5,972	10,154	14,098	130,006	126,982
Corvette	469	1,330	941	2,909	17,807	19,145
Total Chevrolet	**40,084**	**44,729**	**102,622**	**101,771**	**982,180**	**996,366**
Firenza	0	0	0	0	0	12
Calais	2,760	4,186	7,988	9,463	77,562	76,263
Cutlass Ciera	5,114	11,226	13,453	26,936	108,080	165,794
Cutlass Supreme	4,205	4,191	11,426	10,415	81,224	76,801
88	3,185	4,997	9,182	12,185	80,067	114,114
98	1,200	2,202	3,130	5,327	38,038	53,940
Toronado	376	624	1,105	1,267	11,646	6,741
Total Oldsmobile	**16,840**	**27,426**	**46,284**	**65,593**	**396,617**	**493,665**
Fiero	0	0	0	0	0	1,961
Sunbird	2,269	3,158	9,701	7,981	86,223	75,614
Firebird	1,184	1,357	3,404	3,165	32,905	48,154
Grand Am	4,308	7,169	16,573	18,759	164,777	158,779
Pontiac 6000	2,674	2,142	5,411	5,474	37,960	54,738
Grand Prix	4,191	4,607	10,636	10,284	92,485	91,081
Bonneville H	2,645	3,668	6,957	8,833	52,166	70,486
Safari/Parisienne	0	157	0	341	0	3,616
Total Pontiac	**17,271**	**22,258**	**52,682**	**54,837**	**466,516**	**504,429**
GENERAL MOTORS	**102,914**	**131,939**	**273,535**	**305,164**	**2,448,214**	**2,632,139**
Civic	4,032	6,859	10,612	13,663	150,520	130,813
Accord	10,348	6,177	27,366	15,818	214,993	162,555
HONDA	**14,380**	**13,036**	**37,978**	**29,481**	**365,513**	**293,368**
MX-6	844	1,385	1,808	2,823	23,451	32,575
626	1,769	1	3,916	1	34,754	1
MAZDA	**2,613**	**1,386**	**5,724**	**2,824**	**61,316**	**32,576**
MITSUBISHI	**1,692**	**1,416**	**3,785**	**3,807**	**38,484**	**21,576**
NISSAN	**7,035**	**4,456**	**12,544**	**7,069**	**81,034**	**81,913**
Corolla	3,639	2,448	7,882	5,222	104,314	59,341
Camry	7,027	6,952	14,380	11,540	163,031	92,015
TOYOTA	**10,666**	**9,400**	**22,262**	**16,762**	**267,345**	**151,356**
SUBARU	**743**	**0**	**1,640**	**0**	**8,866**	**0**
DOMESTIC TOTAL	**234,566**	**263,871**	**578,958**	**605,207**	**5,303,033**	**5,569,295**
IMPORT TOTAL			**193,152**	**223,003**	**1,899,714**	**2,151,592**
INDUSTRY TOTAL			**772,110**	**828,210**	**7,202,747**	**7,720,887**

IMPORTED CAR SALES

	Sept 1990	Sept 1989	9 Mos. 1990	9 Mos. 1989
Acura	11,168	12,011	108,951	110,707
Alfa Romeo	385	305	2,617	2,496
Aston Martin*	5	5	45	45
Audi	2,507	2,182	17,008	15,870
BMW	5,148	4,401	46,584	49,887
Chevrolet/GEO	8,922	9,625	106,384	91,553
Chrysler	214	535	3,688	5,861
Daihatsu	914	1,501	8,721	10,869
Dodge	2,434	3,224	17,586	28,831
Eagle	1,005	1,917	11,334	19,752
Ferrari*	80	80	720	720
Ford	4,155	6,225	43,532	55,982
Honda	13,295	16,843	181,485	185,427
Hyundai	10,305	13,602	103,726	146,042
Infiniti	2,046	0	15,349	0
Isuzu	653	845	3,286	14,563
Jaguar	1,722	1,482	14,091	13,882
Lamborghini*	13	13	117	117
Lexus	5,268	4,554	45,414	4,554
Lotus*	27	27	243	243
Maserati*	20	20	180	197
Mazda	10,897	15,306	120,949	143,646
Mercedes-Benz	6,737	6,886	55,728	56,330
Mercury Merkur	5,752	4,849	28,720	56,375
Mitsubishi	5,706	5,694	81,186	56,014
Nissan	31,057	35,106	255,311	316,963
Peugeot	267	520	3,339	4,762
Plymouth	2,029	3,198	16,078	26,800
Pontiac	3,647	4,079	34,002	41,254
Porsche	559	656	7,100	7,332
Rolls/Bentley*	100	100	900	900
Saab	1,401	2,627	20,668	26,270
Sterling	282	418	3,138	4,544
Subaru	8,550	10,064	75,362	111,174
Suzuki	835	618	5,193	4,618
Toyota	24,743	34,731	278,753	347,300
Volkswagen	11,819	9,739	103,518	100,580
Volvo	8,119	8,038	73,606	80,807
Yugo	366	977	5,102	8,325
TOTAL	**193,152**	**223,003**	**1,899,714**	**2,151,592**

*Estimate

LIGHT TRUCK SALES

	Sept 1990	Sept 1989	9 Mos. 1990	9 Mos. 1989
Vans	10,257	13,536	117,118	133,037
Aerostar	12,300	13,945	140,426	150,607
Club Wagon	1,447	1,475	16,146	19,416
Ranger	23,199	23,710	220,756	231,924
Bronco	3,171	5,619	39,204	47,262
Bronco II/Explorer	16,843	10,191	123,478	83,358
Pickups	38,304	44,085	419,303	447,650
Ford	**105,521**	**112,561**	**1,076,431**	**1,095,254**
Vans	6,907	11,676	80,777	95,903
Sportsvan	369	491	6,871	7,996
Geo Tracker†	3,072	1,229	26,396	7,317
Astro	8,538	14,525	95,900	117,729
Lumina APV	6,857	0	52,278	68
S-10	23,819	26,942	164,270	182,188
S-10 Blazer	13,203	20,363	115,204	138,773
Blazer	1,128	2,298	13,194	17,101
Suburban	4,198	6,653	44,089	50,273
Pickups	34,905	49,717	383,420	422,223
Chevrolet	**102,996**	**133,894**	**983,683**	**1,039,571**
Pontiac Trans Sport	**2,707**	**0**	**23,961**	**0**
Olds Silhouette	**2,823**	**0**	**19,787**	**0**
Vans	3,931	3,962	44,550	55,263
Ram Wagon	1,119	1,708	17,625	19,331
Voyager	10,663	12,375	132,142	141,567
Caravan	10,915	13,929	147,867	153,843
Caravan C/V	295	898	9,257	11,120
Town & Country	229	292	2,207	850
Ram 50	817	2,601	9,113	22,934
Raider	0	1,183	1,092	6,945
Ramcharger	772	1,134	8,694	15,165
Dakota	5,705	7,360	58,462	68,435
Pickups	6,531	7,726	71,129	64,808
Chrysler	**40,977**	**53,168**	**502,138**	**560,261**
Vans	2,362	3,720	28,912	32,999
Safari	2,344	3,101	26,554	25,678
S-15 Sonoma	4,380	5,793	34,803	40,355
S-15 Jimmy	2,967	5,002	28,522	33,568
Jimmy	281	662	3,788	7,963
Suburban	1,716	2,316	18,808	17,628
Pickups	8,920	14,724	108,280	119,917
P Model	222	449	2,058	2,968
W-4	92	118	987	984
GMC	**23,284**	**35,885**	**252,712**	**279,060**
Wrangler	3,768	4,065	40,586	40,799
Wagoneer	331	634	2,636	5,052
Cherokee	10,950	14,195	94,801	121,695
Grand Wagoneer	561	951	5,109	8,287
Comanche	728	1,843	10,327	19,826
Jeep	**16,338**	**21,688**	**153,459**	**195,659**
Daihatsu	**328**	**0**	**3,697**	**0**
Isuzu*	**8,449**	**8,649**	**76,208**	**72,918**
Mazda*	**9,092**	**9,268**	**95,412**	**90,408**
Mitsubishi	**1,756**	**2,939**	**31,254**	**28,371**
Nissan*	**15,743**	**8,660**	**135,711**	**125,527**
Range Rover	**402**	**414**	**3,354**	**3,562**
Suzuki*	**841**	**2,368**	**10,965**	**19,787**
Toyota	**21,180**	**22,621**	**211,213**	**202,453**
Volkswagen	**456**	**286**	**5,466**	**4,077**
Imports	**58,257**	**55,205**	**573,280**	**547,1**
Industry Total	**352,903**	**412,401**	**3,585,451**	**3,716,9**

*Includes domestic vehicles †Includes imported Tracker

Sales charts compiled by Karen Dietk

IMPORTED CAR SALES MODEL YEAR 1990

	1990	1989
Acura	140,305	140,713
Alfa Romeo	3,036	3,306
Aston Martin	60	60
Audi	22,421	20,478
BMW	61,578	69,960
Chevrolet/GEO	133,136	103,899
Chrysler	5,777	7,562
Daihatsu	12,970	13,763
Dodge	25,448	39,570
Eagle	14,610	26,632
Ferrari	960	960
Ford	56,878	59,161
Honda	247,627	262,628
Hyundai	140,945	201,358
Infiniti	17,115	0
Isuzu	5,019	19,223
Jaguar	19,176	19,696
Lamborghini	156	156
Lexus	57,162	4,554
Lotus	324	324
Maserati	240	240
Mazda	171,463	221,476
Mercedes-Benz	75,112	76,152
Mercury/Merkur	39,075	55,015
Mitsubishi	119,126	77,166
Nissan	356,693	407,082
Peugeot	4,631	6,372
Plymouth	23,794	36,140
Pontiac	37,389	59,236
Porsche	9,244	10,609
Rolls/Bentley	1,200	1,200
Saab	25,974	34,901
Sterling	4,501	5,951
Subaru	100,299	150,701
Suzuki	6,584	5,352
Toyota	526,197	549,793
Volkswagen	132,511	136,518
Volvo	95,419	102,625
Yugo	7,353	13,864
TOTAL	**2,701,508**	**2,944,396**

*—Estimate

LIGHT TRUCKS MODEL-YEAR 1990

	1990	1989
Vans	150,313	176,961
Aerostar	177,949	192,685
Club Wagon	22,296	27,065
Ranger	290,957	273,336
Bronco	54,503	62,913
Bronco II		
Explorer	149,110	111,108
Pickups	538,040	589,772
Ford	**1,383,168**	**1,433,840**
Vans	101,156	120,240
Sportsvan	9,217	10,402
Geo Tracker	30,540	9,448
Astro	122,112	150,136
Lumina APV	61,986	68
S-10	210,773	241,866
S-10 Blazer	155,122	193,092
El Camino	1,284	0
Blazer	18,909	24,597
Suburban	59,244	68,414
Pickups	486,796	552,294
Chevrolet	**1,257,139**	**1,370,557**
Pontiac		
Trans Sport	**27,187**	**0**
Olds Silhouette	**21,909**	**0**
Vans	57,099	69,788
Ram Wagon	22,349	25,292
Voyager	175,518	184,694
Caravan	200,450	203,786
Caravan C/V	11,287	14,913
Town & Country	3,051	968
Ram 50	15,146	31,939
Raider	3,597	9,703
Ramcharger	12,502	19,993
Dakota	79,321	88,673
Pickups	96,741	82,642
Chrysler	**677,061**	**732,391**
Vans	36,447	42,014
Safari	32,557	32,430
S-10/Sonoma	47,049	53,003
S-15 Jimmy	39,804	46,388
Jimmy	5,548	7,036
Suburban	24,831	23,393
Pickups	137,024	153,938
P Model	2,786	3,743
W-4	1,394	1,403
GMC	**327,440**	**363,348**
Wrangler	50,513	51,788
Wagoneer	4,121	7,673
Cherokee	129,224	163,236
Grand Wagoneer	7,537	12,338
Comanche	15,575	27,399
Jeep	**206,970**	**262,434**
Daihatsu	**3,862**	**0**
Isuzu*	**127,655**	**98,154**
Mazda	**127,450**	**81,047**
Mitsubishi	**47,529**	**40,028**
Nissan*	**164,687**	**157,347**
Range Rover	**13,645**	**4,462**
Suzuki	**15,671**	**26,334**
Toyota	**211,213**	**229,209**
Volkswagen	**6,515**	**5,147**
Imports	**718,227**	**641,728**
Industry Total	**4,619,101**	**4,804,298**

*Includes import and domestic trucks

SALES

FROM PAGE 1

the United States, 100,051 units ahead of the Ford Taurus.

"Model year 1991 will not change," predicts auto analyst Lee McMillan of Marxman Management & Research in Northbrook, Ill. "The Japanese models will continue to sell," particularly if oil prices continue to rise due to the crisis in the Middle East.

Sales of domestic and imported cars and trucks in the 1990 model year totaled 14,054,937, a 7.08 percent decline from the 1989 model year. Domestic car sales were off 8.70 percent, and import car sales were off 8.25 percent, for a combined loss of 8.57 percent. Combined import and domestic truck sales fell 3.85 percent.

Due to an 8.8 percent drop in vehicle sales, General Motors' share of the car and truck market slipped to 34.8 percent from 35.5 percent in 1989. Ford's sales were off 11.2 percent, and its market share dropped to 23.7 percent from 24.8 percent. Chrysler's 16.1 percent sales decrease put its market share at 12.4 percent, compared to 13.7 percent last year.

All major Japanese makers, led by Toyota with an 8 percent share, made gains in market share.

"The Japanese have a good image," said Bill Vanderbok, director of research for Plog Automotive Research in Reseda, Calif. "But almost every domestic nameplate and many of the Europeans carry an image burden."

For the last 10 days of September, domestic vehicle sales were down 14.3 percent from a year ago. For all of September, combined import and domestic vehicle sales were off 9.32 percent; and for the first nine months of this year, domestic and import vehicle sales were down 5.68 percent from 1989.

TOP 10 CARS, 1990 MODEL YEAR

	Sales
1 Accord	416,957
2 Taurus	316,906
3 Cavalier	288,029
4 Camry	278,086
5 Corsica/Beretta	277,859
6 Escort	277,262
7 Civic	255,159
8 Tempo	228,579
9 Lumina	223,327
10 Corolla	221,947

Source: Automotive News Data Center

DOMESTIC Market Shares

	September Sales	Pct. of Total
Subcompact	79,384	13.71
Compact	174,470	30.14
Intermediate	221,342	38.23
Standard	102,153	17.64
Specialty	1,609	0.28
TOTAL	578,958	100.00

DOMESTIC Market Shares

	Model Year 1990 Sales	Pct. of Total
Subcompact	971,517	14.43
Compact	1,990,667	29.56
Intermediate	2,558,140	37.99
Standard	1,181,197	17.54
Specialty	32,807	0.49
TOTAL	**6,734,328**	**100.00**

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	Sept 1990	Sept 1989	Percent Share
Alfa Romeo	385	305	0.0
Aston Martin*	5	5	0.0
Am. Honda	62,441	58,335	8.1
BMW	5,148	4,401	0.7
Buick	49,744	55,190	6.4
Cadillac	22,203	27,773	2.9
Chevrolet	111,544	111,396	14.4
Chrysler	15,148	14,935	2.0
Daihatsu	914	1,501	0.1
Dodge	33,277	34,673	4.3
Eagle	5,328	6,652	0.7
Ferrari*	80	80	0.0
Ford	110,269	121,226	14.3
Hyundai	10,305	13,602	1.3
Isuzu	653	845	0.1
Jaguar	1,722	1,482	0.2
Lamborghini*	13	13	0.0
Lincoln	16,761	13,927	2.2
Lotus*	27	27	0.0
Maserati*	20	20	0.0
Mazda	16,621	18,130	2.2
Mercedes	6,737	6,886	0.9
Mercury	36,401	39,812	4.7
Mitsubishi	9,491	9,501	1.2
Nissan Motor	45,647	42,175	5.9
Oldsmobile	46,284	65,593	6.0
Peugeot	267	520	0.0
Plymouth	19,895	28,823	2.6
Pontiac	56,329	58,916	7.3
Porsche	559	656	0.1
Rolls/Bentley*	100	100	0.0
Saab	1,401	2,627	0.2
Sterling	282	418	0.0
Subaru	10,190	10,064	1.3
Suzuki	835	618	0.1
Toyota Motor	52,273	56,047	6.8
Volvo	8,119	8,038	1.1
VWoA	14,326	11,921	1.9
Yugo	366	977	0.0
TOTAL	**772,110**	**828,210**	**100.0**
GM	**286,104**	**318,868**	**37.1**
FORD	**163,431**	**174,965**	**21.2**
CHRYSLER	**73,648**	**85,083**	**9.5**
JAPANESE	**199,065**	**197,216**	**25.8**
EUROPEAN	**39,557**	**38,476**	**5.1**
KOREAN	**10,305**	**13,602**	**1.3**

*Estimate. Big 3 totals include their captive imports.

MARKETING UNITS MODEL YEAR 1990

	1990	1989
Acura	140,305	140,713
Alfa Romeo	3,036	3,306
Aston Martin*	60	60
Audi	22,421	20,478
BMW	61,578	69,960
Buick	518,275	573,280
Cadillac	256,763	275,600
Chevrolet	1,351,711	1,399,354
Chrysler	186,000	214,720
Daihatsu	12,970	13,763
Dodge	355,383	474,989
Eagle	60,470	75,214
Ferrari*	960	960
Ford	1,331,026	1,571,168
Honda	709,244	653,737
Hyundai	140,945	201,358
Infiniti	17,115	0
Isuzu	5,019	19,223
Jaguar	19,176	19,696
Lamborghini*	156	156
Lexus	57,162	4,554
Lincoln	223,596	203,890
Lotus*	324	324
Maserati	240	240
Mazda	232,952	262,343
Mercedes	75,112	76,152
Mercury	390,619	540,372
Mitsubishi	164,267	98,742
Nissan	458,948	509,162
Oldsmobile	502,989	653,127
Peugeot	4,631	6,372
Plymouth	253,695	313,097
Pontiac	633,803	734,658
Porsche	9,244	10,609
Rolls/Bentley*	1,200	1,200
Saab	25,974	34,901
Sterling	4,501	5,951
Subaru	107,525	150,701
Suzuki	6,584	5,352
Toyota	854,574	728,253
Volvo	95,419	102,625
VW	132,511	136,518
Yugo	7,353	13,864
TOTAL	**9,435,836**	**10,320,742**
GM	**3,263,541**	**3,636,019**
Ford	**1,945,241**	**2,315,430**
Chrysler	**855,548**	**1,076,020**
Japanese	**2,766,665**	**2,586,543**
European	**463,896**	**503,372**
Korean	**140,945**	**201,358**

*Estimate

U.S. CAR AND LIGHT-TRUCK SALES, 9 MONTHS — 1990 vs. 1989 (ranked by car and light-truck total sales)

Company	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)
Ford	1,031,578	1,203,430	14.3	15.6	1,076,431	1,095,254	30.0	29.5	2,108,009	2,298,684	19.5	20.1	- 55.7	- 8.3
Chevrolet	1,088,564	1,087,919	15.1	14.1	983,683	1,039,571	27.4	28.0	2,072,247	2,127,490	19.2	18.6	60.8	- 2.6
Toyota	546,098	498,656	7.6	6.5	211,213	202,453	5.9	5.4	757,311	701,109	7.0	6.1	89.0	8.0
Dodge	260,850	353,155	3.6	4.6	367,789	417,844	10.3	11.2	628,639	770,999	5.8	6.7	- 91.4	- 18.5
Honda	546,998	478,795	7.6	6.2	—	—	—	—	546,998	478,795	5.1	4.2	88.4	14.2
Pontiac	500,518	545,683	6.9	7.1	23,961	0	0.7	0.0	524,479	545,683	4.9	4.8	9.1	- 3.9
Nissan	336,345	398,876	4.7	5.2	135,711	125,527	3.8	3.4	472,056	524,403	4.4	4.6	- 20.9	- 10.0
Oldsmobile	396,617	493,665	5.5	6.4	19,787	0	0.6	0.0	416,404	493,665	3.9	4.3	- 45.6	- 15.7
Buick	408,339	432,981	5.7	5.6	—	—	—	—	408,339	432,981	3.8	3.8	0.0	- 5.7
Plymouth	186,841	239,307	2.6	3.1	132,142	141,567	3.7	3.8	318,983	380,874	3.0	3.3	- 37.3	- 16.2
Mercury	304,358	388,411	4.2	5.0	—	—	—	—	304,358	388,411	2.8	3.4	- 57.5	- 21.6
Mazda	182,265	176,222	2.5	2.3	95,412	90,408	2.7	2.4	277,677	266,630	2.6	2.3	24.3	4.1
GMC	—	—	—	—	252,712	279,060	7.0	7.5	252,712	279,060	2.3	2.4	- 9.7	- 9.4
Cadillac	194,562	204,698	2.7	2.7	—	—	—	—	194,562	204,698	1.8	1.8	1.4	- 5.0
Lincoln	175,558	152,277	2.4	2.0	—	—	—	—	175,558	152,277	1.6	1.3	29.6	15.3
Jeep	—	—	—	—	153,459	195,659	4.3	5.3	153,459	195,659	1.4	1.7	- 28.8	- 21.6
Mitsubishi	119,670	77,590	1.7	1.0	31,254	28,371	0.9	0.8	150,924	105,961	1.4	0.9	47.3	42.4
Chrysler	146,115	156,240	2.0	2.0	2,207	850	0.1	0.0	148,322	157,090	1.4	1.4	0.1	- 5.6
Volkswagen	103,518	100,580	1.4	1.3	5,466	4,077	0.2	0.1	108,984	104,657	1.0	0.9	9.5	4.1
Acura	108,951	110,707	1.5	1.4	—	—	—	—	108,951	110,707	1.0	1.0	4.2	- 1.6
Hyundai	103,726	146,042	1.4	1.9	—	—	—	—	103,726	146,042	1.0	1.3	- 31.5	- 29.0
Subaru	84,228	111,174	1.2	1.4	—	—	—	—	84,228	111,174	0.8	1.0	- 19.1	- 24.2
Isuzu	3,286	14,563	0.0	0.2	76,208	72,918	2.1	2.0	79,494	87,481	0.7	0.8	- 2.8	- 9.1
Volvo	73,606	80,807	1.0	1.0	—	—	—	—	73,606	80,807	0.7	0.7	- 2.4	- 8.9
Mercedes-Benz	55,728	56,300	0.8	0.7	—	—	—	—	55,728	56,330	0.5	0.5	2.4	- 1.1
Eagle	47,899	57,148	0.7	0.7	—	—	—	—	47,899	57,148	0.4	0.5	- 5.6	- 16.2
BMW	46,584	49,887	0.6	0.6	—	—	—	—	46,584	49,887	0.4	0.4	- 0.4	- 6.6
Lexus	45,414	4,554	0.6	0.1	—	—	—	—	45,414	4,554	0.4	0.0	38.1	0.0
Saab	20,668	26,270	0.3	0.3	—	—	—	—	20,668	26,270	0.2	0.2	- 3.8	- 21.3
Audi	17,008	15,870	0.2	0.2	—	—	—	—	17,008	15,870	0.2	0.1	1.9	7.2
Suzuki	5,193	4,618	0.1	0.1	10,965	19,787	0.3	0.5	16,158	24,405	0.1	0.2	- 6.4	- 33.8
Infiniti	15,349	0	0.2	0.0	—	—	—	—	15,349	0	0.1	0.0	14.2	0.0
Jaguar	14,091	13,882	0.2	0.2	—	—	—	—	14,091	13,882	0.1	0.1	0.9	- 1.5
Daihatsu	8,721	10,869	0.1	0.1	3,697	0	0.1	0.0	12,418	10,869	0.1	0.1	2.0	14.3
Porsche	7,100	7,332	0.1	0.1	—	—	—	—	7,100	7,332	0.1	0.1	0.2	- 3.2
Yugo	5,102	8,325	0.1	0.1	—	—	—	—	5,102	8,325	0.0	0.1	- 2.5	- 38.7
Range Rover	—	—	—	—	3,354	3,562	0.1	0.1	3,354	3,562	0.0	0.0	0.0	- 5.8
Peugeot	3,339	4,762	0.0	0.1	—	—	—	—	3,339	4,762	0.0	0.0	- 1.1	- 29.9
Sterling	3,138	4,544	0.0	0.1	—	—	—	—	3,138	4,544	0.0	0.0	- 1.1	- 30.9
Alfa Romeo	2,617	2,496	0.0	0.0	—	—	—	—	2,617	2,496	0.0	0.0	0.2	4.8
Rolls/Bentley*	900	900	0.0	0.0	—	—	—	—	900	900	0.0	0.0	0.0	0.0
Ferrari*	720	720	0.0	0.0	—	—	—	—	720	720	0.0	0.0	0.0	0.0
Lotus*	243	243	0.0	0.0	—	—	—	—	243	243	0.0	0.0	0.0	0.0
Maserati	180	197	0.0	0.0	—	—	—	—	180	197	0.0	0.0	0.0	- 8.6
Lamborghini*	117	117	0.0	0.0	—	—	—	—	117	117	0.0	0.0	0.0	0.0
Aston Martin*	45	45	0.0	0.0	—	—	—	—	45	45	0.0	0.0	0.0	0.0
TOTAL	**7,202,747**	**7,720,887**	**100.0**	**100.0**	**3,585,451**	**3,716,908**	**100.0**	**100.0**	**10,788,198**	**11,437,795**	**100.0**	**100.0**	—	**- 5.7**
TOTAL BIG 3	**4,741,799**	**5,314,914**	**65.8**	**68.8**	**3,012,171**	**3,169,805**	**84.0**	**85.3**	**7,753,970**	**8,484,719**	**71.9**	**74.2**	**230.7**	**- 8.6**
TOTAL EUROPE	**354,704**	**373,307**	**4.9**	**4.8**	**8,820**	**7,639**	**0.2**	**0.2**	**363,524**	**380,946**	**3.4**	**3.3**	**3.9**	**- 4.6**
TOTAL ASIA	**2,106,244**	**2,032,666**	**29.2**	**26.3**	**564,460**	**539,464**	**15.7**	**14.5**	**2,670,704**	**2,572,130**	**24.8**	**22.5**	**226.8**	**3.8**
GM	2,588,600	2,764,946	35.9	35.8	1,280,143	1,318,631	35.7	35.5	3,868,743	4,083,577	35.9	35.7	15.8	- 5.3
Ford	1,511,494	1,744,118	21.0	22.6	1,076,431	1,095,254	30.0	29.5	2,587,925	2,839,372	24.0	24.8	- 83.6	- 8.9
Chrysler	641,705	805,850	8.9	10.4	655,597	755,920	18.3	20.3	1,297,302	1,561,770	12.0	13.7	- 162.9	- 16.9
Honda/Acura	655,949	589,502	9.1	7.6	0	0	0.0	0.0	655,949	589,502	6.1	5.2	92.6	11.3
Nissan/Infiniti	351,694	398,876	4.9	5.2	135,711	125,527	3.8	3.4	487,405	524,403	4.5	4.6	- 6.7	- 7.1
Toyota/Lexus	591,512	503,210	8.2	6.5	211,213	202,453	5.9	5.4	802,725	705,663	7.4	6.2	127.1	13.8
VW/Audi	120,526	116,450	1.7	1.5	5,466	4,077	0.2	0.1	125,992	120,527	1.2	1.1	11.4	4.5

*Estimate

PRODUCTION

Car build in Sept. is 20-year low

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

September auto production in the United States was the lowest for that month since 1970.

U.S. automakers assembled 536,339 cars, the lowest for that month since the 478,322 total of 20 years ago. September production rose 2.44 percent above the prior month but fell 6.84 percent below the year-ago month.

Auto production in the third quarter was 1,427,593. It trailed the second quarter by 18.04 percent but was 2.48 percent above third quarter of 1989.

So far this year, manufacturers hold the following shares of 1990 car production:

General Motors, 44.31 percent; Ford Motor Co., 23.16 percent; Chrysler Corp., 11.57 percent; Honda of America Manufacturing Inc., 7.05 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.54 percent; New United Motor Manufacturing Inc., 3.23 percent; Mazda Motor Manufacturing (USA) Corp., 2.87 percent; Diamond-Star Motors Corp., 2.40 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.40 percent; and Subaru-Isuzu Automotive Inc., 0.47 percent.

Domestic truck producers built 318,680 units in September, 0.52 percent below the prior month and 3.00 percent above the year-ago month.

Truck assembly in the third quarter was 901,232 units, 21.14 percent below the second quarter, and 1.58 percent above the third quarter of 1989.

Canadian auto producers assembled 79,704 cars in September, 2.40 percent above the prior month and 4.34 percent below the year-ago month.

September car production was the lowest for that month since 1987 when 65,253 were produced.

In the third quarter, Canadian automakers assembled 231,055 cars, the highest third quarter since 1985 when 250,645 units were produced.

Third-quarter production rose 14.38 percent above the third quarter 1989 and fell 21.49 percent below the second quarter of 1990.

Canadian truck production in September was 59,018, 9.49 percent above the prior month and 27.94 percent below the year-ago month.

September truck production was the lowest for that month since 1987 when 148,473 units were produced.

Third-quarter Canadian truck production was 150,687, down 38.63 percent from the second quarter and down 20.99 percent from the year-ago quarter.

U.S. CAR

	Week Ended Oct. 6, 1990	Week Ended Sept. 29, 1990	Sept Total	Jan 1 to Oct. 6, 1990	Jan 1 to Oct. 7, 1989
Horizon	0	0	0	4,327	23,906
Sundance	2,400	2,643	9,127	66,987	80,175
Acclaim	3,700	3,482	13,428	87,025	97,159
Total Plymouth	**6,100**	**6,125**	**22,555**	**158,339**	**201,240**
LeBaron A	0	0	0	8,071	0
LeBaron J	900	1,408	5,322	40,455	80,293
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	600	716	2,586	30,500	65,334
Fifth Avenue	1,000	1,133	4,660	26,560	17,302
Imperial	400	493	1,706	14,708	312
Total Chrysler	**2,900**	**3,750**	**14,274**	**120,294**	**166,187**
Omni	0	0	0	4,078	25,311
Daytona	600	944	3,538	26,972	63,229
Shadow	2,300	2,743	9,685	74,961	77,404
Dynasty	2,700	2,969	11,815	90,941	102,057
Lancer	0	0	0	0	1,528
Spirit	3,000	3,430	11,725	78,544	84,405
Total Dodge	**8,600**	**10,086**	**36,763**	**275,496**	**353,934**
CHRYSLER MOTORS	**17,600**	**19,961**	**73,592**	**554,129**	**721,361**
Escort	8,218	8,015	27,606	184,623	262,477
Mustang	3,682	3,594	10,086	102,665	157,200
Tempo	3,191	3,286	9,186	102,252	115,230
Taurus	7,946	3,736	22,091	268,199	276,586
Thunderbird	2,921	0	9,457	90,794	115,889
Total Ford Div.	**25,958**	**18,631**	**78,426**	**748,533**	**927,382**
Topaz	1,219	1,124	2,770	38,399	54,058
Cougar	2,704	0	6,290	61,085	98,569
Sable	2,534	1,504	7,223	82,392	91,185
Total Mercury	**6,457**	**2,628**	**16,283**	**181,876**	**243,812**
Continental	1,210	1,169	4,641	46,371	49,093
Mark VII	213	205	813	15,883	15,864
Town Car	2,842	2,750	10,912	116,964	93,282
Total Lincoln	**4,265**	**4,124**	**16,366**	**179,218**	**158,239**
Total L-M Div.	**10,722**	**6,752**	**32,649**	**361,094**	**402,051**
FORD MOTOR CO.	**36,680**	**25,383**	**111,075**	**1,109,627**	**1,329,433**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,195	2,329	7,971	70,804	47,908
Century	2,388	2,052	7,803	53,369	101,850
Riviera	610	483	1,793	17,254	14,869
Electra/Park Ave.	3,040	2,866	10,847	42,970	61,781
LeSabre (fwd)	3,495	3,390	12,735	124,819	117,472
LeSabre (rwd)	0	0	0	4,022	5,600
Reatta	0	0	0	5,277	4,592
Total Buick	**11,728**	**11,120**	**41,149**	**318,515**	**360,985**
Eldorado	631	520	1,856	16,516	22,625
Seville	511	511	1,849	26,975	16,613
Brougham (rwd)	1,088	1,102	3,803	24,501	42,358
DeVille (fwd)	3,936	3,935	14,658	124,963	141,654
Allante	88	89	194	2,935	2,392
Total Cadillac	**6,254**	**6,157**	**22,360**	**195,890**	**225,642**
Cavalier	9,572	9,129	34,133	262,948	278,495
Camaro	2,053	1,992	7,801	58,427	79,653
Celebrity	0	0	0	0	70,720
Corsica/Beretta	6,055	6,164	23,490	221,723	298,180
Caprice	0	0	16,801	181,868	137,706
Corvette	630	753	2,461	18,332	19,336
Total Chevrolet	**18,310**	**18,038**	**84,686**	**743,298**	**884,090**
Calais	2,293	2,130	8,335	79,605	70,093
Cutlass Ciera	1,278	1,498	5,657	56,807	68,102
Cutlass Supreme	2,113	2,544	9,405	73,101	83,557
Toronado	372	338	1,129	12,093	7,099
88 (fwd)	2,394	2,141	8,444	80,487	107,175
88 (rwd)	0	0	0	1,223	6,100
98	1,264	837	1,733	35,948	55,757
Total Oldsmobile	**9,714**	**9,488**	**34,703**	**339,264**	**397,883**
Sunbird	4,000	3,640	14,409	125,347	111,902
Grand Am	5,280	5,630	19,472	165,404	185,534
Firebird	1,198	1,168	4,216	34,518	44,323
Grand Prix	3,210	3,434	13,064	94,006	99,335
Pontiac 6000	1,278	1,502	5,766	44,378	64,032
Bonneville	1,426	2,050	7,033	61,373	73,180
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**16,392**	**17,424**	**63,960**	**525,026**	**580,997**
Total Saturn*	**150**	**150**	**1,075**	**1,725**	**0**
GENERAL MOTORS	**62,548**	**62,377**	**247,933**	**2,123,718**	**2,449,597**
DIAMOND-STAR	**4,117**	**3,263**	**13,166**	**115,155**	**58,965**
HONDA	**10,255**	**8,754**	**33,075**	**337,742**	**285,044**
Civic	1,612	1,373	5,013	84,570	103,504
Accord	8,643	7,381	28,062	253,172	181,540
MAZDA†	**4,577**	**3,999**	**15,583**	**137,316**	**157,617**
NISSAN	**2,450**	**2,919**	**9,684**	**66,935**	**91,628**
NUMMI	**4,000**	**3,810**	**12,620**	**154,825**	**154,497**
Corolla	2,000	1,896	6,332	77,970	62,381
Geo Prizm/Nova	2,000	1,914	6,288	76,855	92,116
SUBARU-ISUZU	**950**	**888**	**3,117**	**22,580**	**0**
TOYOTA	**4,430**	**4,324**	**16,494**	**169,383**	**107,497**
TOTAL CARS, U.S.	**147,607**	**135,678**	**536,339**	**4,791,410**	**5,355,639**
TOTAL CARS, CANADA	**26,487**	**24,529**	**79,704**	**800,293**	**742,372**
U.S., CANADA CARS	**174,094**	**160,207**	**616,043**	**5,591,703**	**6,098,011**
U.S., CANADA CARS AND TRUCKS	**270,407**	**257,479**	**993,741**	**9,288,323**	**10,078,647**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe *Estimated

CANADIAN CAR

	Week Ended Oct. 6, 1990	Week Ended Sept. 29, 1990	Sept Total	Jan 1 to Oct. 6, 1990	Jan 1 to Oct. 7, 1989
Monaco	640	0	335	7,866	0
Premier	380	0	1,932	9,789	28,269
CHRYSLER MOTORS	**1,020**	**0**	**2,267**	**17,655**	**28,269**
Tempo	3,330	2,753	5,248	89,079	100,084
Topaz	1,420	1,157	2,233	33,779	42,542
Crown Victoria	2,706	2,845	8,113	92,686	91,174
Grand Marquis	3,026	2,668	7,404	85,349	98,412
FORD MOTOR CO.	**10,482**	**9,423**	**22,998**	**300,893**	**332,212**
Celebrity	0	0	0	20,319	17,116
Cutlass Ciera	1,780	1,775	4,517	59,783	98,233
Lumina	5,500	5,432	20,861	168,528	122,009
Regal	2,500	2,580	10,230	75,571	62,128
GENERAL MOTORS	**9,780**	**9,787**	**35,608**	**324,201**	**299,486**
CAMI*	**850**	**850**	**3,400**	**7,650**	**0**
HONDA	**2,140**	**2,322**	**6,293**	**80,038**	**64,204**
HYUNDAI	**825**	**734**	**2,713**	**17,645**	**0**
TOYOTA	**1,250**	**1,283**	**4,005**	**46,118**	**12,011**
VOLVO	**140**	**130**	**420**	**6,093**	**6,190**
TOTAL CARS, CANADA	**26,487**	**24,529**	**79,704**	**800,293**	**742,372**

U.S. TRUCK

Caravan	1,100	1,288	2,909	71,071	81,869
Dakota	1,700	2,200	7,749	55,803	74,226
Caravan C/V	0	0	0	4,171	5,295
Ram pickups	2,100	3,285	11,582	82,310	74,290
Total Dodge	**4,900**	**6,773**	**22,240**	**213,355**	**235,680**
Cherokee	3,800	3,913	13,883	121,467	170,661
Comanche	300	352	1,233	6,847	22,365
Grand Wagoneer	300	0	585	5,559	8,127
Wagoneer	100	115	402	3,045	6,242
Total Jeep	**4,500**	**4,380**	**16,103**	**136,918**	**207,395**
Voyager	1,000	773	2,249	66,084	76,528
Town & Country	0	0	0	2,078	2,911
Total C-P Div.	**1,000**	**773**	**2,249**	**68,162**	**79,439**
CHRYSLER MOTORS	**10,400**	**11,926**	**40,592**	**418,435**	**522,514**
Aerostar	5,020	5,723	19,894	164,558	174,066
Bronco	981	1,004	3,663	39,966	57,211
Bronco II/Explorer	6,760	5,304	21,629	150,145	91,341
Navajo	1,678	508	2,237	6,178	0
Econoline	3,632	2,119	9,318	145,513	173,538
Mediums/Heavies	1,144	0	2,092	40,076	46,047
Light trucks	9,848	10,291	38,279	357,741	406,371
Ranger	5,636	6,347	22,860	218,388	241,973
Total Ford Div.	**34,699**	**31,296**	**119,972**	**1,122,565**	**1,188,547**
FORD MOTOR CO.	**34,699**	**31,296**	**119,972**	**1,122,565**	**1,188,547**
Astro	3,025	2,624	11,414	100,708	127,054
Blazer	0	395	1,422	13,603	21,907
Lumina APV	2,188	1,889	6,165	67,635	0
Mediums/Heavies	485	539	763	6,381	5,119
P-Model	0	0	1,520	17,306	23,656
Pickups	7,565	7,943	31,512	332,019	313,912
S-10	3,970	3,722	23,913	185,176	196,052
S-10 Blazer	1,385	1,459	5,497	58,600	142,853
Sportsvan/Van	1,230	1,392	5,261	47,278	75,126
Suburban	0	1,736	6,458	54,523	60,550
Total Chevrolet	**19,848**	**21,699**	**93,925**	**883,229**	**966,229**
Jimmy	0	90	364	4,137	6,925
Mediums/Heavies	541	493	134	6,009	9,133
P-Model	0	0	202	2,305	3,202
Pickups	2,035	2,117	12,743	118,693	95,393
S-15 Sonoma	765	1,018	4,121	41,036	48,568
S-15 Jimmy	495	415	1,646	19,660	40,937
Safari	1,016	1,139	3,722	35,488	34,159
Suburban	0	657	2,435	26,614	25,881
Vandura/Rally Vans	690	545	2,035	17,907	22,856
Total GMC	**5,542**	**6,474**	**27,402**	**271,849**	**287,054**
Olds Silhouette	360	240	809	24,993	0
Pontiac Trans Sport	1,028	908	3,035	36,639	0
GENERAL MOTORS	**26,778**	**29,321**	**125,171**	**1,216,710**	**1,253,283**
NAVISTAR	**1,580**	**1,566**	**5,715**	**56,737**	**62,591**
NISSAN	**2,404**	**2,919**	**9,684**	**109,300**	**93,188**
SUBARU-ISUZU	**1,314**	**1,249**	**3,746**	**25,365**	**0**
AM GENERAL	**450**	**450**	**1,800**	**17,190**	**17,640**
MISCELLANEOUS	**3,000**	**3,000**	**12,000**	**114,600**	**111,600**
TOTAL TRUCKS, U.S.	**80,625**	**81,727**	**318,680**	**3,080,902**	**3,249,363**

CANADIAN TRUCK

Caravan	2,133	1,797	7,159	95,848	111,865
Caravan C/V	90	0	0	5,700	8,467
Ram Wagon	320	311	877	17,036	20,344
Ram Van	1,600	1,625	4,505	47,129	55,642
Total Dodge	**4,143**	**3,733**	**12,541**	**165,713**	**196,318**
Voyager	1,673	1,681	6,223	77,270	96,792
Total Plymouth	**1,673**	**1,681**	**6,223**	**77,270**	**96,792**
Wrangler	1,200	0	3,932	44,535	62,273
Total Jeep	**1,200**	**0**	**3,932**	**44,535**	**62,273**
CHRYSLER MOTORS	**7,016**	**5,414**	**22,696**	**287,518**	**355,383**
FORD MTR. (lt. trks.)	**2,952**	**2,846**	**7,989**	**106,235**	**120,796**
Light trucks	3,445	3,665	14,926	116,715	123,713
Vans	0	1,405	5,159	33,581	45,550
Total Chevrolet	**3,445**	**5,070**	**20,085**	**150,296**	**169,263**
Light trucks	1,435	1,084	3,639	44,869	55,678
Vans	0	481	1,717	13,901	21,321
Total GMC	**1,435**	**1,565**	**5,356**	**58,770**	**76,999**
GENERAL MOTORS	**4,880**	**6,635**	**25,441**	**209,066**	**246,262**
CAMI*	**650**	**650**	**2,600**	**5,850**	**0**
NAVISTAR	**190**	**0**	**292**	**7,049**	**8,832**
TOTAL TRKS., CANADA	**15,688**	**15,545**	**59,018**	**615,718**	**731,273**
U.S., CANADA TRKS.	**96,313**	**97,272**	**377,698**	**3,696,620**	**3,980,636**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz *Estimated

Car output climbs 8%; trucks dip

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. auto production last week rose 8.79 percent above the previous week and climbed 11.67 percent above the year-ago week.

Year-to-date, 4,791,410 cars have been produced, 10.54 percent below the 1989 total.

Last week, U.S. truckmakers were scheduled to build 80,625 units, 1.35 percent below the previous week but 25.71 percent ahead of the year-ago week.

So far this year, 3,080,902 trucks have been produced, 5.18 behind 1989's output.

Ford scheduled two shifts of Saturday overtime at the Wayne, Mich., car and Louisville, Ky., truck plants. They produce Ford Escort, Explorer and Ranger and Mazda Navajo.

General Motors scheduled Friday overtime at Janesville, Wis. The facility produces Chevrolet Cavaliers.

GM's Oklahoma City plant will be idle this week because of high inventories and slow sales. The plant produces Pontiac 6000, Buick Century and Oldsmobile Cutlass Ciera.

The Willow Run, Mich., car assembly plant is scheduled to be idle two more weeks. It closed Sept. 24 because of sluggish sales and high stocks of Chevrolet full-sized rear-drive wagons.

Chrysler Corp. scheduled two overtime shifts last Saturday at the Newark, Del., car facility.

Cars, trucks gain in Canada

Canadian automakers produced 26,487 cars last week, 7.98 percent above the previous week and 60.13 percent above the year-ago week.

Year-to-date, 800,293 cars have been assembled, 7.80 percent above the year-ago total.

Truckmakers' targeted production last week was 15,688, which was 0.92 percent above the prior week and 10.94 percent below the same week last year.

So far this year, 615,718 trucks have been assembled, 15.80 percent below the 1989 total.

General Motors announced a delay in the shutdown date for the Scarborough, Ontario, plant. The plant was scheduled to be closed in August 1992. The new target date is spring 1993. The plant produces Chevrolet and GMC full-sized vans.

All Canadian production facilities will be closed today in observance of Thanksgiving.

INCENTIVES

FROM PAGE 45

also announced a dealer incentive program for 1990 and 1991 Swift and Sidekick that runs through Dec. 3.

The 1990 Swift GT and its 1991 counterpart pay the dealer $700 and $500, respectively, for the first two units sold. Three or more units sold pay $500 additional per unit in any combination retroactive to the first sold.

Other 1990 Swift models pay $400 per unit for the first six sold and an additional $700 retroactive for seven or more sold. Sales of 11 or more units qualify for an additional $1,000 per unit retroactive to the first unit sold.

The sale of the first four 1990 and 1991 Suzuki Sidekicks earns $1,000 per unit, five to eight sales qualifies the dealer for an additional $500 per unit, non-retroactive, and sales of nine or more vehicles bring an additional $500 per unit retroactive.

American Isuzu Motors Inc. is offering dealer rebates of $1,500 on the 1990 Impulse and $1,700 on the 1990 pickup and Trooper. The program ends Dec. 31.

Subaru of America Inc. added the Legacy L sedan to the incentive list. Dealer rebates on Legacys are $1,500 to $2,500, and the program has been extended to Nov. 2. Subaru also increased the consumer rebate on the 1990 Loyale from $800-$1,200 to $800-$1,500.

Mazda Motor of America Inc. announced consumer incentives on 1990 vehicles of $750 on the 323-SE and Protege SE and LX models; $1,500 on 626; and $1,000 on MX-6.

The MPV has discounts of $886 and $1,246 on option packages.

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Automotive News

October 15, 1990

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AUTOMOTIVE NEWS-JOE WILSSENS

Quality time

Workers at General Motors' Detroit-Hamtramck assembly plant gathered last week to hear Cadillac General Manager John Grettenberger, at podium, and GM Chairman Robert Stempel announce that the luxury car division had received the Malcolm Baldrige National Quality Award. Story on Page 2.

Automakers spur auction growth with buyback of rentals

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Auto manufacturers are generating more used cars for their dealers than ever before.

Auction sources project that manufacturers will send more than one million vehicles to auctions for redistribution to dealers in 1990. Next year, the number is sure to climb.

And big increases in the number of low-mileage, daily-rental cars are pushing up the value of cars at auction, drawing far more dealers than before.

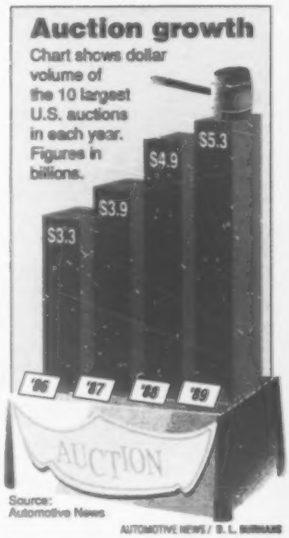
"Manufacturer volume is the name of the game," says Michael Richardson, president of Anglo American Auto Auctions in Nashville, Tenn., one of the big chains dominating the business. "It will be massive."

While 1989 was a record year for auctions, 1990 may not surpass it despite the increase in cars from manufacturers. Lower new-car sales have cut the number of trades being sent to auction by dealers.

General Motors is expected to send about 700,000 vehicles to auto auctions in calendar 1991, up from 500,000 this year, auction industry sources say. Ford Motor Co. will dispatch an estimated 400,000 vehicles to the auctions in 1991, up from 350,000 this year. Chrysler Corp. will send about 200,000, up from 178,000 this year.

Those include daily-rental fleet cars and employee vehicles.

see AUCTIONS, page 50



AUTOMOTIVE NEWS / D. L. BURNAM

Chrysler still No. 3 in U.S. car sales

Chrysler Corp. is still No. 3 in car sales in the United States.

Last week, *Automotive News* incorrectly reported that Toyota Motor Sales U.S.A. Inc. had surpassed Chrysler in car sales for the 1990 model year.

In fact, Chrysler sold 855,548 cars, to Toyota's 765,241 (and Honda's 849,549). When light trucks are included, Chrysler leads Toyota by 697,164 units.

When Toyota reports sales figures, it includes in the car category three vehicles classified as trucks: the 4Runner and Land Cruiser sport-utilities and the Previa minivan. *Automotive News* normally subtracts those from the car total. But those trucks were incorrectly included in the model-year car total reported last week.

1990 MODEL YEAR SALES

	Cars	Trucks	Total
GM	3,263,541	1,633,675	4,897,216
Ford	1,945,241	1,383,168	3,328,409
Chrysler	855,548	884,031	1,739,579
Honda	849,549	—	849,549
Toyota	765,241	277,174	1,042,415

In addition, the sales of Toyota's Lexus Division were included twice in figures published last week.

Correct 1990 model-year figures for the five leading companies are in the accompanying chart. Corrected tables showing model-year car sales and truck sales by marketing unit, and a corrected chart showing total vehicle market share, appear on Page 53.

'91 marketing

Offbeat auto ads are becoming more commonplace. In *Insight*, which follows Page 28, makers reveal what's in store for the new model year.

Japan's upturn in Germany viewed as colossal blunder

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT — A sharp jump in market share in the strong German market during August could cost Japan's carmakers enormously in long-term political capital and good will. The loss could more than offset any temporary competitive gain, according to industry analysts and executives.

Although the increase — a 5-point surge to a record 20.1 percent of German car sales — may well have been caused by special factors, analysts note that it comes against a backdrop of resurgent protectionist sentiment among European automakers.

At the recent Paris auto show, several European executives — including Carl Hahn, chairman of Volkswagen AG — endorsed a fiery call by Peugeot Group Chairman Jacques Calvet for a freeze on Japanese imports until at least 2003.

Calvet, who lambasted the European Commission for attempting to negotiate higher limits on Japanese imports and transplant production after 1992, also demanded free and open access to the Japanese market as a condition for opening Europe to more imports.

"The Calvet speech was an indication that he had the full support of the German carmakers," said Peter Schmidt, German specialist at Automotive Industry Data, a British research group. "He knew that if he was just sticking his neck out, he would not be taken seriously."

see GERMANY, page 54

GM IN THE '90s:

Lineup benefits from spending blitz; Cadillac holds spot for 'Lexus fighter'

This is the fourth in a series on automakers' product plans for the 1990s.

By Michelle Krebs
SPECIAL CORRESPONDENT

General Motors will revamp virtually all its cars and the majority of its trucks at least once by the middle of the decade.

The company is winding up a spree in which it will spend more on product from 1988 through 1992 than in any previous five-year stretch. GM boasts that it has introduced 85 new models in the past five years.

During the 1990s, the company will devote nearly all its capital spending budget to product. Last May, then-Chairman Roger B. Smith said the automaker will revise or replace models repre-

see GM FUTURE, page 18

DENNIS DOLO

Next generation Camaro has composite skin hung on a space frame.

Saturn sightings

...Ne in dealerships
...ips when the first
Story on Page 6.

SATURN

Ford cries foul over Chevy ads; revives 'truck war'

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — John Vanderzee is fuming over claims that Chevrolet makes in its truck ads.

Vanderzee, Ford Division advertising manager, said Chevrolet's truck ads are rife with "half-truths, deceits and misrepresentations." He sent a letter saying just that to Candace M. Robbins, Chevrolet truck advertising manager.

He also told her to knock it off.

Robbins' response: No way.

Vanderzee publicized his feelings about Chevrolet's comparative truck ads last week at a media preview of the 1991 car and truck ad campaign for Ford Division, the No. 1 seller of light trucks.

At that session, Ford introduced comparative truck ads of its own pointing out what it says are the economic advantages of owning a full-sized Ford pickup truck over a comparable Chevrolet truck.

"For two years now, our sales have increased and the gap keeps widening" said Vanderzee. "We're the market leader. . . . We have to take them on when they are inaccurate and misleading. We asked them to withdraw or correct them."

Robbins said Chevrolet's claims are "absolutely true" and will not be modified.

Vanderzee took issue with three claims in Chevrolet ads:

- Chevrolet is America's favorite half-ton pickup truck. "We outsell them by so much it isn't even close," said Vanderzee. Robbins said the claim refers to Chevrolet's full-sized pickup, C-1500, which she said outsells Ford's F-150 two-wheel-drive model. Chevrolet also sells a K-1500 4wd half-ton pickup and Ford has an 4wd F-150.
- More truck owners switched to Chevrolet than any other truck. Vanderzee said while it is true that 1989 registration data indicate that 195,435 truck owners switched to

see TRUCK WAR, page 53

Ford's 1991 truck campaign points out "economic advantages" of owning a Ford over a comparable Chevrolet truck.

Toyota's Tercel target: post baby boomers

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Move over baby boomers. There's a youthful "new generation" out there, and Toyota Motor Sales U.S.A. Inc. believes its members are interested in ecology, new values and Toyota's 1991 Tercel.

That "new generation" is among the buyers Toyota will target with its new 1991 advertising campaign.

David E. Pelliccioni, Toyota national advertising manager, said he is confident that Toyota will keep its momentum and sell a million vehicles during a fiercely competitive 1991 model year. In the 1990 model year, the company sold 985,253 Toyota cars and trucks.

What with the budget problems facing the U.S. government, the threat of war in the Middle East and a new kid on the block — Saturn — "it's going to be a tough market," said Pelliccioni.

Pelliccioni said Toyota aims to sell 130,000 units of the newly designed subcombact 1991 Tercel, which now includes a four-door sedan.

The "new generation" of buyers, he said, are in their early to mid-20s, college educated, drug-free and are concerned about things such as recycling, pollution and getting value for their money.

Toyota has created television commercials just for them.

Toyota Tercel TV spots target a "new generation" of youthful buyers who are college educated, drug-free and concerned about recycling, pollution and getting value for their money.

One spot features a fresh-faced young woman who is sorting her trash for recycling. The woman notes that waste is out and "ecology . . . definitely in." She goes on to say they are going to save the world but for the time being, she'll "settle for saving a little money" by owning a Tercel.

Pelliccioni said: "There is a new generation out there. They worry about the environment. They achieve more quickly (than buyers of other entry-level cars). We want to talk to them in their language. We're talking new values."

Toyota, which has placed air bags in the Celica, MR2 and Supra, is "weaving" safety messages in other 1991 ads. One TV spot shows the deployment of an air bag while another depicts a woman driver who maneu-

see TOYOTA ADS, page 53

World Congress to hear from chief of GM-Saab venture

DETROIT — The man responsible for making the joint venture between General Motors and Saab-Scania AB work will address the 1991 Automotive News World Congress.

Herman

David J. Herman, 44, has been president and chief executive officer of Saab Automobile AB since January. He will discuss the GM-Saab venture, as well as the state of manufacturing in Sweden on Monday morning, Jan. 14.

The Automotive News World Congress will be held Jan. 13-16 at the Westin Hotel in Detroit.

Herman, who holds a bachelor's de-

see SPEAKER, page 53

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LOYALTY BID: *Globally minded Japanese automakers struggle to increase authority of U.S. transplant work force*

By Mary Ann Mackary
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Setting up production in the United States was the easy part. Now the Japanese automakers are trying to take their globalization plans one step further and win the hearts and minds of the American workers.

The challenge for the Japanese industry in this decade, according to one manufacturing executive, is to adapt to an increasingly foreign work force. The phenomenal growth of the automakers in the last 10 years rested on the devoted service of their Japanese workers. That collective loyalty was a powerful force, the executive says, and the companies now must adapt to different conditions as they expand overseas.

Japanese auto plants in the United States are now up to 10 years old, but Americans still complain that they do not have much say in decisions. Company executives acknowledge that, ultimately, building a loyal work force means handing over decision-making authority to American managers so they feel they are more than just cogs in a foreign machine. How and when the Japanese firms open up is the issue.

Nissan Motor Co. Ltd. relies more on American workers than any other Japanese auto company. It has long had Americans running production in the United States and now has an American in charge of sales.

Honda Motor Co. Ltd. says it will take more time to train American managers in the Honda Way before giving them top positions, but Honda says it is doing more than Nissan to transfer technology. Toyota Motor Corp. also says it is training a staff to take over, but it is working out a consensus on the best way to approach the matter.

Until just six years ago, Toyota had nothing but complete knocked-down assembly overseas, and all decision-making was made in Toyota City, says Kan Higashi, president of New United Motor Manufacturing Inc. Now, with two plants in the United States and one under way in Britain, conditions have changed completely: Toyota can no longer rely on total decision making in Japan.

"Toyota management here recognizes that that is dangerous," Higashi says. The com-

see LOYALTY, page 34

NUMMI President Kan Higashi says the company "must promote local people."

Bivouac victim of RV market dive

Ford's No. 1 converter shutters facility after credit denials

By Joseph Bohn
TRUCK EDITOR

Bivouac Industries, Ford Motor Co.'s No. 1 van converter last year and a major commercial vehicle producer, closed its operations Oct. 5, while seeking further credit extensions from banks.

The market downturn has taken its toll on many RV firms.

Some — such as Kustom Koncepts Inc. of Louisville, Ky.; Aviator Van Conversions of Elkhart, Ind.; and Zimmer Corp. of Boca Raton, Fla. — have dropped out entirely.

Others, like Rockwood Inc. of Goshen, Ind., and Lamax Corp. of Elkhart, have been sold. Van American Inc./Cobra of Goshen purchased Rockwood. Jeffrey Chupp, owner of Chupp & Sons Inc. in Elkhart, purchased LaMax.

Chevrolet now has about 160 consignment pool accounts, down from about 180 earlier this year, according to sources in Elkhart.

Ford, with about 60 accounts, has to replace some companies that dropped out even while it is trying to expand the overall number of companies in its pool system, Elkhart sources said. Ford plans to have almost all of its vans go through authorized pool accounts by next fall.

Scott Chapman, Bivouac founder and president, said the company has been trying to put a restructuring plan together.

Bivouac's primary lender, Den norske Bank of New York, and Ameritrust National Bank of Elkhart, Ind., have been battling each other over whether to pump more money into the firm.

Ironically, major lender Den norske, has been willing to help support Bivouac; while the smaller Ameritrust has balked at putting up any more cash, Chapman said.

The banks themselves declined comment.

Chapman said, "We want to take care of our customers. That's my No. 1 concern."

Still, the firm's revival will be difficult because of spreading publicity about its plight.

Bivouac's problems began publicly at 2:55 p.m. Oct. 5, when management summoned employees to a building behind the firm's production facility in Vandalia, Mich., to tell them it was closing.

"We stood around for about 20 minutes making jokes about the place closing down and not getting paid," said Verlin Williams, a production line group leader and 10-year veteran of the firm.

"Then Scott came in, and somebody asked, 'Do we sign up for unemployment and forget about coming back?' And he said 'Yes.' They told us they couldn't even make payroll," Williams added.

The following Tuesday, with incoming accounts, the company did pay employees for their last two weeks of work.

Bivouac's troubles began last year when it had to heavily discount leftover 1989 model conversions.

Chapman tried new marketing concepts to pump business up.

He created specific, guaranteed franchise areas for dealers, provided advertising and marketing support and even helped underwrite dealers' floorplanning for Bivouac products.

Bivouac's financial problems only worsened, though, with the weakening market.

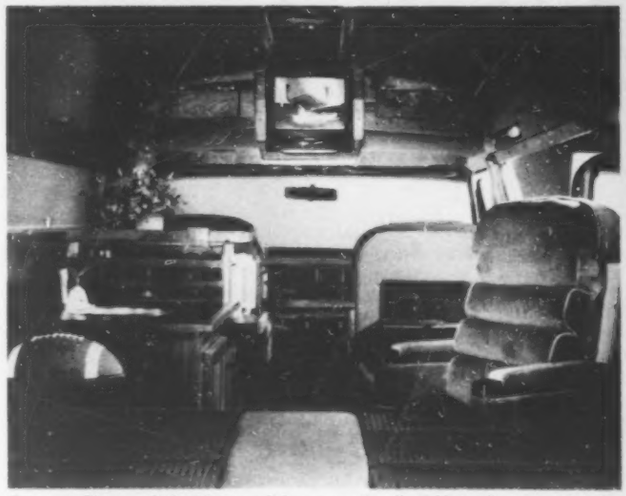
Chapman's efforts to save the firm earned the respect of some major dealers such as Fred Ricart, president of Ricart Ford and Ricart Vanland in Columbus, Ohio.

"All the marketing efforts made by Scott Chapman were necessary and carried out to the highest letter of trying to do good business," Ricart said.

"Scott did a phenomenal job. He literally went door to door to the dealers to keep the product alive. He created marketing and merchandising ideas far beyond what you'd expect from any van company. If there were any financial problems associated with that, his additional efforts were commendable."

Ricart sold about 1,700 to 1,800 van conversions during the 1990 model year, and handles products from 19 different van converters. His van conversion sales are down from 2,500 units a year earlier.

At its peak, Bivouac converted almost 5,000 vans a year, but that has dwindled to an annualized rate of about 2,000 a year, according to Williams.



For now, Bivouac Industries won't be converting Ford Motor Co. vans like the one above. The van converter has closed its doors.

The company also operated Bivouac Commercial Vehicles in Elkhart, which produced parcel delivery vans. It had been seeking to expand its commercial vehicle operations with new products and closer ties to importers like Mitsubishi Fuso Truck of America Inc. and Isuzu Truck of America Inc., according to Mike Spencer, a former director of sales and marketing for Bivouac Commercial.

To cut overhead, Bivouac moved commercial operations from Elkhart and consolidated them with van conversions in Vandalia earlier this year.

Some competitors, like Richard A. Newberry, Starcraft Corp.'s chief financial officer, see the shakeout of converters like Bivouac providing "greater opportunities for us (survivors)."

Starcraft has its own financial problems, but has been getting support from General Motors, its bank, trade creditors and dealers while it works out a new deal to cut interest debt payments with its bondholders. Newberry said.

Still, other competitors feel that the publicity generated by such financial problems will drive already gun-shy dealers to be even more conservative in ordering new van conversion units.

European operations help GM, Ford show profit

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Overseas operations kept General Motors and Ford Motor Co. in the black for the third quarter while Chrysler Corp., which relies almost completely on North America, will report a sizable loss, automotive analysts predict.

Ford and GM experienced problems overseas with strikes and model changeovers, but their European operations still earned profits, analysts say. Meanwhile, excessive incentives continue to depress profits in the wildly competitive North American market.

Analysts expect that Ford and GM will report third-quarter profits about half of last year's, while Chrysler will report a loss of $250 million to $280 million.

The automakers will report their third-quarter results in late October.

Overseas operations for Ford and GM are not as strong as last year, according to analyst Wendy Beale Needham of Smith Barney, Harris Upham & Co. of New York. But the two companies are still making money overseas — "something they did not do in the U.S. in the third quarter."

Needham says third-quarter incentives for domestic automakers were about the same as in the second quarter: GM and Chrysler offered about $1,200 per vehicle, and Ford about $1,050. Those incentives were up almost 40 percent from a year ago, Needham says.

In May, Ford Chairman Harold Poling said the company is spending $4 billion annually on sales incentives.

Analysts predict that:

- GM's third-quarter net profit dropped 40 to 55 percent compared to 1989's third-quarter net income of $517 million.
- Ford's earnings tumbled 50 to 60 percent from last year's $477 million.
- Chrysler, which had net income of $331 million in the year-ago period helped by the sale of 44.5 percent of its stock in Mitsubishi Motors Corp., will report a loss of $250 million to $280 million.

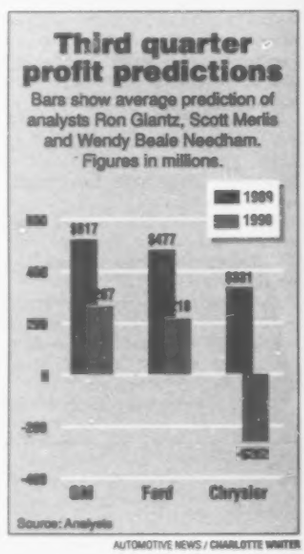
Chrysler has been saying it will show a third-quarter loss this year because it lost production of 60,000 minivans due to model changeovers at two assembly plants.

Analysts don't expect the Persian Gulf situation and rising gasoline prices to have a marked impact on fourth-quarter sales.

"Overall consumer demand is holding up reasonably well," said analyst Ron Glantz of Dean Witter Reynolds of San Francisco, "which is amazing considering the media is forecasting the end of the world."

Analysts are predicting increased profits for the Big 3 in the fourth quarter, estimating that GM will earn as much as $1 billion, Ford around $700 million and Chrysler more than $80 million, all up considerably from the fourth quarter of 1989.

Needham anticipates that for 1990, each of the Big 3 will show profits below the depressed 1989 figures, with GM earning approximately $2.9 billion; Ford, $1.68 billion; and Chrysler, $99 million.



AUTOMOTIVE NEWS / CHARLOTTE WHITE

Ford demands changes at Jaguar as wage talks open

By Daniel Ward
STAFF CORRESPONDENT

LONDON — Ford Motor Co.'s Jaguar unit, due to open contract talks with its 11,000 production workers tomorrow, has demanded radical changes in work practices and shop-floor attitudes as a prerequisite to any salary increase.

Officials at Ford, which acquired the luxury car maker last year, have frequently voiced dismay at what they call antiquated production methods and work habits at Jaguar. By focusing on the costly, deep-rooted practices, the contract talks are being viewed as a bellwether of Ford's ability to overlay its management style on Jaguar workers and proceed with a major capital investment program.

In a recent letter to hourly workers, Jaguar warned:

"Without acceptance of the major changes needed to improve productivity, employees cannot expect to do any better than last time. However, if agreement can be reached on the package of working practice changes, further progress can be made."

Jaguar workers, traditionally the British auto industry's best paid, received increases of 4.2 percent and 4 percent in the last two years, raising them to an average of about £230 ($453) weekly, compared with an average of £218 ($429) for Ford of England workers.

But union leaders are insisting that Jaguar match Ford of England's most recent contract, which keeps workers 2.5 percentage points above Britain's rate of inflation, now running at about 10.5 percent a year.

Among the biggest changes Ford is demanding from Jaguar workers is an end to so-called "quota-working," whereby an individual stops working once he fulfills an assigned output quota. Instead, Ford will demand full-shift output from every worker.

Also targeted are traditional restrictions on overtime and a policy of time-in-grade advancement.

Ford also is seeking a commitment to reduce work stoppages, which resulted in 22,000 hours of lost work during the first six months of 1990. During that period, there were no official disputes.

Management also wants workers to agree to frequent and regular measurement of work and to commit themselves to "never-ending process improvement."

It also wants employees to take individual responsibility for rectifying quality problems.

Jaguar has reminded its unions that the company's financial position is worse than it was two years ago, when the last contract was negotiated and that production must become more efficient to pay for its proposed new model line.

Jaguar lost money in 1989, will post another loss this year and is not expected to break even until 1991. Its financial position has been made worse this year by the strengthening of the pound against the dollar, which makes its cars more expensive in the key U.S. market.

Serving the customer

Ford center handles nationwide queries; goal is speedy assistance on first call

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Ford Motor Co. is handling customer phone calls from every state at one location — its new Customer Assistance Center here.

The consolidation was finalized when the last three of Ford Parts and Service Division's 28 district customer service operations were brought on line at the new center.

The center has a national toll-free phone number: 1-800-392-3673. All customer calls and letters that previously went to district offices now come to the center and are handled by a team of Ford representatives, according to Lee Miskowski, general manager of the division.

"Our goal is 95 percent accessibility on the first call for customers who call the center," said Al White, owner relations and operations manager of Ford Parts and Service.

"Gone forever are the days when customers would call, get a ring, keep waiting and never get an answer," White said. "The move to centralization with one toll-free phone number for customers across the country was done for only one reason — to improve customer satisfaction."

The phase-in began last March, and early results are encouraging, White said.

On a typical day, he said, the center receives approximately 5,500 phone calls and 1,000 letters, many coming from owners of the more than 32 million Ford and Lincoln-Mercury products on the road.

About 60 percent of the contacts are from customers seeking information about Ford or a Ford vehicle they own or from persons thinking of purchasing a Ford product.

The remaining 40 percent include concerns about vehicles, parts availability and dealer service, White said.

He said the center has a data base that includes a five-year owner contact history and more than 5,500 documents of basic vehicle information.

The center employs 200, including 110 customer service representatives who handle incoming phone calls and a 35-member correspondence team who answer every customer letter, White said. The center is expected to handle more than one million calls a year.

White said service representatives are college graduates and undergo four weeks of training before taking their first phone call. Training includes a history of Ford, basic automotive systems, warranty policy, computer training, interpersonal skills and stress management, he said.

Lee Miskowski, general manager of Ford Parts and Service Division, handles a customer's phone call during the opening of the Ford Customer Assistance Center.

Nerlinger to retire; Roland appointed ASIA president

CHICAGO — David R. Roland will become the third president of the Automotive Service Industry Association Jan. 1.

He will succeed John W. Nerlinger, who will retire after 27 years of ASIA service, 17 of them as president.

Roland

Nerlinger

Roland, who joined the ASIA staff last January as executive vice president, became chief operating officer in April and has been directing the association's day-to-day operations since that time. Before joining ASIA, Roland was vice president of the American Association of Equipment Lessors for four years.

Nissan hopes program helps dealers improve customer satisfaction ratings

CARSON, Calif. — Nissan Motor Corp. in U.S.A. has established a new dealer program to help improve customer satisfaction ratings.

According to Nissan's Information Systems Division, the program, called Nissan Dealer Systems Steering Committee, will enable dealers to increase the effectiveness of Nissan's customer satisfaction and service programs through the use of the Nissan Datanet Dealer Communications Systems.

Tony Lucente, manager of dealers services, said a panel of six dealership managers responsible for the operation and implementation of Datanet in their dealerships will advise the company on the network. The committee will meet twice a year.

The dealership managers are from: ABC Nissan in Phoenix; George Grubbs Nissan in Bedford, Texas; Miller Nissan in Van Nuys, Calif.; Daland Nissan in Millbrae, Calif.; Lumberton Nissan in Lumberton, N.C.; and Martens Nissan in Marlow Heights, Md.

The Datanet system, established in 1982, is a communications link between Nissan and its dealers. The system was expanded in 1988 to allow dealers direct access to Nissan's main computer.

"By using the dealer's input, we will be able to utilize the most pertinent information available with Datanet," Lucente said. "Our goal is to become number one in customer satisfaction. The committee gives us the input necessary to design systems that give Nissan a competitive edge."

A vehicle's service history, parts invoices and new product information are among the services available with Datanet. The system also permits dealers to search for parts at other dealerships to speed repairs.

Steering committee member Tom Rose, executive manager of Lumberton Nissan and who has been in the auto business for more than 25 years, said Datanet has been a "giant leap" in upgrading communications between the dealership and Nissan and should be an even better tool with the steering committee's input.

"Every manufacturer has a terrific computer system developed by a guy with a master's degree who has never been in a dealership," Rose said.

Rose predicted simplification of the system, especially in locating parts and new vehicles, will enhance dealers' chances of improving their customer satisfaction ratings.

Another member of the committee, Greg Doeden, parts manager for ABC Nissan, said, "We are very excited to have a chance to offer our input on the Datanet system. It will definitely improve our ability to serve the customer in parts, service and sales departments."

Honda offers awards for shop staff

GARDENA, Calif. — A national recognition program for service advisers and technicians at its dealerships in the United States has been announced by Honda Automobile Division of American Honda Motor Co. Inc.

According to Linda Pemberton of Honda's service training department, the Honda Service Professionals Program is designed to improve customer service at dealerships. The program provides career motivation to the advisers and technicians through awards based on the individual's length of time at the dealership, participation in training programs, skill level and performance.

According to Honda, dealerships can enroll in the program at any time during the year for $315.

Three levels of recognition — bronze, silver and gold — have been established for advisers and technicians. The bronze and silver awards are one-time citations — once participants reach that level, they keep it, while the gold level achievement must be earned each year.

Personnel attaining the bronze level will receive gifts, including an achievement certificate, lapel pin or uniform patch and a coffee mug or baseball cap. In addition to the bronze gifts, silver achievers will receive a jacket, along with a certificate recognizing their achievements.

In addition to receiving a certificate and commemorative ring, gold achievers are eligible for the Top Tech and Top Adviser Contests held in Honda's zones. The contest gives the top 20 technicians and advisers in each zone an opportunity to demonstrate their skills and earn an expense-paid trip to a National Awards Banquet.

Shop volume rises for 2nd month in a row

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

New-car dealers' service and parts business increased for the second consecutive month in August.

According to the Automotive News Service Index, shop volume in August amounted to 105.6 percent of the business reported in August 1989. July's volume was 109.3 percent of the business recorded in the year-earlier month.

Service and parts business for dealers in January-August 1990 was 7.3 percent above the similar period in 1989.

Of the indicators used in the index, total labor sales (customer paid and warranty) recorded the biggest gain in August, topping the year-ago volume by 14.6 percent, Next in line was shop parts sales for customer and warranty repairs, up 9.8 percent.

Gross profit on all labor parts and accessories sales — the most important indicator from the dealers' viewpoint — was 7.7 percent above last year's figure, while sales of all parts and accessories were 2.4 percent above the volume in the same month the year before.

The only indicator that did not register an increase in August was repair orders written. The average number of orders written in new-car dealerships was off 4.5 percent from the year-earlier total, the survey found.

For the first eight months of 1990, the indicators lined up this way: Total labor sales, up 8.4 percent; shop parts sales, up 7.4 percent; sales of all parts and accessories, up 6.5 percent; gross profits, up 6.2 percent; and repair orders written, up 0.2 percent.

Figures used in the Service Index are averages complied from reports on shop operations from a cross-section of the nation's new-car dealerships.

SERVICE INDEX
105.6★

	Aug. '90 vs. Aug. '89	Jan.-Aug. '90 vs. Jan.-Aug. '89
Gross Profit on All Labor and P&A Sales	+ 7.7%	+ 6.2%
Repair Orders Written	– 4.5%	+ 0.2%
Total Labor Sales (Customer & Warranty)	+14.6%	+ 8.4%
Shop Parts Sales (Customer & Warranty)	+ 9.8%	+ 7.4%
Sales of All P&A	+ 2.4%	+ 6.5%

★ Survey by Automotive News shows that dealers' service and parts business in August 1990 was 105.6 percent of business in August 1989. Service business in the first 8 months of 1990 was 107.3 percent of business in the corresponding period in 1989.

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CANADIAN CAR AND TRUCK SALES

North American Car Sales

	Sept. 1990	Sept. 1989	9 mos., 1990	9 mos., 1989
GM	19,092	23,914	232,024	263,183
Ford	10,179	15,419	119,063	146,709
Chrysler	6,575	10,003	80,697	95,299
Honda	3,958	2,045	28,328	20,169
Toyota	1,944	1,899	9,531	9,467
Hyundai	807	811	5,204	6,787
Volvo	406	291	2,650	2,963
North American car total	**42,961**	**54,382**	**477,497**	**544,577**

Imported Car Sales

Toyota	5,244	5,391	51,422	52,027
Honda	4,925	4,646	51,447	45,097
Volkswagen	2,604	2,449	26,705	23,722
Mazda*	1,972	1,781	24,433	20,948
Nissan	1,327	2,535	18,653	21,895
Hyundai	1,201	2,142	12,385	15,202
Chrysler	1,152	1,541	11,871	17,135
GM	673	369	4,776	4,343
Subaru	617	501	5,709	4,699
Ford	558	409	5,014	6,700
BMW	390	387	3,020	3,340
Suzuki	387	201	6,042	5,752
Mercedes-Benz	342	312	3,192	3,195
Volvo	224	298	1,888	2,425
Saab	160	104	799	966
Jaguar	82	102	847	1,231
Lada	63	38	508	519
Peugeot	7	11	86	196
Imported Car Total	**21,928**	**23,217**	**228,797**	**229,392**
TOTAL — ALL CARS	**64,889**	**77,599**	**706,294**	**773,969**

North American Truck Sales

GM	9,036	13,461	115,542	127,288
Ford	8,924	9,806	96,605	108,218
Chrysler	4,830	7,924	68,100	79,922
North American Truck Total	**22,790**	**31,191**	**280,247**	**315,428**

Imported Truck Sales (including vans)

Mazda	1,668	1,827	14,939	13,673
Toyota	1,416	1,511	13,485	12,577
Nissan	888	773	11,127	10,215
Suzuki	337	367	5,670	5,838
GM	311	471	1,841	1,716
Chrysler	106	148	1,261	1,895
Lada	41	8	165	187
Volkswagen	34	137	767	672
Land Rover	6	0	27	0
Imported Truck Total	**4,807**	**5,242**	**49,282**	**46,773**
TOTAL — ALL TRUCKS	**27,597**	**36,433**	**329,529**	**362,201**
TOTAL — CARS, TRUCKS	**92,486**	**114,032**	**1,035,823**	**1,136,170**

*Mazda declined to furnish a breakout of North American built and imported car sales.

Fleet buyers hold off in Canada

Vehicle sales in Canada declined by 18.9 percent compared to September 1989, despite incentives, as fleet buyers delayed purchases in anticipation of a Jan. 1 change in tax laws.

Michael Erdman, marketing vice president of GM of Canada, said: "Fleet sales represent a significant segment of our business in Canada, and things here are extremely slow while those customers await the outcome" of the tax legislation.

Cars dipped 16.4 percent and trucks were off 24.3 percent.

North American car sales fell 21.0 percent from the previous year. Three manufacturers reported gains: Honda, 93.5 percent; Volvo, 39.5 percent; and Toyota, 2.4 percent.

Honda's combined car sales remained above Chrysler's for the third month in a row.

In North American truck sales, Ford reported a 9.0 percent decrease while GM lost 32.9 percent and Chrysler 39.0 percent.

Importers to Canada reported decreases of 5.6 percent in car sales and 8.3 percent in truck sales for September.

So far this year, total sales in Canada are 100,347 units, or 8.8 percent behind 1989's total.

— Karen Detkowski and Bill Vance

Ford dealer aides get break

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Division has announced a program in which dealership employees can purchase a vehicle at the same price as a Ford vendor employee.

The program, which runs through Sept. 30, 1991, involves 1990 and 1991 Ford Division vehicles. Vehicles that have been used for driver education, dealer demonstrators and service loaners and those purchased under the college graduate or Red Carpet lease plans are not eligible for the discount.

Dealership employees can purchase Ford Division vehicles from their dealerships at or below the dealer invoice prices less holdback and finance charges plus a dealer commission payment from the employee of 4 percent. The "at or below invoice" is up to the dealer.

In addition, Ford will pay the dealership a 4 percent commission on the dealer invoice price less holdback, finance charges and advertising charges.

Dealers are permitted to waive some of all of the employee payment to equal any existing employee purchase program. Dealers interviewed by *Automotive News* last week said that in the past, their employees paid $100 over dealer cost (including holdback, advertising and finance charges).

To be eligible for the program, a person must be employed at the dealership for a minimum of six months. The employee can purchase only two vehicles under the program. They must be registered in the employee's name and the title for the vehicle must be held by the employee for six months from the date of sale.

DEALING WITH DEALERS

BEGINNINGS

Mark Ford-Mercury has opened in New Milford, Conn.

Camelback BMW-Porsche-Audi, Phoenix, has moved its BMW line to a separate location in Phoenix. The BMW store is called **Classic BMW**.

TRANSITIONS

Bert Pitre, Pitre Automotive Group, Scottsdale, Ariz., has acquired **Ed Moses Chrysler-Plymouth Inc.**, Scottsdale.

CITIZENSHIP

Executive Honda, Wallingford, Conn., hosted a promotion benefiting an adolescent substance abuse program. A local radio personality, entombed in a block of ice, was thawed out as visitors made donations to the abuse program.

Houser Isuzu, Springfield, Mass., hosted a live radio broadcast to benefit the Ronald McDonald House in Springfield. Listeners were invited to meet WAQY-FM personalities and make a donation. The Ronald McDonald House is a haven for out of town families visiting hospitalized children.

Dick Huvaere, Huvaere Group, Richmond, Mich., has announced that his dealerships will be collecting toys for distribution to underprivileged children.

The **Central Florida Auto Dealers Association** has donated a 1990 Chevrolet Lumina minivan to the Medical Eye Bank of Florida.

Compiled by Marv Salter

25 years for Sharp

James H. Sharp, Sharp Chevrolet-Pontiac-Cadillac Inc., Watertown, S.D., left, receives a 25-year-dealer plaque from J. Keith Meisel, Chevrolet's Minneapolis branch account manager.

New Mexico leaders

The 1990-1991 New Mexico Automotive Dealers Association officers are, standing: Ray Berube, president; Charley Smith, Watson Truck and Supply, Hobbs, secretary; Stuart Rappaport, Perfection Honda, Albuquerque, treasurer; seated: Bob Turner, Bob Turner's Ford Country, Albuquerque, vice chairman; Louis Sisbarro, Sisbarro Buick-Pontiac-GMC, Las Cruces, chairman.

Golden Doster

Stokely Doster, left, Doster Motor Co. of Chattanooga, Tenn., receives a 50-year-dealer plaque from Harold Feder, Lincoln-Mercury's Atlanta district sales manager.

300SE ruled $48,115 lemon

Mercedes-Benz of North America Inc. has been ordered to pay $48,115 to Florida resident Anthony D. Romeo for a 1989 Mercedes 300SE declared a "lemon" by the state-run arbitration board.

The problem was a "rubbing, creaking sound" in the rear when turning the steering wheel and applying brakes in either forward or reverse gears. The selling dealer, Regency Autohaus Inc. in Naples, had tried unsuccessfully to fix the problem six times.

Mercedes-Benz rejected an offer to take one final shot at repairing the noise, citing its expert's statement that brake-pad rubbing against the disk brakes was a "normal characteristic" of all 1989 300SEs.

Arbitration panel members who drove and parked Romeo's car said the noise problem substantially impaired its value.

— Helen Kahn

Europeans import more, Asians fewer

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Import sales in September fell 15 percent overall from a year earlier, but sales of European autos rose 3.5 percent.

September also saw the first monthly sales of such new nameplates as the BMW 850i, the Hyundai Scoupe and the Infiniti G20, plus mushrooming sales for other recently introduced models.

Volkswagen AG led the European pack, with September sales of 11,363, up 16.7 percent for the month. Volkswagen's year-to-date sales were up 2.5 percent, to 103,062 units.

AB Volvo also climbed into the plus column for the month on sales of 8,119, up 1.0 percent over the year-ago month. Monthly sales of the 760 model gained 32.2 percent compared to September 1989.

However, Volvo's year-to-date sales of 73,606 were still 8.9 percent below last year.

BMW also had a strong September, as each of its basic body styles — 3, 5 and 7 series — posted monthly gains. At 5,148 units, BMW was up 17 percent for the month, although nine-month sales were down 6.6 percent. BMW said it sold one 850i in September. The car retails for $73,600.

Japanese imports fell 18.8 percent for the month, to 126,558 units. For the year to date, their import sales are off 10 percent, but domestic sales increases give the Japanese an overall gain.

Honda badge imports were down 21.1 percent, to 13,295, and Acura, which sold 11,168 for the month, off 7 percent. Acura sales included 220 of its new NSX model.

Lexus, with a year of sales figures under its belt for the first time, reported September sales of 5,268, up 15.7 percent from its launch month a year earlier. Sales of the less-expensive ES250, which hasn't caught on as fast as the top-of-the-line LS400, were up 50.9 percent for the month.

Infiniti sold 2,046 cars for the month, including 282 of its new entry-level G20.

Toyota imports were down 28.8 percent in September, to 24,743, while nine-month sales were down 19.7 percent, to 278,753.

All Toyota model lines declined except the Celica and the MR2, which recently saw the introduction of an all-new version earlier this year.

Nissan September import sales were down 20.6 percent, to 27,879.

MARKET SHARES
Domestic, Import cars

	Sept. 1990 Sales	Pct. of Total
Subcompact	167,905	21.85
Compact	218,273	28.40
Intermediate	260,777	33.93
Standard	109,373	14.23
Specialty	12,148	1.58
TOTAL	**768,476**	**100.00**

IMPORTED SALES BY MODEL

	Sept. 1990	Sept. 1989	9 Mos., 1990	9 Mos., 1989
ACURA	**11,168**	**12,011**	**108,951**	**110,707**
Integra	7,144	5,298	66,521	61,037
Legend	3,804	6,713	42,165	49,670
NSX	220	0	265	0
ALFA ROMEO	**385**	**305**	**2,617**	**2,426**
Milano	3	142	42	951
Spider	122	163	1,603	1,542
164	260	0	972	0
ASTON MARTIN*	**5**	**5**	**45**	**45**
AUDI	**2,507**	**2,182**	**17,004**	**15,869**
4000	0	4	1	95
5000	1	15	12	304
80	496	348	3,717	3,464
90	335	281	2,706	3,624
V8 Quattro	208	115	1,417	492
Coupe Quattro	78	68	704	212
100/200	1,225	1,136	7,135	6,139
100/200 Quattro	164	215	1,312	1,539
BMW	**5,148**	**4,401**	**46,585**	**49,887**
3 series	2,467	2,094	22,373	24,648
5 series	1,303	1,077	15,974	14,809
635 CSi	5	106	228	1,224
7 series	1,268	1,059	7,117	7,829
850i	1	0	2	0
M3	57	49	594	781
M5	47	9	290	255
M6	0	7	7	341
CHEVROLET/Geo	**8,922**	**9,625**	**106,384**	**91,553**
Geo Storm/Spectrum	3,237	4,032	65,333	49,255
Geo Metro/Sprint	5,685	4,593	37,540	42,298
CHRYSLER MOTORS	**5,682**	**8,874**	**48,686**	**81,244**
Colt	4,144	5,295	29,824	45,208
Conquest	0	289	896	4,522
Medallion	0	85	475	3,736
Summit	1,005	1,832	10,859	16,016
Vista	319	794	3,840	10,423
TC	214	246	2,792	1,339
DAIHATSU	**914**	**1,501**	**8,721**	**10,869**
FERRARI*	**80**	**80**	**720**	**720**
FORD Festiva	**4,155**	**6,225**	**43,532**	**55,982**
HONDA	**13,295**	**16,843**	**181,485**	**185,427**
Civic/CRX	9,512	5,996	54,382	47,764
Accord	2,894	8,065	95,927	100,733
Prelude	889	2,782	31,176	36,930
HYUNDAI	**10,305**	**13,602**	**103,726**	**146,042**
Excel	7,823	11,166	79,450	124,526
Sonata	1,832	2,436	23,626	21,516
Scoupe	650	0	650	0
ISUZU	**653**	**845**	**3,286**	**14,563**
I-Mark	75	671	1,165	102,666
Impulse	252	174	1,744	4,297
Stylus	326	0	377	0
INFINITI	**2,046**	**0**	**15,349**	**0**
M30	1,142	0	6,094	0
Q45	622	0	8,973	0
G20	282	0	282	0
JAGUAR	**1,722**	**1,482**	**14,091**	**13,882**
XJ6	1,368	1,168	10,509	10,633
XJ-S	354	314	3,582	3,249
LAMBORGHINI*	**13**	**13**	**117**	**117**
LEXUS	**5,268**	**4,554**	**45,414**	**4,554**
ES250	1,682	1,115	15,309	1,115
LS400	3,586	3,439	30,105	3,439
LOTUS*	**27**	**27**	**243**	**243**
MASERATI*	**20**	**20**	**180**	**197**
MAZDA	**10,897**	**15,306**	**120,949**	**143,646**
323	1,847	4,380	17,493	53,384
Protege	3,288	1,762	35,702	2,270
626	881	3,912	17,938	43,315
MX-6	26	20	166	2,139
Miata	2,393	2,635	28,606	13,525
929	1,621	1,361	12,985	15,437
RX-7	841	1,236	8,059	13,576
MERCEDES BENZ	**6,737**	**6,886**	**55,728**	**56,330**
190	1,457	1,366	10,293	10,907
300E 2.6/260E	154	510	1,831	3,855
300	2,216	2,185	18,094	16,606
300SE	395	559	4,722	5,071
350SDL Turbo	161	0	796	2
350SD	64	0	84	0
300SEL	284	283	2,765	2,987
420SEL	426	787	4,780	5,277
560SEL	320	459	3,354	3,711
SL Coupe	937	521	6,539	6,180
560SEC	108	165	1,279	1,147
Tourist	215	51	1,191	587
MERCURY	**5,752**	**4,849**	**28,720**	**56,375**
Tracer	4,598	4,535	21,956	50,369
Capri	1,154	0	4,142	0
XR4Ti	0	221	198	3,695
Scorpio	0	93	2,424	2,625
MITSUBISHI	**5,706**	**5,694**	**81,186**	**56,014**
Starion	0	24	18	637
Cordia	0	7	0	365
Tredia	0	0	0	12
Mirage	3,074	2,869	41,241	16,716
Galant	2,005	2,637	33,590	25,117
Sigma	28	0	1,477	0
Precis	517	1,313	3,815	13,926
3000GT	10	0	25	0
Wagon	72	1,313	1,020	1,538
NISSAN	**27,879**	**35,106**	**250,993**	**316,963**
Sentra	2,108	11,014	44,580	97,255
Pulsar	88	1,264	3,798	20,285
Stanza	9,993	3,500	64,544	34,322
Maxima	7,858	865	75,552	6,123
240SX/200SX	5,570	5,731	43,053	55,621
300ZX	2,027	2,425	16,877	20,601
Hawaii	235	372	2,589	2,894
PEUGEOT	**267**	**520**	**3,339**	**4,762**
PONTIAC LeMans	**3,647**	**4,079**	**34,002**	**41,254**
PORSCHE	**559**	**656**	**7,100**	**7,332**
924S/944	2	146	230	1,186
944S	210	58	1,869	351
944 Turbo	2	86	463	613
911 Carrera 4	226	142	2,656	1,865
911 Turbo	0	59	8	974
911 Carrera 2	82	106	1,403	1,723
928S	37	59	471	620
ROLLS/BENTLEY*	**100**	**100**	**900**	**900**
SAAB	**1,401**	**2,627**	**20,668**	**26,270**
900	231	549	3,709	5,301
900S	272	811	4,945	6,756
900 Turbo	307	711	5,389	6,999
9000S	88	182	1,695	2,157
9000 CD	291	170	2,475	2,438
9000 Turbo	201	183	2,319	2,378
Tourist	11	21	132	241
STERLING	**282**	**418**	**3,138**	**4,544**
SUBARU	**8,550**	**10,064**	**75,362**	**111,174**
Hatchback	8	110	174	2,369
3-Door	19	277	246	7,267
4-Door Sedan	16	707	392	26,737
Legacy	5,225	4,883	43,398	19,240
Loyale	1,897	1,141	18,449	8,678
XT/XT6	103	970	1,040	10,480
Station Wagon	21	309	263	19,545
Justy	1,261	1,667	11,334	16,858
SUZUKI	**835**	**618**	**5,193**	**4,618**
TOYOTA	**24,743**	**34,731**	**278,753**	**347,300**
Corolla	6,062	8,461	67,898	90,899
Tercel	4,452	8,654	69,813	73,903
Celica	5,623	4,465	62,364	42,401
Supra	416	658	5,257	12,201
Camry	5,668	8,446	53,099	103,495
Cressida	1,433	3,588	9,301	19,990
MR2	1,089	459	11,021	4,411
VOLKSWAGEN	**11,363**	**9,739**	**103,062**	**109,580**
Cabriolet	562	687	6,438	8,638
Corrado	519	410	4,268	510
Jetta	5,450	3,972	48,205	42,213
Golf/GTI	1,904	1,511	13,674	17,962
Passat	1,360	0	11,544	0
Quantum	2	26	30	908
Scirocco	0	9	12	854
Fox	1,566	3,124	18,891	29,495
VOLVO	**8,119**	**8,038**	**73,606**	**80,807**
240 series	2,896	3,057	26,542	33,022
740 series	3,853	3,809	37,629	36,300
760 series	1,210	915	7,816	9,378
780	112	245	730	1,601
Tourist	48	12	889	506
YUGO	**366**	**977**	**5,102**	**8,325**
IMPORT TOTAL	**189,518**	**223,003**	**1,894,937**	**2,151,521**

*Estimate

Compiled by Karen Dettkowski

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AUCTIONS

FROM PAGE 1

More dealers attend

The lion's share are so-called "program" or buyback cars. Ford and GM sell those vehicles to daily rental companies, then repurchase them a few months later and sell them to franchised dealers through the auction network.

Unlike Ford and GM, Chrysler doesn't repurchase the vehicles outright. The daily rental companies sell them to Chrysler dealers at auctions, and if they fail to sell for a predetermined depreciated price, Chrysler pays the difference to the rental companies.

Foreign automakers such as Toyota and Volkswagen are raising their stakes in the program-car market, too.

The nearly new cars attract new-car dealers, who are attending auto auctions in record numbers. For example, GM reports that 76 percent of its dealers now attend auctions regularly.

For auctions, the number of program cars remarketed by manufacturers has been a boon.

Estimates of total auction vehicle sales in 1989 range from 5.25 million on registrations of 8.25 million to 6.6 million on registrations of 10 million. Registrations are the number of vehicles consigned for sale.

In 1988, industry officials estimated that 3.6 million vehicles were sold on registrations of about six million.

A record 1989

The National Auto Auction Association includes 215 auto auctions. The industry does not compile sales statistics.

All told, 1989 was a record year for auto auctions, with the three largest chains selling an estimated 3.3 million vehicles:

- Manheim Auctions, based in Atlanta, sold about 1.3 million vehicles, according to industry sources.
- GE Capital Auto Auctions, based in Barrington, Ill., sold about one million.
- Anglo American Auto Auctions sold about one million.

Stephen A. McNeely, president of GE Capital Auto Auctions, said the average selling price of a program vehicle has risen to $10,500.

Auction officials say daily rental firms will continue to turn over their fleets quickly. In addition, GM and Ford have offered to repurchase all their program cars in the 1991 model year, up from about 75 percent last year. The result will be even more program cars at the auctions.

Program cars do pose one problem for auctions and manufacturers because daily rentals are seasonal. Fleet sizes rise and ebb on vacation cycles. Most of the program cars come from Florida and California — hot vacation spots.

The rental companies have huge numbers of vehicles to dispose of early and late in the year.

Says Richardson: "Something should be done to smooth out incidents of disposal. Rental companies dispose of vehicles when they want to. And that is not always in the best interests of the manufacturer."

Availability grows

Although program cars are driving the industry's growth, they are only one segment of it. Others include repossessions from financial institutions, off-lease vehicles, salvage vehicles and dealer consignment vehicles. Fleet vehicles are those purchased by corporations, rental firms and others.

McNeely projects that the auction industry will grow 6 percent in annual unit sales through 1993. Part of that will come from the manufacturers and financial institutions.

He says the number of vehicles available to auctions is growing another 3 percent.

"The number of vehicles with the potential of crossing the market is growing," he says. "Auctions are gaining ground in the number of cars available from the entire wholesale market."

Franchised dealers sold an estimated 14.7 million used vehicles in 1989, about the same number as the new vehicles they sold, according to the National Automobile Dealers Association. About 72 percent came from trade-ins and 20 percent from auto auctions.

Both McNeely and Richardson expect dealer consignments at their auctions to grow 10 percent or more this year. Vehicles consigned by dealers are trades or those that have stayed on a dealer's lot for a long time.

Fleet and lease sales appear to be the only flat segment of the industry because companies are moving toward paying for more employee-owned vehicles.

Independents' choices

Larry Tribble, owner of Southern Auto Auction in East Windsor, Conn., says he is experiencing a shortage of used cars because new-car sales are down and dealers are bringing fewer trade-ins to the auctions.

Tribble is president of ServNet, an advertising and marketing consortium of independent auctions that was formed to compete more effectively with the chains.

As an independent, Tribble and others like him face several challenges, including whether to go after the factory business or stick with dealer consignment and fleet and lease vehicles. The chains sell most of the program vehicles, although some larger independent auctions also hold factory sales.

"With lower-than-average new-car sales, the number of trade-ins is reduced and it is hard to maintain growth," Tribble says. "If the independents are not into factory sales, should they make the investment needed to get into it?"

For an independent, that could be costly. Unlike dealer consignment vehicles, factory vehicles aren't always delivered. They are marshaled at locations around the country by the manufacturers for disposition.

Moreover, auctions that conduct factory sales need huge amounts of land for storage plus reconditioning facilities and computers.

Tribble also says independents who have been selling cars for the daily rental-car companies will lose that business. Until this model year, manufacturer buyback programs with the daily rental companies included a certain number, typically 25 percent, of "at risk" vehicles, which the rental companies had to dispose of themselves.

Now that GM and Ford are offering to repurchase 100 percent of the vehicles they sell to the daily rental companies, independent auction owners will lose that business unless they get in on the manufacturer programs.

Tribble contends that lower new-car sales will prevent 1990 from being a record year, as 1989 was.

TOP 10 AUTO AUCTIONS

1988 Rank	1989 Rank	Auction	Company	Units sold	Volume (millions)	Average price
1	1	Florida Auto Auction of Orlando	Manheim	94,000	810	8,617
2	2	Southern California Auto Auction	GE	95,676	718	7,504
5	3	Manheim Auto Auction	Manheim	65,700	540	8,307
3	4	Nashville Auto Auction	Anglo	67,452	509	7,549
4	5	Aptco Auto Auction	Anglo	66,350	503	7,590
—	6	Clanton's Auto Auction	GE	63,241	480	7,590
—	7	Atlanta Auto Auction	Manheim	60,000	475	7,916
10	8	Greater Chicago Auto Auction	GE	70,632	452	6,399
6	9	Metro Auto Auction of Kansas City	Anglo	57,116	445	7,803
9	10	Bay Cities Auto Auction	GE	71,472	443	6,198

NOTE: Figures were provided to Automotive News by companies. In some cases, figures are rounded or approximated.

Rental cars raise sales for Top 10 auctions

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

The nation's Top 10 auto auctions sold 711,000 vehicles worth $5.3 billion in 1989, up from 706,000 units valued at $4.7 billion a year earlier.

The value of the vehicles has risen because auctions are getting more low-mileage, daily-rental vehicles from the manufacturers.

The growth of the biggest auctions is illustrated by the fact that two auctions selling more than 80,000 vehicles each made last year's *Automotive News* Top 10 list, but failed to make it this year even though they sold more vehicles in 1989 than 1988. *Automotive News* ranks auctions by the value of vehicles sold, not units. All told, 1989 was a record year for auto auctions.

Automotive News began surveying auto auctions in 1987.

During 1986, the nation's Top 10 auctions sold 545,000 vehicles valued at $3.4 billion. The totals have risen every year since.

Two major categories of auction cars — daily rental or "program cars" and dealer consignment vehicles — increased strongly in 1989, industry officials say. Fleet and lease vehicles were flat. Driven by the growing number of program vehicles, the average vehicle selling price at the top 10 auctions in 1989 rose to $7,547, compared with $6,828 in 1988.

Florida Auto Auction of Orlando, owned by Manheim, was the nation's top seller in value of vehicles sold last year. In just a single day in July, the gargantuan auction registered 9,583 vehicles and sold 6,821 — 71 percent. Gross sales that day were $69 million, for an average price per vehicle of $10,130. Florida Auto Auction operates 15 selling lanes on 140 acres.

In 1989 Florida Auto Auction had revenues of about $810 million on sales of 94,000 vehicles, compared with $741.6 million on sales of 84,968 units in 1988.

The second largest-volume auto auction in 1989 was Southern California Auto Auction, in Fontana, Calif. Owned by GE Capital Auto Auctions, it had sales of $718 million on 95,676 units, a big jump from $519 million and 89,547 units in 1988.

Major independents

Although independent auctions failed to make the Top 10 best-seller list, many had big sales in 1989:

- **Southern Auto Auction,** East Windsor, Conn., $420 million, 71,000 units
- **Auto Dealers Exchange,** Indianapolis, $417 million, 68,400 vehicles
- **Indianapolis Auto Auction,** Indianapolis, $388 million, 74,000 vehicles.

INSTANT INFO

Computers report vehicle prices, volume at several major chains

The number and prices of vehicles going through auctions will be tracked for the first time by computer under an agreement between the National Automobile Dealers Association and the National Auto Auction Association.

Phase One of DataNet, an electronic sales reporting network for wholesale car and truck auctions, went on line in September. It enables the *NADA Official Used Car Guide* to publish more current used-car prices.

"DataNet will provide the industry with a more thorough and accurate understanding of the used-car market," said Bob Brest of the NADA Guide Book committee.

Wholesale auto auctions are an important source for appraising used vehicles.

The system eventually will include day-of-sale results for about 200 auctions nationwide, covering several million transactions annually.

NADA is now collecting data from the three largest auction chains — GE Capital Auto Auctions, Anglo American Auto Auctions and Manheim Auctions — and several major independent auctions.

Sales reports also are beginning to come on line from other auctions.

Once it is fully operational, DataNet will be able to provide various segments of the industry with customized reports about the used-car market.

— **Charles M. Thomas**

CHRYSLER

FROM PAGE 2

fully accounted — lose money on small and midsize cars," the study concluded.

Coping with the pension enhancements might be particularly difficult for Chrysler, Glantz said. "It's a call on resources that Chrysler can ill afford."

Chrysler's annual report said that all of its pension plans had $5.1 billion in assets on Dec. 31, 1989, and $7.8 billion in accumulated benefits, leaving the pension plans underfunded by a total of $2.7 billion.

Chrysler also has an older work force than Ford or GM, and a higher ratio of retired to active workers. In 1989, Chrysler had a total of 88,542 active employees and 87,635 retirees.

The transplants, which are relatively new operations with young workers, have virtually no retirees and limited pension funding needs.

Iacocca talked with reporters after meeting with the union.

"I gave them the state of the union, the state of the company message," Iacocca said. "I didn't plead poverty, and I didn't bargain. That's not my role."

Iacocca did not identify the areas under discussion, but Chrysler officials have proposed that traditional health care plans be eliminated and replaced with managed health care plans such as health maintenance organizations.

Chrysler also proposed giving workers ownership in the company and compensating workers for improvements at individual plants, proposals shunned by the union.

For the six months ended June 30, Chrysler's earnings were $251 million, down from $692 million a year ago. Chrysler is expected to lose as much as $280 million in this year's third quarter.

Stan Marshall, UAW vice president and head of the union's Chrysler department, said the union probably would set a strike deadline with Chrysler after the Ford agreement is ratified. The union has $750 million in its strike fund reserves.

Automotive News Staff Reporter Mary Connelly contributed to this report.

JEEP CJ

FROM PAGE 2

Exchange Commission, Chrysler estimated that pending CJ lawsuits seek $213 million in compensation and $295 million in punitive damages.

The Institute for Injury Reduction, Public Citizen and the Center for Auto Safety had sought the CJ probe and recall, citing an alleged rollover tendency, a defective shackle pin in the suspension that could increase the likelihood of a rollover, and lack of occupant protection including an adequate roll bar. The groups also claimed AMC covered up knowledge of a defect.

NHTSA said analysis indicated that "while the predicted rollover propensity of the CJ is slightly higher than the average for all utility vehicles, the CJ does not stand out from its peers to an extent that warrants further investigation."

NHTSA cautioned that its decision did not mean that the agency had determined that the CJ is "safe" or that drivers should not worry about rollover.

"All light utility vehicles are much more likely to roll over than passenger cars," the agency said.

NHTSA also said that no evidence indicates the vehicle's shackle pin and rollbar are defective.

UCK WAR

FROM PAGE 3

olet, 202,216 switched from olet to other manufacturers et loss of 6,781 owners. Rob- id the claim that more truck

zee: over ads

owners switched to Chevrolet is "true."

● More people are winning with Chevrolet trucks. "We haven't found out what they're winning. They have no basis for the claim," said Vanderzee.

bins said the line is part of rall theme that is used with olet cars and trucks to com- nt the "Heartbeat of Amer- gline.

derzee said the claims are ding because Ford is soundly g Chevrolet in truck sales. sold 1,383,168 light trucks red to Chevrolet's 1,257,139 1990 model year.

vision spots for Ford's full- pickup claim that Ford "puts in the red and you in the " because Ford trucks are economical to own and oper- an comparable Chevrolet s. The ads also say Ford have a higher resale value Chevrolet trucks five years urchase.

derzee said Ford's claims are based on an independent study by IntelliChoice, a San Jose, Calif., research firm that produces annual car and truck cost guides.

Vanderzee said the comparisons in Ford's ads are to "provide relevant facts."

The Ford-Chevrolet advertising "truck war" has been raging since 1987. Last year, Ford said Chevrolet misrepresented Ford trucks by alleging in an ad that Ranger owners must "back up 10 feet" to shift out of 4wd, something Chevrolet said was not necessary in its S10.

In another ad earlier this year, Chevrolet boasted that it was the sales leader in rural Ford County, Ill. In both instances, Ford claimed the facts were distorted.

A few months ago, Ford said it would stop naming competitors in its truck ads. But its dealers, stinging from comparisons in Chevrolet's truck ads, encouraged Ford to jump back into the fray.

Vanderzee said Ford has not decided how it will handle the most recent Chevrolet claims if Chevrolet refuses to drop them. He said Ford might ask the Better Business Bureau and/or the television networks to review the ads for accuracy. He said Ford is "not considering a lawsuit."

Ford also said it will keep its "Have you driven a Ford lately" themeline for its 1991 divisional car advertising.

SUZUKI

FROM PAGE 52

4wd capabilities.

The embattled Samurai will get just the opposite treatment. Two 2wd versions were introduced for 1991, and only one 4wd version remains. The price of the base model was slashed $2,000, to $5,999.

With the addition of the four-door Sidekick, Suzuki's three-product line adds another branch. There are three versions of the Swift, two hatchbacks and one sedan; rwd and 4wd Samurais; and two body styles for the Sidekick.

Gary Anderson, national marketing director, says expansion of the product line is important, especially to dealers. "We're going to see a new group of buyers walking into Suzuki dealerships," Anderson predicts.

In advertising and dealer literature for the four-door Sidekick, Suzuki will emphasize standard equipment, especially on the entry-level model.

The sport-utility will be offered in JX and JLX trim. Both carry the same 1.6-liter engine that powers the two-door.

Standard on the base model are AM/FM/stereo with cassette player, power steering, power mirrors, dual outside mirrors and rear window defogger. The JLX has all that plus power windows, power door locks and remote fuel-filler opener. Both models have manual locking hubs; automatic locking hubs are an option.

Wheelbase of the four-door Sidekick is 97.6 inches, 11 inches longer than the two-door. Overall length is 158.7 inches, compared to 142.5 inches for the two-door.

VOLVO

FROM PAGE 52

gine as the 940-SE. The Turbo price is $29,295. The 940-GLE at$27,885 is powered by a 16-valve, naturally aspirated engine. All 940 sedans have three-point seat belts and rear headrests. The 940 wagons have only a lap belt for the middle passenger in the rear seat.

All 940 sedans and wagons are equipped with an automatic locking differential, which shifts power to the wheel with traction if one of the rear wheels begins to slip. The differential operates only at speeds below 25 mph. All 940s also have ABS, automatic transmission, air conditioning and sunroof.

240 series: ABS is available as a $995 option on the 240 sedan and 240 wagon. The air conditioner has greater cooling capacity than in 1990.

Volvo has dropped the DL designation for 1991 and has upgraded the base 240 to that level. The 240 sedan is $19,300 with manual transmission, up 2.6 percent over last year's 240-DL. The manual-equipped 240 wagon is $19,795, up 2.5 percent. A sunroof is optional on the sedan, but not available on the wagon.

The plain-vanilla 240 was introduced last year, with sunroof, air conditioning and AM/FM/stereo/cassette player available only as options and no ABS.

740 series: The 740 series has a revised instrument panel, similar to the new 940. The stereo system has six speakers instead of four, and there are new air conditioner controls.

The manual-transmission 740 sedan has a sticker of $22,755, up 7.9 percent from its final 1990 price; the 740 wagon is $23,435, up 7.6 percent.

The manual-equipped 740 Turbo sedan is $24,810, down 5.6 percent from last year's model; the 740 Turbo wagon is $25,490, down 5.5 percent.

The 740-GL and 740-GLE sedans and wagons have been dropped, along with the 760-GLE V-6 sedan and the 760-GLE Turbo sedan and wagon.

The automatic locking differential is standard on the 740 Turbo, all 940 models and the coupe. It is a $385 option on the base 740 sedan and wagon.

940 series: Prices of the 940 station wagons are: GLE, $28,565; Turbo, $29,975; SE, $33,630.

Coupe: The coupe will be discontinued after 1991. It was formerly badged the 780 Turbo or the 780 coupe, which was a V-6. Fewer than 400 will be imported; all will have the 188-hp turbocharged four-cylinder engine. The price is $41,945, up 5.0 percent.

YOTA ADS

FROM PAGE 3

er Previa minivan expertly d debris on a rain-soaked hanks to Previa's all-wheel- and anti-lock brakes.

iccioni said Toyota has set a f building the first passenger hat meets the more rigorous l safety standards for pas- cars. He declined to give a ble.

ota ads also note findings of nt J.D. Power and Associates -quality survey, which ranks la and Camry as the most e-free cars in their class and da as the most trouble-free America.

iccioni said Toyota kept the line "I love what you do for me" because independent research indicates that consumers believe it. He said Toyota retained its trademark "jump" because it is recognizable and because it continues to work within the original framework of a previous ad theme, "Oh, what a feeling."

Toyota broke its ads the first of this month and will continue with a media schedule that includes the three main television networks and Fox Broadcasting. Its print ads are appearing in a variety of publications, including *Rolling Stone, Self, GQ, Sports Illustrated* and *People*. The media split is 75 percent television, 20 percent print and 5 percent other direct efforts. The media split for Tercel is 85 percent television and 15 percent print.

EAKER

FROM PAGE 3

from New York University law degree from Harvard School, joined GM in 1973 as torney on the legal staff in New York, but most of his fast-track career has been in International Operations.

He moved into International Operations in 1976 as manager of sales development work with the Soviet Union, based in London. In 1979, he became a special assistant to the managing director of General Motors Espana S.A., where he helped establish that company.

Herman was named managing director of General Motors Chile S.A. in 1982, managing director of GM operations in Colombia in 1984 and managing director of General Motors Continental in Belgium in 1986. In 1988, he was named GM Europe's executive director for European parts and accessories.

Herman is one of more than 30 faculty members of the 15th convocation of the Automotive News World Congress, which is co-sponsored by the University of Michigan Transportation Research Institute.

The congress will be held in conjunction with the North American International Auto Show which, for the first time, will offer automotive suppliers from around the world the opportunity to see the show before the public opening during Industry Trade Days.

For further World Congress information, write Wendy Barhydt, Automotive News World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, Mich. 48108-2150, or telephone 313-936-1049.

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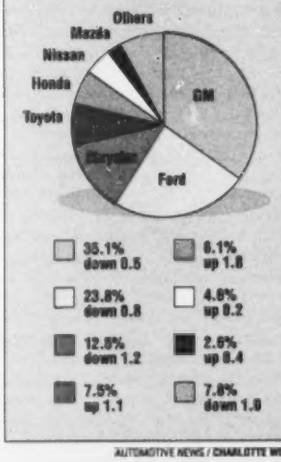
Corrected tables

Several numbers were incorrectly calculated on last week's charts showing 1990 model year sales. The most significant error attributed too many car sales to Toyota Motor Sales U.S.A. Inc. (See story on Page 1.) These charts contain the correct numbers.

1990 model year

Chart shows share of U.S. car and light-truck market, and change in percentage points, from MY 1989.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

LIGHT-TRUCK SALES MODEL YEAR 1990

	1990	1989
Ford	1,383,168	1,433,840
Chevrolet	1,257,139	1,370,557
Pontiac	27,187	0
Oldsmobile	21,909	0
Chrysler	677,061	732,391
GMC	327,440	363,348
Jeep	206,970	262,434
Daihatsu	3,862	0
Isuzu	127,655	98,154
Mazda	127,450	81,047
Mitsubishi	47,529	40,028
Nissan	164,687	157,347
Range Rover	4,614	4,462
Suzuki	15,671	26,334
Toyota	277,174	264,325
Volkswagen	6,515	5,147
Imports	**775,157**	**676,844**
Industry Total	**4,676,031**	**4,839,414**

MARKETING UNITS MODEL YEAR 1990

	1990	1989
Alfa Romeo	3,036	3,306
Aston Martin*	60	60
Am. Honda	849,549	794,450
BMW	61,578	69,960
Buick	518,275	573,280
Cadillac	256,763	275,600
Chevrolet	1,351,711	1,399,354
Chrysler	186,000	214,720
Daihatsu	12,970	13,763
Dodge	355,383	474,989
Eagle	60,470	75,214
Ferrari*	960	960
Ford	1,331,026	1,571,168
Hyundai	140,945	201,358
Isuzu	5,019	19,223
Jaguar	19,176	19,696
Lamborghini*	156	156
Lincoln	223,596	203,890
Lotus*	324	324
Maserati	240	240
Mazda	232,952	262,343
Mercedes	75,112	76,152
Mercury	390,619	540,372
Mitsubishi	164,267	98,742
Nissan Motor	476,063	509,162
Oldsmobile	502,989	653,127
Peugeot	4,631	6,372
Plymouth	253,695	313,097
Pontiac	633,803	734,658
Porsche	9,244	10,609
Rolls/Bentley*	1,200	1,200
Saab	25,974	34,901
Sterling	4,501	5,951
Subaru	107,525	150,701
Suzuki	6,584	5,352
Toyota Motor	765,241	696,891
Volvo	95,419	102,625
VWoA	154,932	156,996
Yugo	7,353	13,864
TOTAL	**9,289,341**	**10,284,826**
GM	**3,263,541**	**3,636,019**
Ford	**1,945,241**	**2,315,430**
Chrysler	**855,548**	**1,078,020**
Japanese	**2,620,170**	**2,550,627**
European	**483,896**	**503,372**
Korean	**140,945**	**201,358**

*Estimate

GERMANY

FROM PAGE 1

Industry insiders note that Japan's strategy in open markets has been to push market share up to a pain threshold that invites local reaction, then hold gains for a period of years before mounting another assault. The last upward thrust of the Japanese in Germany occurred from 1982 through 1986, when they increased penetration from 9.8 percent to 15 percent.

Since then, Japan's share has been remarkably steady. But in July, Japanese imports captured 16.9 percent, then spurted to 20.1 percent in August before falling back to 17.1 percent in September, according to unofficial estimates compiled by *Automotive News*.

For the first eight months of 1990, the Japanese share in Germany rose to 15.8 percent — about 326,000 cars — from 14.6 percent through the same period last year, or about 285,000 cars. For all of 1989, the Japanese claimed 14.9 percent on sales of 422,000 cars.

Although analysts agreed that the August surge could have been the result of special factors, such as lack of capacity among German carmakers, most noted that it was dangerous for the Japanese to appear to be spearing one of their staunchest allies.

In contrast to other major EC members, Germany imposes no quota on Japanese imports. France limits the Japanese to 3 percent of the market; Spain, to 1.2 percent; and Italy, 1.5 percent. A gentlemen's agreement caps the Japanese at an 11 percent share of the British market.

"It's a little peculiar," said Steven Reitman, who follows the European industry for UBS Phillips & Drew in London. "The timing is awful. I would be surprised if they are doing something like this, because the Germans are the most free-trade-oriented of any of Europe's manufacturers."

According to Reitman, the specter of a 5-point jump in market share has set off "alarm bells" among protectionists, bells that are clearly audible to the Germans.

"If the Japanese decide to turn up the heat, the Germans might be driven closer to the Calvet position," he said.

Edmund Chew of DRI Europe in

AUTOMOTIVE NEWS / D. L. BURHANS

Frankfurt agreed. "The Japanese ought to be concerned about German reaction," he warned.

Although Germany has no official limitations on Japanese imports, many industry executives speak privately of an unwritten accord reached between the two countries in the mid-1980s, limiting the Japanese to about 15 percent.

The rumored understanding is consistently denied, but it has attained the stature of an article of faith in Germany. Many executives relate tales of mysteriously delayed year-end shipments and supplies of popular models that suddenly dry up, thereby helping to maintain the Japanese share at about 15 percent.

"I strongly believe there is a limit," said Schmidt at Automotive Industry Data. "Moreover, the Japanese have an incredible knack for pulling back just at the right moment. They are just trying it on in Germany. They want to see what the Germans will do about it. Let's see what happens in October, November and December."

Even an executive at a Japanese import company speculates that Tokyo is testing the unacknowledged restriction.

"I see a trend in the direction of 20 percent," said an executive at Mazda Motors (Germany). "It will be possible in Germany because the German manufacturers export many cars" to Japan.

Germany is the only country in the world that runs an automotive trade surplus with the Japanese, as measured by value.

But Moriharu Shizume, general director of the Paris office of the Japan Automobile Manufacturers Association, denied that the Japanese are mounting a drive on Germany. The increases "are not very much, actually," he said.

Similarly, Kimio Kurasawa, deputy general manager of Mazda Motors' European office in Brussels, Belgium, said Japanese carmakers are not pushing to increase market share in Germany. He said the limited number of units available for all of Europe must be spread evenly.

Many analysts scoff at such explanations.

With all other major European markets declining, analysts argue, Japanese makers could easily shift volume into Germany to maintain overall sales.

"Germany is a bit of a swing factor," said John Lawson of Nomura Research Institute in London. "With EC volume down, Germany happens to be a good place to sell cars."

So far, Germany's major domestic producers have expressed no official concern.

A spokesman for Volkswagen AG, Germany's market leader, attributed the increase to a combination of German factory downtime during the August vacation period and capacity constraints for German makers.

VW has long waiting lists for its Passat and Golf models, he said.

"It's nothing unusual, and I think you'll see Japanese market share come down," he said.

Similarly, a spokesman for General Motors' Adam Opel AG, the No. 2 seller in Germany, added: "Opel is not nervous."

GM Europe President Robert Eaton was cautious about offering explanations for the surge. But he also ventured that Japanese importers may simply have had the capacity to meet demand at a time when others were constrained.

European sales dip staggers profits

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT — The marked slowdown in European car sales began showing up on the industry's bottom line this month, with several major producers reporting first-half earnings declines from a year earlier. Analysts foresee even weaker earnings ahead as carmakers turn to discounting to hang on to market share.

"Next year is going to be a tough year for everyone," said Steven Reitman, auto industry specialist at UBS Phillips & Drew in London. Reitman, who foresees European sales falling 4 percent to 12.4 million units next year, predicts that manufacturers will have to cut margins further to maintain share in a weak market.

Volkswagen AG, Europe's sales leader, recently reported a 16.5 percent decline in operating profit, to 1.16 billion marks ($758 million), for the first half of 1990. VW cited tougher competition at home and problems at its Autolatina unit in South America.

Reitman last week cut his earnings estimate for VW, predicting a 20 percent decline at the operating level for the full year. VW's reported operating profit last year of 2.99 billion marks ($1.95 billion).

"There is a very substantial squeeze going on" at VW, said Reitman. He cited extra labor costs as VW produces at capacity; the impact of a price-oriented marketing campaign in Germany, lower domestic sales and the situation in South America.

Fiat SpA, Europe's second biggest carmaker after VW, said its pre-tax profit fell 12.6 percent from a strong year-earlier period, to 2.45 trillion lira ($2.14 billion). Fiat pinned much of the blame on tougher competition, especially in its home market.

Fiat's Italian market share slipped to 54.3 percent in the first half from 58 percent a year ago.

Renault SA, which has yet to report for the half, foresees net income falling at least 8 percent for the year. That would follow net income of 8.7 billion francs ($1.70 billion) last year.

But John Lawson, of Nomura Research Institute in London, said he expects Renault to slide 41 percent, to about 5.1 billion francs ($998 million), because of a higher tax rate.

"If it's off only 8 percent, I'll eat my hat," he said.

Lawson likewise anticipates lower profits for the European units of both General Motors and Ford. He suggested that GM Europe will be down about 20 percent from 1989's $1.83 billion because of a higher tax charge.

He said Ford of Europe's 1989 earnings of $1.29 billion would be "virtually halved" because of downturns in such key markets as Britain, where Ford is market leader, and the costs of new product introductions.

Incentives

No changes were reported last week in buyer or dealer rebates. Readers are advised to check the Incentive Watch tables in the Oct. 8 issue of *Automotive News* for current programs.

Makers pare stockpiles to 58-day supply

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Despite a sluggish sales month in September, combined domestic and import new-car inventories declined to a 58-day supply Oct. 1, as Big 3 automakers thinned stocks.

There were a total of 1,844,028 unsold domestic and imported cars on hand Oct. 1, compared to 1,874,130 on Sept. 1 when the day's supply was 65.

The seven-year average combined domestic and import new-car inventory level on Oct. 1 is a 55-day supply.

Domestic new-car inventories stood at 1,340,098 units on Oct. 1, for a 56-day supply. A year earlier, domestic new-car inventories stood at a 64-day supply.

The imports had a 64-day supply Oct. 1, compared to a 66-day supply Sept. 1. The imports had 503,930 unsold cars on hand Oct. 1, vs. 537,233 on Sept. 1.

Inventories of the Big 3 automakers all decliined in September. GM's stocks dropped from a 74-day supply on Sept. 1 to a 58-day supply on Oct. 1. During the same period, Ford's inventory of unsold cars decreased to a 57-day supply from a 68-day supply, and Chrysler's slid to 69 days from 79 days.

Among the major importers, Honda, Toyota and Mazda inventories all were up; stocks of unsold Nissan and Mitsubishi cars were down.

IMPORTED VEHICLES, DAYS' SUPPLIES

	Oct. 1, 1990	Sept. 1, 1990	Oct. 1, 1989
Car			
Chevrolet	107	127	65
Chrysler Motors	83	106	73
Acura	45	47	39
Daihatsu	71	75	67
Honda	41	24	31
Infiniti	39	43	—
Isuzu	367	564	95
Lexus	15	16	16
Mazda	47	39	46
Mitsubishi	16	101	99
Nissan	69	84	77
Subaru	55	72	71
Suzuki	72	123	203
Toyota	64	44	37
JAPAN	**60**	**60**	**55**
Audi	84	141	70
BMW	71	70	80
Mercedes-Benz	37	41	37
Mercury	60	62	104
Porsche	65	67	91
Volkswagen†	123	135	127
GERMANY	**81**	**91**	**83**
Alfa Romeo	114	122	140
Ford	74	84	84
Hyundai	62	41	49
Jaguar	33	49	35
Peugeot	86	79	90
Pontiac	37	51	43
Eagle/Chrysler	232	185	217
Saab	55	47	69
Sterling	57	55	70
Volvo	66	77	50
Yugo	85	87	108
Other Countries	**62**	**60**	**60**
Total Import Cars	**64**	**65**	**59**
Truck			
Daihatsu	48	52	—
Geo Tracker*	74	83	148
Isuzu*	114	143	95
Mazda*	60	45	48
Mitsubishi	99	52	82
Nissan*	36	49	65
Range Rover	63	72	34
Suzuki*	134	116	105
Toyota	19	13	48
Dodge	110	145	50
Total Imp. Trucks	**51**	**46**	**66**
Total Imp. Vehicles	**61**	**60**	**60**

†Includes cars built in Brazil and Mexico
*Includes domestic vehicles

DOMESTIC CARS, DAYS' SUPPLIES

	Oct. 1, 1990	Sept. 1, 1990	Oct. 1, 1989
Talon	83	104	89
Premier	28	33	75
Total Eagle	**58**	**60**	**79**
Horizon	39	76	22
Laser	100	119	92
Sundance	89	70	38
Reliant	—	—	58
Acclaim	62	67	77
Total Plymouth	**76**	**77**	**52**
LeBaron A	100	66	—
LeBaron J	67	94	102
LeBaron GTS	—	—	139
Fifth Avenue (rwd)	—	—	77
Fifth Avenue (fwd)	87	128	138
Imperial	106	148	—
New Yorker C	57	99	73
Total Chrysler	**77**	**97**	**100**
Omni	45	82	25
Shadow	81	64	37
Monaco	15	28	—
Daytona	96	126	102
Aries	—	—	54
Lancer	—	—	146
Spirit	65	78	93
Dynasty	43	61	59
Total Dodge	**59**	**70**	**63**
CHRYSLER MOTORS	**67**	**77**	**67**
Escort	58	68	61
Mustang	84	63	75
Tempo	39	64	82
Taurus	63	66	45
Thunderbird	88	112	76
Probe	86	63	100
Crown Victoria	42	69	52
Total Ford Div.	**60**	**69**	**66**
Topaz	44	62	69
Sable	64	74	59
Cougar	55	83	60
Grand Marquis	66	63	38
Total Mercury	**49**	**70**	**57**
Continental	44	52	62
Town Car	50	54	49
Mark VII	45	62	57
Total Lincoln	**48**	**54**	**53**
Total L-M Div.	**49**	**64**	**56**
FORD MOTOR CO.	**56**	**67**	**63**
Skyhawk	—	—	37
Somerset/Skylark	48	58	65
Century	60	88	50
Regal	66	91	71
LeSabre	55	71	39
Reatta	110	146	81
Electra/Park Ave.	70	87	56
Riviera	81	72	45
Total Buick	**60**	**79**	**52**
Allante	186	118	75
Seville	72	94	66
DeVille	46	68	46
Brougham	118	128	55
Eldorado	65	77	49
Total Cadillac	**57**	**77**	**48**
Geo Prizm/Nova	69	48	125
Cavalier	41	68	51
Camaro	54	55	76
Celebrity	37	27	34
Corsica/Beretta	45	72	79
Lumina/Monte Carlo	60	62	81
Caprice	119	96	44
Corvette	126	61	46
Total Chevrolet	**54**	**63**	**67**
Calais	62	91	60
Cutlass Ciera	37	75	19
Cutlass Supreme	59	115	84
88	67	77	44
98	79	96	55
Toronado	68	94	63
Total Oldsmobile	**56**	**89**	**44**
Sunbird	66	61	58
Firebird	90	84	78
Grand Am	50	54	62
Pontiac 6000	44	85	67
Grand Prix	62	75	92
Bonneville H	76	111	58
Safari/Parisienne	—	—	27
Total Pontiac	**61**	**71**	**68**
GENERAL MOTORS	**57**	**72**	**58**
HONDA	**24**	**22**	**32**
MAZDA	**61**	**39**	**63**
MITSUBISHI	**77**	**72**	**42**
NISSAN	**34**	**56**	**108**
TOYOTA*	**48**	**34**	**34**
SUBARU	**164**	**115**	**—**
DOMESTIC TOTAL	**56**	**64**	**59**
Subcompact	**42**	**48**	**54**
Compact	**56**	**65**	**57**
Intermediate	**57**	**74**	**64**
Standard	**66**	**78**	**49**
Specialty	**128**	**88**	**54**

*Estimate

CLEAN AIR

FROM PAGE 2

nferees had been instructed to
ish by yesterday — could go to
e floors of both the House and
e Senate for a vote this week.
Key provisions include:
Increases in tailpipe controls
uld be phased in between the
94 and 1996 model years, setting
vels of 0.25 grams per mile of hy-
ocarbon emissions; 3.4 gpm car-
n monoxide; and 0.4 gpm oxides
nitrogen. Current levels are 0.41
, 3.4 CO and 1.0 NOx. Califor-
a will require similar emissions
vels beginning with the 1993
odel year.
A second round of tailpipe stan-
rds beginning with cars made
ter Jan. 1, 2003, would be trig-
red only if six cities still fail to
tain pollution standards.
The 0.125 HC, 1.7 CO and 0.20
Ox requirements would be
ased in only if EPA determines
at the cost nationwide would still
pply significant benefits to the
orst-polluted areas.
The agreement would require
issions equipment to be certified
pable of meeting standards for
r 10 years or 100,000 miles, in-
ead of the current five years or
,000 miles; but the vehicles could
tested and recalled by EPA only
o seven years and 70,000 miles.
Onboard vapor recovery canis-
rs would be required only after a
int one-year study by the De-
artment of Transportation and
PA. If the National Highway
affic Safety Administration de-
rmines there are no safety prob-
ms, the systems would be phased
over four model years.
An alternative fuels pilot pro-
am with a sales mandate would
phased in using a transitional
w-emissions vehicle. Makers
uld have to sell a total of 150,-
0 alternative fuel cars each year
ginning in 1996 and 300,000 be-
nning in 1999. Those cars could
n on non-methane organic gaso-
e that would produce emissions
vels of 0.25 HC, 3.4 CO and 0.4
Ox. An ultra-clean-running low
issions vehicle would have to be
ld beginning in 2001, requiring
075 HC, 3.4 CO and 0.2 NOx.
The alternative fuels fleet pro-
am would begin in 1998 and im-
diately require the cleaner low
issions vehicle. Centrally fueled
ts in the 31 most polluted cities
uld be affected, but vehicles
t are taken home in the eve-
g would be exempt.
Beginning in 1992, gasoline con-
ining 2.7 percent oxygenates
uld have to be sold in cities that
ve a smog problem and that fail
meet carbon monoxide pollution
andards. The requirement could
delayed as long as two years if
e EPA administrator determines
at supply and distribution capac-
y are not available. Only cleaner
formulated gasoline would be
ld in the nine most polluted cities
ginning in 1995. The gas would
ve to reduce volatile organic
mpounds and toxic emissions by
percent. In 2000, the toxics in
asoline would have to be reduced
least 20 percent more. Reformu-
ted gas would also have to con-
n 2 percent oxygenates.

PRODUCTION

U.S. CAR

	Week Ended Oct. 13, 1990	Week Ended Oct. 6, 1990	Oct to Date	Jan. 1 to Oct. 13, 1990	Jan. 1 to Oct. 14, 1989
Horizon	0	0	0	4,327	24,997
Sundance	2,400	2,429	4,829	69,416	82,044
Acclaim	3,100	3,193	6,293	89,618	99,844
Total Plymouth	**5,500**	**5,622**	**11,122**	**163,361**	**206,885**
LeBaron A	0	0	0	8,071	0
LeBaron J	1,400	1,329	2,729	42,284	82,993
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	600	636	1,236	31,136	65,998
Fifth Avenue	900	1,099	1,999	27,559	18,483
Imperial	400	467	867	15,175	664
Total Chrysler	**3,300**	**3,531**	**6,831**	**124,225**	**171,084**
Omni	0	0	0	4,078	26,545
Daytona	900	900	1,800	28,172	65,029
Shadow	2,300	2,367	4,667	77,328	79,643
Dynasty	2,700	2,667	5,367	93,608	103,901
Lancer	0	0	0	0	1,528
Spirit	2,500	2,812	5,312	80,856	87,280
Total Dodge	**8,400**	**8,746**	**17,146**	**284,042**	**363,926**
CHRYSLER MOTORS	**17,200**	**17,899**	**35,099**	**571,628**	**741,895**
Escort	8,121	8,184	16,305	192,710	271,996
Mustang	3,659	3,553	7,212	106,195	160,793
Tempo	3,010	2,928	5,938	104,999	118,422
Taurus	7,865	7,948	15,813	276,066	284,766
Thunderbird	3,365	2,918	6,283	94,156	115,889
Total Ford Div.	**26,020**	**25,531**	**51,551**	**774,126**	**951,866**
Topaz	1,402	1,487	2,889	40,069	55,266
Cougar	2,260	2,707	4,967	63,348	98,569
Sable	2,484	2,532	5,016	84,874	94,187
Total Mercury	**6,146**	**6,726**	**12,872**	**188,291**	**248,022**
Continental	1,187	1,205	2,392	47,553	50,761
Mark VII	216	217	433	16,103	16,410
Town Car	2,799	2,843	5,642	119,764	96,609
Total Lincoln	**4,202**	**4,265**	**8,467**	**183,420**	**163,780**
Total L-M Div.	**10,348**	**10,991**	**21,339**	**371,711**	**411,802**
FORD MOTOR CO.	**36,368**	**36,522**	**72,890**	**1,145,837**	**1,363,668**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,644	1,997	4,641	73,250	49,801
Century	0	2,347	2,347	53,328	104,548
Riviera	606	534	1,140	17,784	15,426
Electra/Park Ave.	2,610	3,034	5,644	45,574	63,333
LeSabre (fwd)	3,760	3,495	7,255	128,579	121,345
LeSabre (rwd)	0	0	0	4,022	5,843
Reatta	0	0	0	5,277	4,803
Total Buick	**9,620**	**11,407**	**21,027**	**327,814**	**372,012**
Eldorado	631	575	1,206	17,091	23,384
Seville	627	558	1,185	27,649	17,145
Brougham (rwd)	1,100	1,115	2,215	25,628	43,908
DeVille (fwd)	3,640	4,421	8,061	129,088	145,792
Allante	89	89	178	3,025	2,467
Total Cadillac	**6,087**	**6,758**	**12,845**	**202,481**	**232,696**
Cavalier	9,572	8,742	18,314	271,690	286,588
Camaro	2,050	2,068	4,118	60,492	81,471
Celebrity	0	0	0	0	70,720
Corsica/Beretta	6,160	6,174	12,334	228,002	298,206
Caprice	0	0	0	181,868	138,451
Corvette	560	616	1,176	18,878	19,896
Total Chevrolet	**18,342**	**17,600**	**35,942**	**760,930**	**895,332**
Calais	2,762	2,515	5,277	82,589	71,794
Cutlass Ciera	0	1,346	1,346	56,875	69,691
Cutlass Supreme	2,158	2,161	4,319	75,307	87,531
Toronado	364	321	705	12,426	7,391
88 (fwd)	2,672	2,273	4,945	83,038	111,557
88 (rwd)	0	0	0	1,223	6,210
98	1,560	448	2,008	36,692	57,083
Total Oldsmobile	**9,536**	**9,064**	**18,600**	**348,150**	**411,257**
Sunbird	4,000	3,770	7,770	129,117	115,871
Grand Am	6,360	5,223	11,583	171,707	190,329
Firebird	1,200	1,132	2,332	35,652	45,643
Grand Prix	3,238	3,170	6,408	97,204	103,365
Pontiac 6000	0	1,361	1,361	44,461	65,530
Bonneville	1,683	1,533	3,216	63,163	75,312
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**16,481**	**16,189**	**32,670**	**541,304**	**598,741**
Total Saturn*	**150**	**150**	**300**	**1,875**	**0**
GENERAL MOTORS	**60,216**	**61,168**	**121,384**	**2,182,554**	**2,510,038**
DIAMOND-STAR	**3,530**	**3,884**	**7,414**	**118,452**	**61,871**
HONDA	**9,180**	**8,913**	**18,093**	**345,580**	**291,946**
Civic	1,500	1,407	2,907	85,865	107,079
Accord	7,680	7,506	15,186	259,715	184,867
MAZDA†	**3,784**	**3,887**	**7,671**	**140,410**	**162,065**
NISSAN	**2,528**	**2,412**	**4,940**	**69,425**	**93,923**
NUMMI	**4,200**	**4,195**	**8,395**	**159,220**	**158,485**
Corolla	2,100	2,101	4,201	80,171	64,060
Geo Prizm/Nova	2,100	2,094	4,194	79,049	94,345
SUBARU-ISUZU	**1,000**	**795**	**1,795**	**23,425**	**0**
TOYOTA	**4,452**	**4,335**	**8,787**	**173,740**	**111,493**
TOTAL CARS, U.S.	**142,458**	**144,010**	**286,468**	**4,930,271**	**5,495,304**
TOTAL CARS, CANADA	**21,741**	**25,965**	**47,706**	**821,512**	**758,830**
U.S., CANADA CARS	**164,199**	**169,975**	**334,174**	**5,751,783**	**6,254,134**
U.S., CANADA CARS AND TRUCKS	**263,107**	**265,274**	**528,381**	**9,571,738**	**10,315,003**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe. *Estimated

CANADIAN CAR

	Week Ended Oct. 13, 1990	Week Ended Oct. 6, 1990	Oct to Date	Jan. 1 to Oct. 13, 1990	Jan. 1 to Oct. 14, 1989
Monaco	670	707	1,377	8,603	0
Premier	290	287	577	9,986	28,282
CHRYSLER MOTORS	**960**	**994**	**1,954**	**18,589**	**28,282**
Tempo	2,998	3,190	6,188	91,937	102,772
Topaz	791	1,353	2,144	34,503	43,694
Crown Victoria	2,091	2,718	4,809	94,789	93,386
Grand Marquis	2,453	3,030	5,483	87,806	100,731
FORD MOTOR CO.	**8,333**	**10,291**	**18,624**	**309,035**	**340,583**
Celebrity	0	0	0	20,319	17,631
Cutlass Ciera	1,424	1,827	3,251	61,254	99,163
Lumina	4,400	5,180	9,580	172,608	126,643
Regal	2,000	2,542	4,542	77,613	61,913
GENERAL MOTORS	**7,824**	**9,549**	**17,373**	**331,794**	**305,350**
CAMI*	**850**	**850**	**1,700**	**8,500**	**0**
HONDA	**1,720**	**2,084**	**3,804**	**81,702**	**65,758**
HYUNDAI	**660**	**743**	**1,403**	**18,223**	**0**
TOYOTA	**1,250**	**1,298**	**2,548**	**47,416**	**12,523**
VOLVO	**144**	**156**	**300**	**6,253**	**6,334**
TOTAL CARS, CANADA	**21,741**	**25,965**	**47,706**	**821,512**	**758,830**

U.S. TRUCK

Caravan	1,200	1,301	2,501	72,472	84,078
Dakota	1,700	1,857	3,557	57,660	74,226
Caravan C/V	0	0	0	4,171	5,407
Ram pickups	2,100	2,215	4,315	84,525	41,290
Total Dodge	**5,000**	**5,373**	**10,373**	**218,828**	**238,001**
Cherokee	3,900	3,920	7,820	125,487	174,648
Comanche	300	347	647	7,194	22,685
Grand Wagoneer	0	335	335	5,594	8,217
Wagoneer	100	113	213	3,158	6,449
Total Jeep	**4,300**	**4,715**	**9,015**	**141,433**	**211,909**
Voyager	1,100	1,108	2,208	67,292	78,565
Town & Country	0	0	0	2,078	2,949
Total C-P Div.	**1,100**	**1,108**	**2,208**	**69,370**	**81,514**
CHRYSLER MOTORS	**10,400**	**11,196**	**21,596**	**429,631**	**531,424**
Aerostar	4,959	5,035	9,994	169,532	178,168
Bronco	968	986	1,954	40,939	58,389
Bronco II/Explorer	5,841	6,425	12,266	155,651	93,421
Navajo	308	384	692	5,192	0
Econoline	4,208	3,488	7,696	149,577	177,732
Mediums/Heavies	1,148	1,158	2,306	41,238	47,331
Light trucks	10,436	9,841	20,277	368,170	416,295
Ranger	6,649	5,603	12,252	225,004	249,206
Total Ford Div.	**34,517**	**32,920**	**67,437**	**1,155,303**	**1,218,542**
FORD MOTOR CO.	**34,517**	**32,920**	**67,437**	**1,155,303**	**1,218,542**
Astro	3,025	3,231	6,256	103,939	130,046
Blazer	0	0	0	13,603	22,108
Lumina APV	2,017	1,893	3,910	69,357	0
Mediums/Heavies	488	434	922	6,818	5,433
P-Model	0	0	0	17,306	24,445
Pickups	7,580	7,996	15,576	340,030	320,820
S-10	4,693	4,147	8,840	190,046	196,422
S-10 Blazer	3,740	1,403	5,143	62,358	142,853
Sportsvan/Van	1,230	1,348	2,578	48,626	77,133
Suburban	0	0	0	54,523	61,178
Total Chevrolet	**22,773**	**20,452**	**43,225**	**906,606**	**980,436**
Jimmy	0	0	0	4,137	6,721
Mediums/Heavies	538	602	1,140	6,608	9,603
P-Model	0	0	0	2,305	3,294
Pickups	2,035	1,594	3,629	120,287	98,173
S-15/Sonoma	1,115	657	1,772	42,043	48,568
S-15 Jimmy	1,122	472	1,594	20,759	40,937
Safari	1,004	849	1,853	36,325	34,938
Suburban	0	0	0	26,614	25,246
Vandura/Rally Vans	690	572	1,262	18,479	23,309
Total GMC	**6,504**	**4,746**	**11,250**	**277,557**	**290,789**
Olds Silhouette	507	633	1,140	25,773	0
Pontiac Trans Sport	986	1,028	2,014	37,625	0
GENERAL MOTORS	**30,770**	**26,859**	**57,629**	**1,247,561**	**1,271,227**
NAVISTAR	**1,580**	**1,603**	**3,183**	**58,340**	**64,167**
NISSAN	**2,450**	**2,489**	**4,939**	**111,835**	**95,548**
SUBARU-ISUZU	**1,180**	**894**	**2,074**	**26,125**	**0**
AM GENERAL	**450**	**450**	**900**	**17,640**	**18,090**
MISCELLANEOUS	**3,000**	**3,000**	**6,000**	**117,600**	**114,600**
TOTAL TRUCKS, U.S.	**84,347**	**79,411**	**163,758**	**3,164,035**	**3,313,598**

CANADIAN TRUCK

Caravan	1,746	2,256	4,002	97,717	114,693
Caravan C/V	75	3	78	5,688	8,551
Ram Wagon	256	287	543	17,259	20,760
Ram Van	1,240	1,641	2,881	48,410	57,176
Total Dodge	**3,317**	**4,187**	**7,504**	**169,074**	**201,180**
Voyager	1,396	1,761	3,157	78,754	99,115
Total Plymouth	**1,396**	**1,761**	**3,157**	**78,754**	**99,115**
Wrangler	1,200	1,557	2,757	46,092	62,273
Total Jeep	**1,200**	**1,557**	**2,757**	**46,092**	**62,273**
CHRYSLER MOTORS	**5,913**	**7,505**	**13,418**	**293,920**	**362,568**
FORD MTR. (lt. trks.)	**2,415**	**2,911**	**5,326**	**108,609**	**123,655**
Light trucks	2,755	3,110	5,865	134,061	127,006
Vans	1,160	0	1,160	39,900	46,704
Total Chevrolet	**3,915**	**3,110**	**7,025**	**173,961**	**173,710**
Light trucks	1,149	1,563	2,712	49,785	56,640
Vans	400	0	400	16,018	21,701
Total GMC	**1,549**	**1,563**	**3,112**	**65,803**	**78,341**
GENERAL MOTORS	**5,464**	**4,673**	**10,137**	**239,764**	**252,051**
CAMI*	**650**	**650**	**1,300**	**6,500**	**0**
NAVISTAR	**119**	**149**	**268**	**7,127**	**8,997**
TOTAL TRKS., CANADA	**14,561**	**15,888**	**30,449**	**655,920**	**747,271**
U.S., CANADA TRKS.	**98,908**	**95,299**	**194,207**	**3,819,955**	**4,060,869**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. *Estimated

8-millionth is 3 weeks behind 1989

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. automakers produced their 8-millionth vehicle last Wednesday. Last year, the 8-millionth vehicle was produced three weeks earlier — on Sept. 19.

Year-to-date, U.S. car and truck production is 8,094,306 units, down 8.11 percent from the year-ago total of 8,808,902.

Last week, 142,458 autos were assembled, 1.08 percent below the previous week and 0.24 percent above the year-ago week.

U.S. truck producers were scheduled to build 84,347 units last week, up 6.22 percent over the prior week and 32.05 percent above the same week in 1989.

Ford Motor Co. scheduled Saturday overtime at two plants — the Wayne, Mich., car plant and the Kansas City, Mo., truck plant.

This week, the company plans to idle four plants — Kansas City, Mo.; Atlanta; and Lorain, Ohio, car and truck due to inventory adjustment. Production is scheduled to resume Oct. 22.

General Motors scheduled overtime last week at Janesville, Wis., and Lansing, Mich. (plants A and B).

The plants produce Chevrolet Cavalier, Oldsmobile Cutlass Calais, Buick Skylark and Pontiac Grand Am.

GM's Arlington, Texas, plant is scheduled to close today for two weeks due to slow sales. The plant produces the Cadillac Brougham and the Chevrolet Caprice. Production is slated to resume Oct. 29.

Chrysler is scheduled to halt production at the Toledo, Ohio, plant today for inventory adjustment. The plant produces Jeep Cherokee, Comanche, Wagoneer and Grand Wagoneer. Production is scheduled to resume the week of Oct. 22.

A down week for Canadians

Canadian auto producers were scheduled to assemble 21,741 cars last week, 16.27 percent below the prior week but 24.80 percent above the year-ago week.

Year-to-date, 821,512 cars have been produced, leading last year's output at this time by 8.26 percent.

Truckmakers assembled 14,561 units last week, falling 8.35 percent below the prior week and 7.63 percent below the year-ago week.

So far this year, 655,920 trucks have been produced, 12.22 percent behind the year-ago total.

Ford launches Cargo output at Louisville

By Joseph Bohn
TRUCK EDITOR

Ford Motor Co. began producing its medium-duty Cargo truck line at its Kentucky Truck plant in Louisville last week.

The Cargo models formerly were imported from Brazil.

The company plans to produce about 3,000 annually at Louisville but has scheduled only 250 units for October-December.

Initially, Ford will produce only the heavier CF-8000 series, which has gross vehicle weight ratings of 33,000 to 36,000 pounds. A special CFT tandem-axle model has 44,000 to 51,000 gvw ratings.

Ford will add the CF-7000 series to Louisville production in March, according to Jeff Kahn, customer interface manager, Ford Truck Operations. The CF-7000 has a 29,500-pound gvw rating.

Ford will drop the CF-6000 and add a lighter 26,500-pound gvw model in the CF-7000 series.

Ford now uses North American-sourced components in Cargo production.

The change provides a greater commonality of parts among Cargo and Ford's F-series and L-series trucks.

Ford spent $6 million to convert its plant to Cargo production.

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Chrysler may ax Dodge/Jeep vehicle-sharing plan

y Mary Connelly
TOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp. xecutives may reconsider their plan to give odge dealers a Jeep-based sport-utility in the 993 model year.

And in the further pursuit of brand dis-nctiveness, they may not give the company's opular minivan to Jeep-Eagle dealers.

While no decisions have been made, Chrysler considering pulling the upscale sport-utility om the Dodge lineup to ensure the exclusivity f the Jeep brand, according to sources familiar ith the discussions.

In the spring of 1992, Jeep will begin sell-ng its version of the new vehicle as an up-market companion to the Jeep Cherokee.

Chrysler officials expect many Dodge dealers to be angry if the company reverses its decision. But the company may give Dodge dealers a separate victory. The company is also reconsidering its plan to give Jeep-Eagle dealers a version of the company's popular minivan. Late this summer, Chrysler ordered the tooling for a Jeep-Eagle minivan, code-named Commando. Jeep-Eagle dealers had anticipated selling the vehicle at the start of the 1992 model year.

Last year, Chrysler officials confirmed that exterior/interior designs for an Eagle minivan had been completed. At that time, the model was a short-wheelbase minivan with all-wheel drive as standard.

Chrysler's reassessment is a pivotal battle in a long-festering dispute within the company's three dealer networks. Chrysler-Plymouth, Dodge and Jeep-Eagle dealers have been squabbling over product allocation and seeking exclusive models since Chrysler bought American Motors in 1987 and created Jeep-Eagle to sell AMC products.

Any alteration of the Dodge product plan could touch off a dealer rebellion.

When told by *Automotive News* that Chrysler might reconsider giving ZD to Dodge, Ken Meade, chairman of the Dodge National Dealer Council, said, "I'm tired of having a sick, adopted sister we didn't ask for trying to take

see CHRYSLER, page 44

> "Before Chrysler bought AMC we had 4,000 relatively happy dealers. Now everybody is unhappy."
>
> **Ken Meade**
> Dodge National Dealer Council

Emission, mileage goals worry Japanese makers

y Mary Ann Maskery
TOMOTIVE NEWS STAFF REPORTER

TOKYO — Takeshi Yamada, a onda Motor Co. director who versees the company's research to environmental technology, re-alls that when the United States rst moved to set fuel-efficiency andards in the 1970s, the indus-y was able to respond because e problem was specific.

Although the introduction of rporate average fuel economy andards represented a "severe ock," he recalled last week, onda was able to respond with its VCC engine.

But today, he says, everybody ants everything, and he's not nfident about the industry's abil-y to respond. There are more roblems today, he says, and ey're more severe.

"Besides emission control, safety d fuel efficiency, there are recy-ing and other environmental sues," he said. "I wish someone ould indicate which is more im-ortant. But no one has decided, we must watch everything."

Yamada's response mirrors the perplexed reaction of many Japanese carmakers to a barrage of new emissions, safety and fuel-efficiency requirements coming out of the United States.

Like their American counterparts, Yamada says, Japanese carmakers want some priorities on a variety of equally demanding — and often mutually exclusive — goals.

For example, Yamada says, California's recently stated tailpipe standards — the toughest in the nation — are "impossible" to attain given other, conflicting demands on automakers.

The California plan calls for the introduction by 1994 of progressively and dramatically cleaner cars, and stipulates that 2 percent of all new cars sold in the state by 1998 have zero emissions.

In reality, Yamada says, California is talking about a shift to electric cars. "Working with current technology and with the standard gasoline engine, the regulations are

see AIR, page 44

Selling price of Acura NSX is a lot more than sticker

y Liz Pinto
TOMOTIVE NEWS STAFF REPORTER

When the list of what's hot and what's not is compiled for 1991, the ew Acura NSX could hold the o. 1 slot in the hot column.

Hopeful owners are lining up at cura dealerships across the coun-y, some ready to plunk down al-ost twice the $60,000 sticker rice for the handcrafted, all-alu-inum sports coupe from Honda otor Co. Ltd.

The NSX, the first Japanese ex-tic car to reach the United States, a 3.0-liter mid-engined V-6 that oasts 270 horsepower and can print from 0 to 60 mph in 5.6 sec-nds.

Thomas Elliott, executive vice president at American Honda Motor Co., says he's heard of NSX models going for as much as $108,000. A more typical price is $75,000 to $80,000, he said.

Still, with a gross profit of more than $10,000 in the $60,000 sticker, a single NSX sale can be a boon to Acura dealers. Between 20 percent and 50 percent of Acura dealers still aren't profitable, Elliott said.

"If someone wants to pay more money (than list price) for it, we're no different from anyone else. We'll take it," said Harvey Mack, a salesman at Acura of Seattle. "We're taking deposits on the car,

see NSX, page 42

Showrooms in Toyota's new $145 million complex are spread over six floors. Here, an MR2 draws interest.

DAVID L. NELSON PHOTOS

Toyota's newly opened flagship showroom in Tokyo. The 14-story complex is meant to put car buying on a "new plane," the company says.

SAYONARA

Door-to-door car salesmen are on the road to oblivion as an era wanes in Japan

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — For generations of Japanese car buyers, he has been an honored link to the seller, a welcome personal face on an otherwise faceless corporation.

For the producer, he has been a vital conduit between factory and buyer. Indeed, as late as 1985, he sold nine out of every 10 cars registered in Japan.

But the *homon-man*, literally door-to-door trade man, is going the way of the *samurai* as Japan discovers that the time-honored practice of peddling cars door-to-door is no longer affordable. Pressured by demographics, changing social customs and the higher expectations of a new generation, Japan's auto industry is scrambling to shift its primary sales effort from the living room to the showroom.

"The labor shortage that is forcing manufacturers into heavy capital investment for rationalization schemes is doing the same to dealers," says Kazumasa Goto, vice president of the Japan Automobile Dealers Association.

see DOOR, page 42

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Free at last? DeLorean settles last car project suit

By Edward Lapham
MANAGING EDITOR

DETROIT — Former automaker John Z. DeLorean has agreed to pay $7 million to settle the last of the civil claims against him that stem from his defunct stainless-steel sports-car project.

The agreement, reached Oct. 11 in the chambers of U.S. District Judge Gerald E. Rosen, frees DeLorean from litigation involving the car project for the first time since the venture folded in 1982.

DeLorean

DeLorean may still face criminal contempt charges in Detroit and could be jailed, according to a transcript of the settlement proceedings obtained by *Automotive News*.

DSQ Property Co. Ltd., successor company to his defunct Northern Ireland factory known as DeLorean Motor Cars Ltd., agreed to discontinue proceedings involving a $54 million default judgment granted against DeLorean in 1988 in the High Court of Justice in London.

Last December, another High Court decision lifted DeLorean from that judgment, but the matter was on appeal to the House of Lords to reinstate the award. Earlier last year, the U.S. District Court in Detroit had ordered DeLorean to pay the $54 million default judgment, and the U.S. Sixth Circuit Court in Cincinnati affirmed the decision.

The 65-year-old former automaker now will have paid a total of $16.4 million to settle claims against him stemming from his short-lived automaking venture in Belfast, Northern Ireland. In 1987, DeLorean reached a $9.4 million agreement with the trustee of the bankrupt DeLorean Motor Co., settling claims against him by the company and its creditors.

Although he called it a global settlement, Rosen told DeLorean he might still face criminal contempt charges stemming from payments DeLorean and his attorneys received from the frozen assets of DeLorean-owned Logan Manufacturing Co., in apparent violation of a court order.

"Courts speak through their orders," Rosen told DeLorean. "They mean nothing if lawyers and their clients believe they are free to circumvent, avoid or blatantly act in derogation of those orders. The only authority that a federal District Court has to enforce its orders is to find a contempt. They are not to be violated frivolously, willy-nilly."

Rosen said DeLorean and at least one of his attorneys may yet face a fine or incarceration for criminal contempt.

The $7 million settlement will be paid in two installments through DeLorean's snow-grooming equipment company in Logan, Utah. The first payment of $3 million is due April 30, 1991. The second payment of $4 million is due Jan. 31, 1992.

DeLorean, who once headed Chevrolet and Pontiac, left General Motors in 1973. In 1976, he incorporated DeLorean Motor Co. and began the fundraising efforts that eventually took his sports-car assembly plant to troubled Northern Ireland.

Production began in February 1981 and totaled fewer than 9,000 of the stainless-steel sports cars. The British government, a major creditor, placed the insolvent Belfast factory in receivership in February 1982. The parent U.S. company finally collapsed into bankruptcy in October 1982 and filed for protection from its creditors under Chapter 11 after DeLorean was arrested on federal drug charges in Los Angeles. DeLorean was acquitted of all charges.

In 1985, he was indicted on fraud and racketeering charges by a federal grand jury in Detroit. Those charges related to $17.65 million that disappeared from the sports-car project. In December 1986, DeLorean was acquitted of all those charges in a federal court trial in Detroit.

Although DeLorean is now free from litigation, others are not. The trustee of bankrupt DeLorean Motor Co. has a $300 million suit pending against Arthur Andersen & Co., the international accounting firm that audited some DeLorean-controlled companies. And Frederick Bushell, one-time chairman of Group Lotus, is slated to stand trial in April in Belfast on fraud charges related to the missing $17.65 million.

AUTOMOTIVE NEWS/JOE WILSSENS

GM Chairman Robert Stempel, left, and UAW President Owen Bieber shook hands Friday after signing the labor agreement that will guide GM workers for the next three years.

Chrysler seeks 10-hour shifts for vans

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Workers at Chrysler Corp.'s St. Louis II plant fear that a new national contract between Chrysler and the UAW could force them to accept a 10-hour-a-day, four-day work week.

Last fall, the local workers rejected the plan, which Chrysler says would allow it to produce more of its profitable minivans without new capital investment.

Talks between Chrysler and the union are expected to speed up this week. The union is expected to announce an Oct. 31 deadline to reach an accord with Chrysler, which hopes to break the pattern set at Ford Motor Co. and General Motors.

Ford hourly workers were expected to ratify their contract on Sunday, Oct. 21. GM hourly workers adopted a similar three-year pact Sept. 30. Chrysler officials say they can't afford to follow the same pattern. The old contracts for the Big 3 expired Sept. 14.

At an Oct. 11 meeting, Chrysler Chairman Lee Iacocca told UAW negotiators that Chrysler needs at least three things to remain competitive, according to a negotiator who requested anonymity. Those three things were:

- Lower health care costs
- Lower pension costs
- A 10-hour work day at the St. Louis II plant, which builds minivans.

"He was really serious about the three-crew system at St. Louis," the negotiator said, "about as serious as he was about health care; he surprised me."

St. Louis II produces the long wheelbase minivans — the Grand Voyager and Grand Caravan passenger and cargo models, and the Town & Country. Through September, 141,304 vehicles had been produced at the plant in 1990.

Minivans are the most profitable of all Chrysler-built vehicles. The three-crew system could allow the plant to produce about 25 percent more without additional capital because work time would increase from 16 hours a day to 20. The plant would operate with three work crews for six or seven days a week.

Employees at the plant rejected the three-crew proposal last November because they insisted on overtime pay for weekends and for work beyond eight hours daily.

Stan Marshall, UAW vice president and head of the union's Chrysler department, says he

see CHRYSLER, page 47

Oct. 25 is CAW, Chrysler D-day

By Alex Law
STAFF CORRESPONDENT

TORONTO — The Canadian Auto Workers has set a strike deadline of midnight Thursdaywith Chrysler Canada. Chrysler is the last of the Canadian Big 3 without a contract now that General Motors of Canada workers have overwhelming approved a three-year deal.

On Friday, a Chrysler spokesman said the company would likely present an economic package over the weekend. The company did not indicate whether it was prepared to go along with the bargaining pattern established at Ford of Canada and GM of Canada.

But the spokesman noted that Chrysler's local issues are different than Ford's or GM's, and that those two contracts weren't identical. There's a lot of work to do to get a settlement by Thursday, he admitted, but a deal is "do-able."

At GM of Canada, about 90 percent of voting workers agreed on a pattern deal based on the one reached between Ford and the union in September. The deal calls for wage increases, including cost of living allowances, of 7.5 percent in the first year, 6.7 percent in the second, and 4.8 percent in the third. The average base rate is now $17.82 (U.S. $15.24); $1.62 (U.S. $1.38) is for COLA.

TRIPLE WALLOP

Taxwriters eye guzzlers, luxury and gas

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Congressional budget negotiators headed into the weekend with their sights set on higher gasoline and gas-guzzler taxes as well as a new tax on luxury cars.

The House proposal approved last week included doubling the current gas-guzzler tax and placing a 10 percent luxury tax on the price of a car above $30,000.

The gas-guzzler proposal would boost the minimum penalty from $500 to $1,000 for cars that get 21.5 mpg to 22.5 mpg. At the other extreme, the maximum penalty would increase from $3,850 to $7,700 for cars that get less than 12.5 mpg.

The Senate bill also contained the luxury tax in addition to a proposed 9-cent-per-gallon increase in the gasoline tax; it would total 18.5 cents by 1992. The tax on diesel fuel would jump from 15 cents to 24.5 cents per gallon.

Negotiations between House and Senate to reconcile their budget packages were expected to continue through the weekend.

Observers expected the luxury tax to remain in the final bill because it was included in both the House and Senate proposals. The fate of the increases in gas-guzzler and gasoline taxes was less certain. Members of the Senate finance committee, the upper body's revenue-raising committee, have favored the gas-guzzler tax in the past.

Chrysler Corp. has backed an increased gasoline tax; Ford Motor Co. conditionally supported an increase, and General Motors opposes it.

The import auto industry aggressively fought the luxury and gas-guzzler proposals last week, arguing that both measures are discriminatory.

The domestic industry lobbied to have the $30,000 luxury tax adjusted annually for inflation. It fears that more cars will cross that threshold in years to come, especially as prices increase to reflect the cost of air bags and additional safety features.

"The tax is not equitable in that it's not indexed (to inflation)," said H. Thomas Greene, executive director of the legisiative group for the National Automobile Dealers Association. He said a $25,000 car today will be a $30,000 car in a couple years "and that's when you get into taxing a family-sized vehicle."

The EPA has classified 47 cars as gas guzzlers for the 1991 model year.

"The gas-guzzler tax would hit many of the cars that would also be hit by the luxury car tax. That's a substantial increase," Greene said. "Any time the price goes up, the chances of reduced sales are of concern."

The domestic automakers successfully fought a House Ways and Means Committee proposal that

see TAXES, page 47

GAS GUZZLER TAX PROJECTIONS

The EPA projects sales and computes gas guzzler taxes to come up with an estimate of the amount automakers will pay the IRS. At current rates, EPA projects tax collections this way:

Maker	1990 (millions of dollars)	1991
Mercedes	$33.1	$32.2
BMW	12.7	16.3
Cadillac	9.4	15.0
Infiniti	12.0	11.5
Porsche	3.8	6.3
Rolls-Royce	4.4	4.2
Jaguar	7.1	2.9
Audi	3.5	2.6
Ferrari	1.9	2.2
Other makers	2.7	0.1
Total industry	$90.6	$93.3

Source: EPA

Correction

Bivouac Industries of Vandalia, Mich., is producing van conversions on a small scale, according to company President Scott Chapman.

Chapman said Bivouac has a skeleton crew converting vans while he negotiates with banks to restructure the company.

Automotive News reported last week that the company had closed while seeking further credit extensions.

Ford targets Taurus owners with new Crown Victoria

Laura Clark
OMOTIVE NEWS STAFF REPORTER

Ford Division will position its w full-sized Crown Victoria as a p-up vehicle from its successful d-sized Taurus when the Crown ctoria is introduced March 21.

Ford officials expect the new r's relatively aerodynamic shape d its handling and smoother en- ne to appeal both to current wners of full-sized cars and to ospects moving up from mid- ed cars such as Taurus and its mpetitors, according to Keith agee, Ford Division general mar- ting manager.

The Crown Victoria and its sister r, the Mercury Grand Marquis, ve not greatly changed since the 79 model year and have enjoyed strong position in the full-sized gment of the market.

Ford said Crown Victoria took .9 percent of the full-sized car gment in the 1990 model year, d Grand Marquis took 12.4 per- nt. But because of their tradi- nal styling, the cars had limited peal to owners of aerodynamic oducts like the Taurus and Mer- y Sable.

"Our dealers tell us they'll have trouble selling the new model to eir traditional full-sized-car cus- mers, while consumer research indicates that the new design also will have a strong appeal to buyers who like contemporary styling," said Magee.

Ford officials say the new Crown Victoria will be more of a "driver's car" with more responsive handling and a less "cushy" ride than the current model.

Ford said the more than 1.5 million Taurus owners in the United States will be excellent prospects for the restyled Crown Victoria.

The new model is expected to reduce the median age of a Crown Victoria buyer to 54 from the current 65.

Ford expects car sales in the United States to increase 6 percent during the next seven years. It looks for an increase of about 8 percent in the upper-middle segment in which Taurus competes and a decline of about 8 percent in the large-car market in which Crown Victoria competes.

"We are looking at the Crown Victoria to grow in a shrinking segment; one way to do that is to get people into a Crown Victoria before they go somewhere else," said a Ford spokeswoman. She declined to give sales projections for the car. Ford sold 97,403 Crown Victoria sedans in the 1989 calendar year.

Ford is dropping the Crown Victoria and Country Squire wagons because of declining sales. Ford sold about 11,000 of the wagons in 1989.

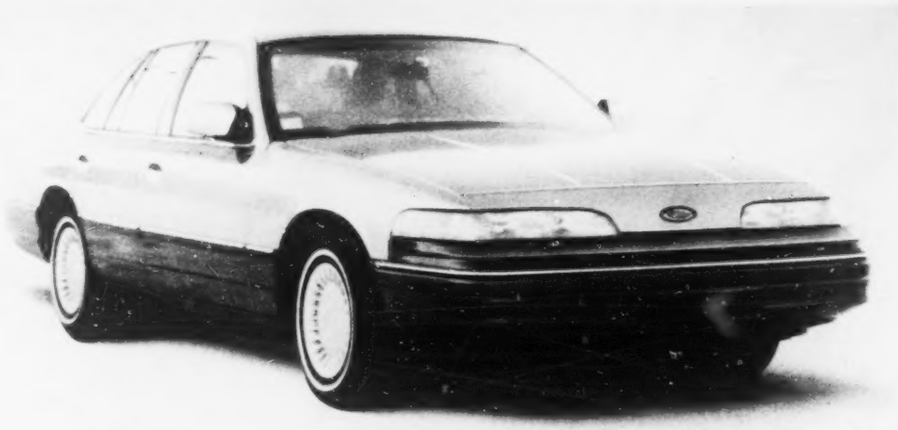
Although Ford believes the softer look of the new Crown Victoria will appeal to conventional buyers as well as Taurus owners attached to the aero look, the Ford spokeswoman said the division has not finalized specific marketing plans to accomplish that conversion.

Ford is also looking closely at the competition. Recently in separate clinics, Ford asked retail buyers and fleet customers to evaluate the 1992 Crown Victoria and the 1991 Chevrolet Caprice, which was restyled and went on sale last January.

For the first nine months of 1990, Crown Victoria sales were off 0.41 percent, at 87,767 units. For the same period, Caprice sales were up 2.38 percent, at 130,006 units.

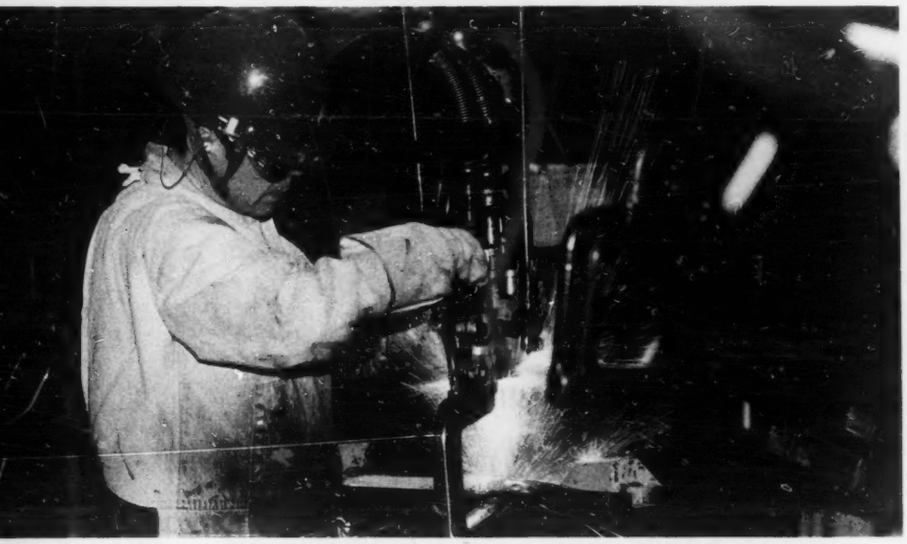
Major Ford fleet customers preferred the 1992 Crown Victoria to the 1991 Caprice in a side-by-side comparison, said Bill Willis, Ford

see CROWN VIC, page 46



POPULAR MECHANICS/JIM DUNNE

The new Ford Crown Victoria, to be introduced in March, will feature rounded styling similar to the Taurus.



rumizu Suzuki works on one of three lines specially designed for older workers at Nissan's Oppama plant.

GRAY POWER

Japan automaker caters to older workers to counter effects of shrinking labor pool

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Five years ago, Harumizu Suzuki, a 55-year-old welder at Nissan Motor Co. Ltd.'s Oppama plant, might have been reassigned to sales or politely "asked" to take early retirement for being unable to keep up with the grueling pace on the assembly line.

In the economic climate of the time, Japan's carmakers were trying to slash costs to the bone. And on the line, speed and agility were prized more than even 21 years of experience.

No more.

Spurred by the demographic graying of the population and its inevitable consequence — a rapidly shrinking labor pool — Japan's corporations are scrambling to fill the gaps in their worker ranks with everything from foreign recruitment to increased spending on high-tech automation.

At Oppama, where a third of the plant's 2,600 workers are over 45, Nissan has set up three assembly lines especially for older workers, hoping to keep them on the payroll.

For the automakers, the pressure of an aging, declining labor pool has been exacerbated by an unforeseen surge in sales — just as production workers have become

see LABOR, page 10

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GM arms employees with quality facts

Workers, retirees asked to tout gains

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

If you're chatting with a General Motors employee about product quality and the person reaches for their wallet, watch out — you're about to get hit with facts.

GM this month sent a "fact book" to each of its 500,000 employees and 330,000 retirees. GM executives hope those people will uniformly trumpet GM's recent quality achievements to friends, neighbors and relatives.

To make it even more convenient for use at cocktail parties and barbecues, highlights from the folder are boiled down into a laminated, wallet-sized card.

The folder and card are an extension of GM's "Putting Quality On The Road" marketing campaign that began May 1, said William Quigley, executive in charge of

Keep These Quality Facts In Mind

GM quality is competitive

- The Harbour & Associates study shows GM vehicles are now built better than the average European and are within one-half of one defect of the average Japanese import.
- For the third year in a row, the J.D. Power IQS ranked a GM nameplate as maker of the most trouble-free U.S. cars.

GM quality lasts

- GM vehicles were the most dependable U.S. makes in the J.D. Power Vehicle Dependability Index study of 4- to 5-year-old 1985 models — and more dependable than the average Asian or European import.
- For a decade, 3- to 5-year-old GM cars have held their value better than all other U.S. cars, according to a GM corporate study. Our trucks hold their value better than all other trucks sold in America — foreign or domestic.
- In 1989 there was a higher percentage of 1979 GM cars still on the road than '79s from Ford, Chrysler, Toyota, Nissan or Honda.

GM builds reliability into every part

- A GM study shows that our automatic transmissions are more problem-free than those of any domestic competitor — and most imports.

Outstanding engines

- 2.3-liter *Quad 4* is as problem-free as 2.0-liter engines from Toyota or Honda.
- *3800 V6* is competitive with Toyota 2.8-liter L6 or Honda 2.7-liter V6.
- 4.5-liter *Cadillac V8* has fewer owner-reported problems than V8s from Toyota or Mercedes-Benz.

Quality is a way of life at GM. And we're going to keep working to make every GM car or truck the best in the world.

This is not the first time GM has asked its people to be roving ambassadors. But this is a more mass-communications.

sive, coordinated effort.

"In some of our survey work with employees, we heard 'We

see QUALITY, page 41

GM exec Hoglund slated to speak at World Congress

William E. Hoglund, General Motors executive vice president in charge of the Automotive Components Group and the Power Products and Defense Operations Group, will speak to the 1991 Automotive News World Congress on Monday night, Jan. 14.

Hoglund

The World Congress will be held at the Westin Hotel in Detroit Jan. 13-16.

Hoglund has held this position since June 27, 1988, when he was promoted from group executive in charge of

see CONGRESS, page 41

High-tech engine mount may quiet inline 4 and 6 bangers, cut costs

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

A new type of computer-controlled, "active" engine mount promises to make shaky inline four-cylinder and V-6 engines as quiet and vibration-free as a V-8.

The development of active engine mounts could give new life to aged four-cylinder engines, save vehicle weight, increase fuel economy and conserve billions of dollars in engine development costs.

Until recently, increased consumer awareness of noise, vibration and harshness has been pushing makers away from fours to smooth-running inline six, V-6, V-8 and even V-12 engines.

But the threat of tougher fuel economy standards, chassis weight-reduction programs and consumer anxiety about rising fuel prices beg engineers to reconsider the low weight, mechanical simplicity and thermal efficiency of four-cylinder engines. And this engineering breakthrough would eliminate the four-cylinder engine's greatest disadvantage.

Three companies claim to have arrived at the new engine-quieting technology independently. Lotus Engineering of Norfolk, England in conjunction with engine mount maker Carl Freudenberg of West Germany; Noise Cancellation Technologies Inc., of New York; and Aura Systems Inc., of El Segundo, Calif., have all recently claimed development of an active engine-mount system.

Lotus and Noise Cancellation Technologies claim their electronic systems are far more effective than engine-powered balance shafts because the additional power required to smooth the engine is less — 0.1 horsepower for engine mounts versus approximately 1.0 to 3.0 horsepower for a balance shaft.

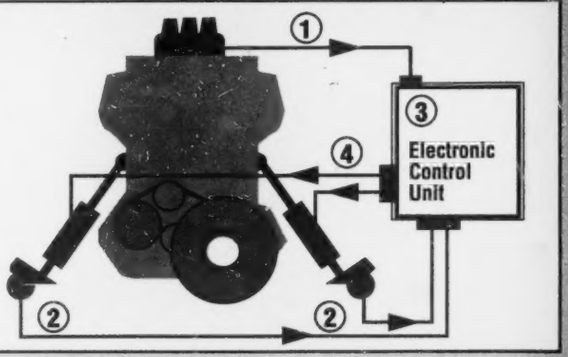
Active mounts weigh less (5 to 10 pounds vs. 20 pounds). They could also reduce engine-packaging problems by eliminating bulky balance-shaft systems. And finally, because they are computer controlled and programmable, they are adaptive to a much wider range of engine speeds and loads.

Balance-shaft systems provide their vibration reducing benefit in a relatively narrow range of engine speeds and loads.

Wilhelm Cashen, an Aura Systems representative, said his company is currently developing an electro-magnetic version of an active mount for automotive applications. The Lotus and Noise Can-

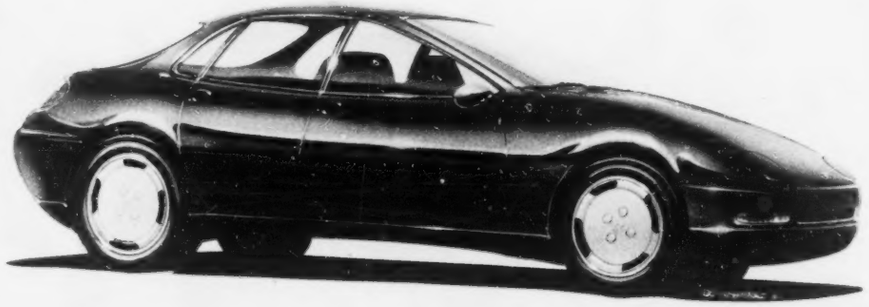
see MOUNT, page 41

How active engine mounts work



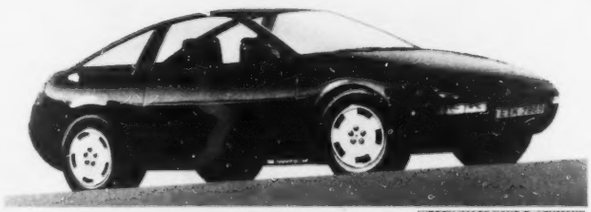
1. Engine speed sensor reports to Electronic Control Unit.
2. Chassis accelerometers measure vibration between body structure and engine.
3. ECU calculates how far and fast engine mounts must move to keep engine vibration from reaching chassis.
4. ECU triggers engine mount movement.

AUTOMOTIVE NEWS / DAVIS L. BURNHAM



Porsches for the '90s

Porsche apparently is planning to close out the century with two all-new cars. The first is a four door that will replace the 928. Power will come from a new V-8, displacing between 3.5 and 4.0 liters and making between 300 to 400 horsepower. Porsche has also conducted extensive testing of a small two-door sports car.



HIDDEN IMAGE/HANS G. LEHMANN

Extra selling day boosts early October sales

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Aided by an extra selling day, sales of U.S.-made cars and trucks in the first 10 days of October rose 9.3 percent over last year. Domestic automakers had nine selling days in early October and sold 269,274 vehicles compared to 246,378 in eight days last year.

The daily selling rate was down slightly.

Every domestic maker except Ford Motor Co. reported higher combined car and truck sales. Ford's car sales were down 15.4 percent, and its truck sales fell 11 percent for a combined drop of 13.7 percent.

Total domestic car sales of 182,339 were up 14.4 percent over last year. Truck sales fell only 48 units to 86,935.

It was not all good news. This year, the daily selling rate for cars and trucks was 29,919, down from 30,797 in early October last year. The decline in the daily rate is not a good sign, said Tom Webb, chief economist for the National Automobile Dealers Association.

"Unresolved developments in

see SALES, page 41

10-DAY SALES

DOMESTIC BUILT CARS

	Oct. 1-10, 1990	% change '90 vs. '89
Eagle	971	– 30.3
Chrysler	5,602	+ 20.6
Dodge	12,394	+ 31.4
Plymouth	7,267	+ 0.2
CHRYSLER MTRS.	**26,234**	**+ 15.5**
Ford	32,927	– 22.4
Lincoln	6,058	+ 37.9
Mercury	8,619	– 8.7
FORD MOTOR	**47,604**	**– 15.4**
Buick	14,446	+ 59.6
Cadillac	8,571	+ 38.1
Chevrolet	30,345	+ 25.4
Oldsmobile	13,401	+ 14.7
Pontiac	22,277	+ 29.8
GENERAL MTRS.	**89,040**	**+ 30.4**
HONDA	**9,313**	**+ 37.8**
MAZDA	**1,184**	**+ 167.9**
MITSUBISHI	**1,092**	**+ 20.1**
NISSAN	**1,820**	**+ 26.9**
SUBARU	**299**	**—**
TOYOTA	**5,753**	**+ 122.0**
U.S. CAR TOTAL	**182,339**	**+ 14.4**
TRUCKS		
Chrysler	51	– 38.6
Dodge	9,117	– 21.1
Jeep	3,990	– 17.7
Plymouth	3,600	– 1.0
CHRYSLER MTRS.	**16,758**	**– 16.7**
FORD MOTOR	**32,052**	**– 6.8**
Chevrolet	26,738	+ 19.0
GMC	7,266	+ 12.2
Oldsmobile	667	—
Pontiac	635	—
GENERAL MTRS.	**35,306**	**+ 20.8**
ISUZU	**582**	**—**
MAZDA	**154**	**—**
NISSAN	**2,083**	**+ 28.7**
U.S. TRK. TOTAL	**86,935**	**+ 1.8**
U.S. CAR-TRUCK TOTAL	**269,274**	**+ 9.3**

There were 9 selling days in the period this year and 8 last year.

Slang slur upsets San Francisco

City supervisor's letter says pulled Chevy video is discriminatory

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

San Francisco's board of supervisors last week expressed outrage that a Chevrolet product video used the term "faggot" to describe small, foreign-made pickup trucks.

Supervisor Richard Hongisto registered the protest in a letter to General Motors Chairman Robert Stempel that was signed by nine of Hongisto's board colleagues. The letter noted that the City of San Francisco purchased $500,000 in products last year from GM and that business with GM could be in jeopardy.

The video had limited distribution before being pulled, and GM apologized for the remarks immediately after they were criticized in September. It was part of a large display of 1991 cars and trucks shown to dealers, employees and news media in Nashville, Tenn., and Detroit.

In display scenes, a video captured real consumers and dealers discussing their attitudes on various subjects. A pickup truck display included comments from one customer that "no foreign manufacturer makes a decent-size pickup truck," said Chevrolet spokesman Ralph Kramer.

"He says, 'Either it's a big truck or a little faggot truck, you know,' " Kramer said.

Hongisto said the board considered the slur a violation of GM's vendor relationship with the city and that the matter has been referred to the San Francisco Human Rights Commission for further investigation.

When GM sells vehicles to the city, Hongisto wrote, the company agrees "not to engage in discriminatory practices against lesbians and gay men.

Hongisto said the slur was intentional since it was chosen for the display from more than 90 hours of taped interviews.

The letter requests an apology from the automaker and a commitment to "universal compliance with anti-discrimination laws," requests information on company anti-discrimination policies and asks whether GM planned to distribute educational material to sensitize employees about lesbian and gay co-workers and customers.

"We will respond to the letter in due time," said GM spokesman John Mueller.

Kramer said Chevrolet had already stopped using the video before the slur was publicized.

"There's no excuse for the fact that it stayed in," he said. "It was such a minuscule item, it got missed. Chevrolet's and GM's long history of sensitivity to people everywhere ought to temper some of the anger that has been expressed.

"We reiterated our apologies and regrets that the unfortunate slang expression remained in the video," Kramer said.

He said Chevrolet did not script the comment, and said the filming was done by an independent production house.

VW: *Major deals with China, Czech makers appear to be imminent*

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — Volkswagen AG, already scheduled to conclude a major production agreement in China next month, also has emerged as the favorite in a contest with France's Renault Group to acquire a significant stake in the Czechoslovakian automaker Skoda.

According to sources in Czechoslovakia, Volkswagen's bid for a stake in the state-owned carmaker AZNP, maker of Skoda models, is heavily favored by Skoda officials and government officials. While stressing that no firm decision had yet been made to reject the rival bid by Renault and its Swedish partner, Volvo AB, they speculated that an agreement with VW could be signed as early as Oct. 29.

According to these sources, VW Chairman Carl Hahn will sign a Skoda agreement on that date during a previously scheduled visit to Prague. But, spokesmen for both VW and Czechoslovakia's official auto industry agency, Motokov, vigorously denied that a deal was set.

"No final agreement has been reached," the Motokov spokesman said. "Negotiations are going on with both Renault and VW."

A VW spokesman, stressing that Hahn's visit was scheduled in July, said, "There is absolutely no connection."

Skoda, which has capacity for about 200,000 units annually, spent several months entertaining offers from Western companies before settling on VW and Renault as finalists. VW's reported offer of up to 4.8 billion marks ($3.2 billion) —

see VW, page 41

'Smart' highways called next step for safety, mobility

By Joseph Bohn
TRUCK EDITOR

YPSILANTI, Mich. — A national intelligent vehicle-highway system will follow passage of the 1991 Highway Reauthorization Act, according to attendees at a guided vehicle symposium.

The conference was co-sponsored by the Motor Vehicle Manufacturers Association, the Great Lakes Center of Truck Transportation Research and the Federal Highway Administration, and hosted by the University of Michigan.

Mobility is essential to the U.S. economy and lifestyle but it is threatened by safety considerations and traffic congestion, according to Robert Betsold, federal highway director of safety and traffic operations research and development.

An intelligent vehicle-highway system is one way of attacking these problems, he said.

Betsold foresees developing a system in which vehicles directly exchange traffic information with a traffic management center that returns information or instructions to individual motorists.

The Federal Highway Administration expects an intelligent vehicle-highway system research budget of $12 million to $15 million for 1991 and is asking for a fivefold increase for 1992.

Betsold said the program requires about $3 billion over a 10-year period.

He expects to obtain $100 million in federal funding and $200 million in private-sector funding yearly to cover it.

Betsold and other officials urged support for IVHS America, a new non-profit organization designed to coordinate use of navigation and communication technology for vehicles and roadways.

Conference Chairman Robert Erwin, co-director of the University of Michigan's intelligent vehicle-highway system program, defined intelligent vehicle-highway systems as the application of electronics, sensors and computing power to motor vehicles and highways.

He said emphasis must be placed on the "systems" nature of intelligent vehicle-highway systems.

Today, drivers are autonomous sensors with very limited views within their vehicles, Ervin said.

Intelligent vehicle highway systems provide a "system" to improve and streamline highway operations, he said.

Some intelligent vehicle-highway systems are already in use, such as radio motorist information, variable-message signs and early vehicle navigation.

Others, such as near-obstacle detection systems with collision warning and variable cruise control, will soon be in use, Ervin said.

Trucking is a type of motor vehicle operation that stresses getting the job done. Improved operating efficiency, safety and convenience in handling inspections, record-keeping, permitting and tolls provide incentives to motor carriers to adopt intelligent vehicle-highway systems, Ervin added.

He said there is a short time to view society's needs in implementing intelligent vehicle-highway systems.

If public needs are not considered in establishing an intelligent vehicle-highway systems infrastructure, private groups will stress their own needs and hamper the ability to form a national system, he said.

James Neisch, Rockwell International manager of advanced engineering, said that in Europe and Japan, intelligent vehicle-highway systems are emerging as a "top down" system because of centralized planning from governmental and/or public and private sectors.

About 25,000 primarily navigational units have been sold to car owners in Japan at an average cost of $3,500, Neisch said.

European projects are using infrared above-ground traffic sensors, while the United States uses buried pavement loops, he said.

The latter use a wire under the road, with sensors picking up the presence of the wire and maintaining the vehicle direction based on the location of the wire.

Vehicle guidance projects, in which vehicle operators rely on rapidly updated traffic information to plot their routes, are under way in in Los Angeles and Orlando, Fla.

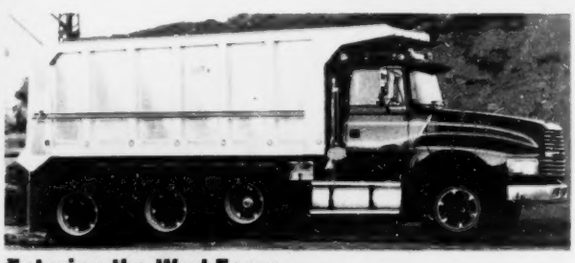
"We can take the best of what Japan and Europe have done and apply it to our own specific needs in North America," Neisch said.

F. Alan Smith, GM executive vice president for operations and public affairs, cited the importance of smooth and efficient commercial trucking.

GM's business with motor carriers, which helps the automaker maintain lean inventories and meet precise production schedules, has grown to account for about 57 percent of its transportation expenditures compared to 45 percent in 1979.

Its business with carriers amounts to $2 billion a year. About 7,000 trucks provide daily support for its vehicle assembly plants and another 7,000 support its manufacturing and stamping plants, Smith said.

"Each minute that each of those trucks is delayed because of traffic and other road conditions, and each gallon of fuel that is wasted in such delays, has a direct impact on the motor carrier's productivity and competitiveness as well as our own," Smith said.



Entering the WorkForce

The new Ford LTLS-9000 WorkForce adds aerodynamic styling and set-back front-axle maneuverability to a long list of features. It has a 121-inch bumper-to-back-of-cab length in either single or tandem rear axle configurations, both with 53-inch set-back front axles.

TRUCK BRIEFS

Oshkosh to buy Miller

OSHKOSH, Wis. — Oshkosh Truck Corp. said it has reached preliminary agreement to buy Miller Trailers Inc. and Miller Ventures Inc., Bradenton, Fla.-based manufacturers of truck trailers.

Terms and price are being negotiated.

The sale is expected to be concluded before the end of 1990 if the companies' outstanding debts can be restructured and legal requirements can be met.

Miller is privately owned. It produces a broad range of heavy-duty highway trailers and is expected to add about $50 million to Oshkosh Truck's sales.

Oshkosh had sales of $427 million in 1989; 70 percent of its volume was defense-related. Sales are currently 60 percent defense-related and are expected to fall to 50 percent next year as Oshkosh seeks greater diversification.

NTEA schedules parley

LIVONIA, Mich. — The National Truck Equipment Association has scheduled its 27th annual meeting for Feb. 7-9 at the San Diego Convention Center.

The exhibition will feature commercial truck chassis displays by domestic and import manufacturers and 270 product/literature booths of commercial truck bodies, equipment, accessories, components and industry services.

New Idealease outlets

BARRINGTON, Ill. — Idealease Inc., a large dealer-owned truck lease and rental organization, has opened two new outlets and expanded another.

J&B Leasing of Colchester, Vt., opened a new Idealease truck rental and leasing facility in Champlain, N.Y.

Harvey & Co. opened a new Idealease facility in Truro, Nova Scotia. Harvey & Co. already represents Idealease in several other Canadian locations.

Osborne Idealease/International relocated moved to a new facility in Greer, S.C. The dealership has a 20,000-square-foot building that includes 22 drive-through service bays.

Oshkosh truck contract

OSHKOSH, Wis. — Oshkosh Truck Corp. said it received a $57 million extension to a U.S. Army contract.

The award covers an additional 284 trucks that will be produced from March 1991 to June 1991.

SEPTEMBER TRUCK SALES BY MANUFACTURER AND SEGMENT

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1990	TOTAL 1989
FORD	MO	103,577	1,944		615	2,300	975	109,411	115,965
	YR	1,055,149	21,282		4,666	21,164	10,363	1,112,624	1,140,135
FREIGHTLINER	MO						1,771	1,771	1,932
	YR						17,999	17,999	18,532
CHEVROLET	MO	102,996		8	1,107	695		104,806	135,291
	YR	985,589		208	5,961	5,531		997,289	1,051,394
GMC	MO	23,284		25	433	1,202		24,944	37,890
	YR	252,712		1,909	4,210	11,223		270,054	296,444
KENWORTH	MO					51	1,140	1,191	1,531
	YR					328	11,226	11,554	13,951
MACK	MO				92	123	982	1,197	1,710
	YR				910	1,215	11,542	13,667	18,467
MERCEDES-BENZ	MO				36	113		149	126
	YR				414	882		1,296	1,581
NAVISTAR	MO		6	6	610	2,547	2,094	5,263	6,224
	YR		49	94	9,316	23,245	20,545	53,249	60,070
PETERBILT	MO					21	856	877	1,429
	YR					303	9,130	9,433	12,785
VOLVO/GM HEAVY	MO					60	1,010	1,070	1,672
	YR					557	10,566	11,123	12,899
HINO	MO	21		52	67	94		234	234
	YR	246		378	511	738		1,873	1,723
NISSAN DIESEL	MO	48		83	40	44		215	259
	YR	515		706	402	384		2,007	1,780
ISUZU TRUCK	MO	666	42	28	246	18		1,000	498
	YR	4,992	509	306	1,608	407		7,822	5,717
MITSUBISHI FUSO	MO	127		44	19	34		224	218
	YR	1,380		496	207	402		2,485	2,408
SCANIA	MO						6	6	7
	YR						78	78	92
IVECO TRUCKS	MO	114	36	11	3			164	186
	YR	1,209	398	191	115			1,913	1,734
WESTERN STAR	MO						61	61	90
	YR						745	745	1,100
OTHER TRUCKS	MO	123,045					32	123,077	120,961
	YR	1,292,001			34	1	541	1,292,577	1,239,230
GRAND TOTAL, 1990	MO	353,878	2,028	257	3,268	7,302	8,927	375,660	426,223
	YR	3,593,793	22,238	4,288	28,354	66,380	92,735	3,807,788	3,880,042
1989 YR to DATE		3,639,753	20,273	5,466	30,515	72,556	111,479		

NOTE: Class 1-3 total includes light trucks sold by all makes other than those listed. Class 4-8 reported by Motor Vehicle Manufacturers Association.

European sales decline continues in September

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — New-car sales in Europe fell in September for the second consecutive month as demand plummeted in four of the five biggest markets, according to preliminary figures.

The September decline, the third in four months, will make it difficult for Europe to repeat 1989's record sales performance. The 4.8 percent drop to 904,900 units put nine-month sales 0.8 percent below Europe's record pace of 1989, when sales reached 13.4 million units.

Sales in 17 Western European countries totaled 10,386,600 through September, according to industry estimates compiled by *Automotive News*. That compares with 10,474,400 for the first nine months of 1989.

Only the German market, where new-car sales are buoyed by strong used-car demand in what was East Germany, is going against the trend. Used cars are scarce, so many would-be used-car buyers are purchasing new cars. German sales in September rose 8 percent, to 225,500 units, according to preliminary estimates.

For the sixth consecutive time, Volkswagen AG seems poised to finish the year as No. 1 in European sales. The VW group, which includes the Audi and Seat brands, is up 1.3 percent for the year, to 1,571,900 units, after climbing 5.7 percent in September, to 144,400. Its market share was 15.1 percent for nine months.

Sales at second-place Fiat S.p.A., hurt by declining penetration in its Italian domestic market this year, fell 12.7 percent, to 120,000 units in September. For nine months, the group, which includes Fiat, Alfa Romeo, Lancia and Ferrari marques, was off 3.8 percent, to 1,480,900 units, equal to a 14.3 percent European share.

Peugeot S.A., including the Peugeot and Citroen badges, accounted for 12.9 percent of the market through the first three quarters on sales of 1,335,700, virtually unchanged from last year. Peugeot S.A. sales rose 4.2 percent to 114,600 in September.

Sales for fourth-place Ford of Europe, including Jaguar, totaled 1,210,500 after nine months, a drop of 3.2 percent from 1989. Market share was 11.7 percent. Ford fell 6 percent, to 101,800 in September.

General Motors was next at 1,190,100, an 11.5 percent share and an increase of 2.9 percent — the best performance this year among Europe's six volume producers. But GM sales in September slipped 2 percent, to 109,300.

Renault rounds out the top six with nine-month sales of 1,019,900, off 3.3 percent from last year and a 9.8 percent share.

Combined Japanese penetration was 11.7 percent after the first nine months, compared with a 12-month share of 10.9 percent in 1989. Sales were 1,213,800 this year, a 5.9 percent increase. Nissan was tops among the Japanese with a share of 2.9 percent on sales of 305,500 cars, 5 percent lower than last year.

Mazda is the fastest-growing of all major makes in Europe this year, with a 24.9 percent sales surge to 217,800 units.

Among national markets, the United Kingdom, Italy, France and Spain declined in September. Britain fell 10.6 percent to 153,600 units, according to preliminary estimates, and was off 11.6 percent for nine months to 1,698,200.

France dropped 11.6 percent, to 139,100 in September; nine-month sales were up 3.4 percent at 1,733,500. Italian demand fell 7.8 percent, to 150,000 units in September. For nine months, Italian sales were 0.7 percent ahead of 1989, at 1,842,300.

Spain's sales plunged 23 percent in September, to 53,800, and were off 9.2 percent for nine months to 775,800 units.

The rising German market was 6.1 percent ahead of 1989 through September, with sales of 2,291,700 cars. Demand appears to be on track to break the 1987 record of 2.92 million.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	9 Months 1990	Pct. change vs. 1989
Germany	2,291,700	+ 6.1
Italy	1,842,300	+ 0.7
France	1,733,500	+ 3.4
United Kingdom	1,698,200	−11.6
Spain	775,800	− 9.2
Netherlands	421,700	+ 1.2
Belgium-Luxembourg	409,800	+ 7.5
Switzerland	260,900	− 2.6
Austria	237,000	+ 7.7
Sweden	179,400	−19.7
Portugal	153,900	+ 2.3
Finland	117,200	−19.7
Greece	78,800	+32.2
Ireland	72,000	+ 8.0
Denmark	66,800	+ 6.5
Norway	47,600	+17.3
Total	10,386,600	− 0.8

EUROPEAN SALES

Manufacturer	9 Months 1990	1990 share*	9 Months 1989	Volume change (%) '90 vs. '89
Volkswagen	1,571,900	15.1	1,552,400	+ 1.3
Fiat Auto**	1,480,900	14.3	1,540,100	− 3.8
Peugeot S.A.***	1,335,700	12.9	1,334,600	+ 0.1
Ford†	1,210,500	11.7	1,250,000	− 3.2
General Motors****	1,190,100	11.5	1,156,500	+ 2.9
Renault	1,019,900	9.8	1,055,100	− 3.3
Mercedes-Benz	332,900	3.2	327,500	+ 1.6
Rover	317,300	3.1	338,500	− 6.3
Nissan	305,500	2.9	321,400	− 5.0
BMW	284,900	2.7	301,900	− 5.6
Toyota	280,500	2.7	270,300	+ 3.7
Mazda	217,800	2.1	174,400	+24.9
Volvo	188,300	1.8	206,100	− 8.6
Mitsubishi	134,000	1.3	130,100	+ 3.0
Honda	123,700	1.2	108,500	+14.0
Others	392,700	3.8	407,000	− 3.5
Total	10,386,600	100.0	10,474,400	− 0.8

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
†Includes Jaguar
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, North America, Saab

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Output, sales, exports fall in Brazil

RIO DE JANEIRO — The Brazilian auto industry posted sharp declines in production, home-market sales and exports for the first nine months of 1990, the industry trade group ANFAVEA has reported.

Output by the 12 Brazilian and foreign manufacturers through September fell 16.06 percent from a year earlier, to 644,063 units, the group said. It attributed the decline to industry compliance with government-decreed production curbs, a 50-day strike at Ford and the impact of parts shortages.

Production for the full year is likely to be off 15 percent from last year, it said.

Nine-month sales in Brazil, continuing to feel the pinch of the government's anti-inflation program, were down 14 percent from the year-earlier period, to 492,329.

Exports through September plunged 26.2 percent to 141,399 units, reflecting an overvalued Brazilian currency, the trade group said. The industry shipped $172 million worth of vehicles abroad during the first nine months, down 25.5 percent from the same 1989 period.

Although the industry comprises 12 manufacturers, more than 97 percent of Brazil's vehicle output is accounted for by four producers: Volkswagen, General Motors, Fiat and Ford.

— Rik Turner

Ford hikes Australian prices 3.8% amid heavy incentives

By Pedr Davis
SPECIAL CORRESPONDENT

SYDNEY, Australia — Ford Motor Co. of Australia Ltd., following the lead of its U.S. parent, has raised retail prices an average of 3.8 percent despite heavy incentives by local manufacturers.

The action came on the heels of Ford's introduction of a special edition Falcon lineup to celebrate 30 years of domestic production.

Retail prices of the revamped line range from $19,300 (U.S.) for a GL sedan with manual transmission to $43,940 for the extended-wheelbase LTD.

Ford said the price increase reflects equipment upgrades for the 10 Falcon models and their derivatives, with special emphasis on improved anti-theft security.

Speaking at the introduction of the new models, Bill Hartigan, vice president of sales and marketing, predicted that 620,000 new vehicles will be sold in Australia this year, followed by a slight reduction in 1991.

Although artifically buoyed by heavy incentives, sales in that range would make 1990 Australia's best sales year since 1985. Hartigan said he expects all companies to continue to offer incentives at least until mid-1991, which will have an adverse effect on profits.

Ford, Australia's market leader for several years, has seen its lead eroded by its competitors' heavy incentives.

Official industry figures showed Ford with 21.8 percent of the new vehicle market in August, a full 2 points ahead of No. 2 Toyota, but still its lowest monthly share since 1984.

On a year-to-date basis, Ford had a 23 percent share through the end of August, Toyota 20.4 percent, and General Motors-Holden's Automotive, 17.6 percent.

Diablo delivery slated to begin in February

TURIN, Italy — Lamborghini S.p.A. confirmed that it will begin worldwide deliveries of its $200,000-plus Diablo in February.

Retail orders taken now will be for delivery in the spring of 1993, the company said.

Lamborghini has said it will produce only 500 Diablos a year. Powered by a 5.7-liter V-12 turning out 485 horsepower, the car is rated at 202 mph, making it the world's fastest production vehicle.

A four-wheel-drive version, the Diablo VT, is on schedule for delivery at the end of 1991, Lamborghini said.

— Luca Ciferri

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Canada luxury sales hurt by indirect taxes

By Jeremy Sinek
SPECIAL CORRESPONDENT

TORONTO — Pressured by indirect taxes, luxury-car sales in Canada have fallen four years in a row.

While makers disagree on what can be called luxury cars, the numbers used by Jaguar Canada show a steady decline: From 29,221 in 1987, to 27,638 in 1988, to 25,212 in 1989 and to an estimated 22,000 in 1990.

Canada used to sell one luxury car for every 20 sold in the United States, but it has now fallen to one for every 25. Canada's overall market of about 1 million car sales is about 10 percent of the U.S. total.

While there is no direct luxury tax on cars as proposed in the United States, two tax laws directly affect large, expensive autos.

The first was the 1987 imposition of a $20,000 (U.S. $17,000) ceiling on the amount of the purchase price that can be claimed as depreciation against federal income tax. Previously, there was no limit.

That amounts to "a substantial indirect tax" on luxury cars, says Peter Menzel, immediate past president of the Federation of Automobile Dealer Associations of Canada. The ceiling was raised to $24,000 in 1989.

The other tax is unique to Ontario, the nation's largest province: a gas-guzzler tax introduced in July 1989.

Luxury-car sellers say the effect of that tax was disguised by an already softening market, but "this is a further misfortune," said John Arnone, manager of communications and public affairs for Jaguar Canada. "It's never been this difficult to do business in Ontario."

Arnone and others argue that the gas-guzzler tax is a thinly disguised discriminatory measure against European imports. They say it's no coincidence the 24.8-mpg threshold, based on highway mileage, is just low enough to exempt all domestics except Allante, Corvette with automatic transmission and General Motors products with the optional 5.7-liter V-8. The mpg figure is based on Imperial gallons.

The $600 first tier of the tax (19.5 to 24.7 mpg) snares the Audi V8, five Jaguars, half the BMW range, most Mercedes-Benz models, the Porsche 928 and several Saabs and Volvos.

The Jaguar V-12 and Mercedes V-8 sedans take a $1,200 hit in the next level (15.7 to 19.4 mpg). Rolls-Royces are penalized $2,200 (U.S. $1,900) for mileage below 15.6 mpg.

BMW Canada President Victor Doolan estimates that with Canada's combination of higher prices (inflated by import duties and taxes) and lower after-tax disposable incomes, it takes two years to "earn" a luxury car in Canada compared with one year in the United States.

But there is a dim light at the end of the tunnel.

If it becomes law, Canada's controversial new 7 percent Goods and Services Tax, which would replace a present "hidden" 13.5 percent manufacturer's tax, should reduce automobile prices by 3 to 5 percent beginning Jan. 1.

GMAC subsidiary to administer casualty insurance for dealers

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Motors Insurance Corp. on Dec. 1 will replace Royal Insurance Group as primary underwriter for property and casualty insurance for General Motors franchisees.

As Motors Insurance, a subsidiary of General Motors Acceptance Corp., moves into the property and casualty insurance market, it also will add underground storage tank liability coverage that some dealers have found hard to get, said Sheldon Barquist, Motors Insurance vice president for marketing and development.

By Oct. 1, 1991, dealers who have underground fuel tanks are required to have coverage for liability that might arise if the tanks leak. The Environmental Protection Agency requires minimum coverage of $500,000 per occurrance and $1 million total.

Royal, based in Charlotte, N.C., since 1985 has been the primary carrier for the property and casualty insurance package, called "Protection Plus — The Preferred Insurance Plan For GM Dealers."

"We wanted to get into the commercial liability business, and we wanted to be certain underground storage tank coverage was available to our dealers," Barquist said. "Dealers have said they were having a difficult time acquiring that coverage."

Dealers will have to demonstrate that they are in compliance with EPA regulations for underground tanks before they can get insurance, he said.

Detroit-based Motors Insurance has been involved with GM-dealer insurance since 1978 as a principal reinsurer. PDP Group Inc. of Hunt Valley, Md., which has been involved in administering the plan, will continue that role when Motors Insurance takes over.

Motors Insurance intends to institute training programs for dealers to help them manage property and casualty insurance costs.

"If a dealer is going to control this area of operating expense, the dealer has to have a very scientific approach to loss avoidance. In other words, don't have any losses," Barquist said.

Barquist said Motors Insurance will show dealers how to keep insurance premiums down by improving in areas such as employee selection, driver training, dealership housekeeping, control of loaned vehicles, fire protection and safety training.

Insurance policies that expire before Dec. 1 will be renewed for one year by Royal. When the renewed policy expires in 1991, Motors will take over the coverage.

U.S. AUTOMOTIVE TRADE

(x $1,000)

Passenger cars and light trucks (up to 10,000 lbs. gvw)

Country	Trade	June 1989	June 1990	Annualized trade July 1988-June 1989	Annualized trade July 1989-June 1990
Japan	from U.S.	$ 18,799	$ 36,785	$ 353,629	$ 455,421
	to U.S.	1,725,948	1,452,541	20,583,375	19,517,697
Canada	from U.S.	520,341	624,774	6,249,471	6,414,704
	to U.S.	1,136,571	1,429,945	12,757,366	13,180,706
West Germany	to U.S.	265,897	496,634	5,870,105	5,424,770
South Korea	to U.S.	128,258	60,596	2,279,194	1,070,377
Sweden	to U.S.	119,601	128,033	1,806,466	1,627,495
Mexico	to U.S.	150,120	233,803	1,342,247	1,157,047
Yugoslavia	to U.S.	0	1,694	17,900	3,901
United Kingdom	to U.S.	59,502	58,444	948,762	896,855
Italy	to U.S.	25,365	16,643	196,890	275,371
France	to U.S.	7,598	3,347	137,834	9,064
Brazil	to U.S.	39,524	0	275,668	190,473
Others	from U.S.	167,631	244,110	2,172,473	2,659,557
	to U.S.	19,227	48,187	376,088	447,642
Car and truck total	from U.S.	824,213	1,060,634	10,613,776	11,292,007
	to U.S.	4,401,093	4,599,054	54,243,919	51,708,497
VEHICLE TRADE BALANCE		(3,576,880)	(3,538,420)	(43,630,143)	(40,416,490)
Car total	from U.S.	706,772	905,668	8,775,572	9,529,682
	to U.S.	3,667,610	3,902,867	46,591,896	43,801,398
CAR TRADE BALANCE		(2,960,838)	(2,997,199)	(37,816,324)	(34,271,716)
Truck total	from U.S.	117,441	154,966	1,838,204	1,762,325
	to U.S.	733,483	696,187	7,652,023	7,097,099
TRUCK TRADE BALANCE		(616,042)	(541,221)	(5,813,819)	(6,144,774)
TOTAL U.S. Merchandise trade	from U.S.	31,583,800	34,296,300	346,527,400	378,872,600
	to U.S.	39,535,800	39,367,100	458,651,200	479,720,600
TRADE BALANCE		(7,952,000)	(5,070,800)	(112,123,800)	(100,848,000)

Exports help reduce June auto trade deficit

WASHINGTON — The U.S. automotive trade deficit in passenger cars and light trucks shrank 1.1 percent in June, helped by a 28.7 percent increase in exports.

Trade analysts continue to cite weakness in the U.S. economy and increased domestic production by foreign-owned automakers as the chief reasons for the improved trade picture.

The June trade deficit in vehicles was $3.54 billion compared to $3.58 billion in June 1989. The total value of imports was $4.6 billion. Exports were valued at $1.06 billion.

The value of all new-vehicle imports for June was 4.5 percent more than last year. The value of Canadian imports increased 25.8 percent. Other countries registering an increase in the value of shipments were: West Germany, 86.8 percent; Sweden 7.1 percent; Mexico, 55.7 percent; and countries grouped as "others" by the Commerce Department, 150.6 percent.

Imports from Yugoslavia totaled nearly $1.7 million in June, compared to zero in June 1989.

The value of Japanese shipments was off 15.8 percent for the month. Other countries experiencing a decrease in the value of U.S.-bound shipments were South Korea, 52.8 percent; United Kingdom, 1.8 percent; Italy, 34.4 percent; and France, 55.9 percent. Brazil sent no cars to the United States in June.

The value of new-vehicle exports to Canada jumped 20.1 percent in June, and shipments to Japan were up an impressive 95.7 percent for the month. Exports to Japan are up 28.8 percent over the past year.

Exports to countries grouped as "others" by the Commerce Department were up 45.6 percent in value in June.

MOUNT

FROM PAGE 6

llation Technologies mounts ilize electrical or hydraulic ac- ators, but the electronics soft- are and hardware are basically nilar. Aura says it has installed active-mount system in some avy ships and some military air- aft. Details on the Aura system ve not been released.

Lotus predicts that active engine ounts will be in an up-market uropean sedan within two years. oise Cancellation Technologies id it has successfully demon- rated an active engine-mount ototype developed under con- act with Chrysler and "a major uropean car manufacturer."

And General Motors is expected to announce a contract with Noise Cancellation Technologies.

"NCT's active mount impressed us all by far outreaching the level of vibration reduction that any of us expected," said Christofer A. Wolfe, a product engineer for Jeep/Truck Engineering at Chrysler, in a Noise Cancellation Technologies press release. "At the beginning of the project we had no idea the results would be so dramatic."

A spokesman for Lotus said the active mounts would likely be about twice as expensive as the most sophisticated hydraulic mounts. That would mean a single mount would cost about $75. All systems would require at least two of the mounts to be effective. The control electronics would also add approximately $10 to $20 additional cost. But the electronics could cost considerably more depending upon their sophistication.

Michael J. Parrella, president of Noise Cancellation Technologies, said the cost of his mounts would be similar.

High-revving four-cylinder engines of modest displacement can reliably make 200-plus horsepower with supercharging, turbocharging and multi-valve cylinder head technology. But four cylinder use has been limited — with some significant exceptions — to low-budget cars and trucks or sporty models where vibration and noise are more readily tolerated by buyers.

The traditional methods of damping powertrain vibrations are engine-powered balance shafts and heavy damping weights. Balance shafts, which weigh approximately 20 pounds, are currently used in the engines of General Motors, Ford Motor Co., Chrysler Corp., Mitsubishi Motors Corp., Porsche AG, Saab Scania AB and Volvo Car Corp.

Damping-weight systems, which modify the resonant frequencies of body, chassis and powertrain components, are even more widely used than balance shafts. These range in weight from 5 to 25 pounds.

The Lotus-Freudenberg system consists of conventional hydraulic engine mounts adapted to house an electrical actuator that is controlled by a computer. The actuator is controlled so that the force from the moving engine mass is not transmitted to the body or powertrain cradle.

The actuator's movement is determined by the system's computer using chassis-mounted accelerometers and an engine-speed sensor. The computer then shortens or lengthens the mounts in order to minimize the input from the vibrating engine.

Special Correspondent Ian Adcock in Norfolk, England contributed to this report.

VW

FROM PAGE 6

out twice what Renault would mmit — is understood to have it the German company in the iver's seat.

Volvo, which is linked to Renault rough a cross-shareholding pact, is in recent weeks entered the lks alongside its French partner.

Renault officials have said they ould consider producing a new all Renault model at the Mlada oleslava plant, while Volvo hairman Pehr. Gyllenhammar id at the recent Paris Auto Show at he would like Skoda to pro- ce the aging Volvo 240 series.

AZNP officials have insisted that y new partner will have to dou- e production, maintain the oda brand name, sell and service oda models through Western ne- orks and settle for minority ow- rship.

But, VW is not expected to accept a minority stake.

Meanwhile, Hahn is tentatively scheduled to sign an accord in China late next month to build a plant in the city of Changchun in a joint venture with a local carmaker. The factory could be producing up to 150,000 Golf/Jetta subcompacts annually by 1996.

VW's partner in the Changchun venture is First Automobile Works, which now assembles Audi 100 kits under a separate agreement. A feasibility study launched in 1988 on the second stage was concluded earlier this year and given a favorable recommendation. Approval by Chinese government officials is still pending.

VW is expected to invest about 1.5 billion marks ($980 million) in the venture. Semi-knockdown kit production would begin in 1991 and regular production would commence in 1993.

VW's existing deal with First Automobile Works, signed in 1988, covers licensing of the Audi 100 and delivery of tools, supplies and parts for local assembly. VW's separate Shanghai Volkswagen Auto Co. Ltd. venture in the city of Shanghai produces the Santana sedan, based on the previous-generation Passat.

If realized, the accords would continue VW's pattern of investing aggressively in foreign production, especially in former Soviet-bloc countries. The carmaker, the world's fourth biggest behind General Motors, Ford and Toyota, recently broke ground on a planned 5 billion mark ($3.3 billion) plant in the former East Germany.

The factory, in Mosel, is scheduled to reach an annual capacity of 250,000 Golf models by 1994.

SALES

FROM PAGE 6

both the Middle East and in Congress promise to keep consumers apprehensive," Webb said. "People simply don't have the money or confidence to buy in the present market."

Each of General Motors' car and truck divisions reported sales increases this year. Led by Buick's 59.6 percent gain, GM car sales were up 30.4 percent from a year ago. GM's truck sales rose 20.8 percent.

Ford Motor continued to have problems with Ford Division; every nameplate was down except Escort, which had a 23.14 percent increase. Probe sales were down 56.96 percent; Tempo sales dropped 49.06 percent.

Chrysler Corp.'s car sales rose 15.5 percent for the 10-day period. Eagle was the only make to report lower sales. Eagle Premier sales were off 67.51 percent. Truck sales were lower across the board; the combined dip was 16.7 percent.

The transplant automakers continued to roll along.

Sales of U.S.-built Mazda cars totaled 1,184 for a 167.9 percent increase over last year. Mazda also sold 154 Navajos. It was the first report on sales of the Explorer-based two-door sport-utility that Ford is building for Mazda.

Nissan reported improved performances by both its domestic cars and trucks for a combined sales jump of 27.9 percent.

The Civic lost steam, but the Accord was a boon as sales of Ohio-built Hondas rose 37.8 percent. Civic sales were off 204 units to 3,401, but Accord jumped 87.6 percent to 5,912 from 3,152.

Mitsubishi sold 1,092 U.S.-built cars, a 20.1 percent increase over last year.

CONGRESS

FROM PAGE 3

e Buick-Oldsmobile-Cadillac roup, a post he held since Feb. 3, 86. He is a member of GM's Ad- inistration and Management mmittees.

Hoglund was born of American rents in Stockholm, Sweden, on ugust 22, 1934. He received a chelor's degree in economics om Princeton University in 1956 d a master's degree in business ministration from the University Michigan in 1958.

Hoglund began his GM career 1958 with the former Buick- dsmobile-Pontiac Division, serv- g in the accounting departments the division's central office, as ell as its Kansas City, Kan., ant.

He was transferred to the GM Comptroller's staff in 1964 and moved to the Pontiac divisional financial staff a year later. In 1969 he was named an assistant comptroller for Pontiac.

Hoglund was promoted to the GM Treasurer's office in New York as director of financial analysis in 1971 and a year later became an assistant treasurer. He returned to Pontiac as divisional comptroller in 1974 and was named comptroller of GM in 1978. In 1980 he was named a GM vice president and general manager of Pontiac.

Hoglund is generally credited with sparking the development of new products and reviving the performance-car marketing style that revitalized Pontiac in the mid-1980s.

Hoglund was appointed group executive in charge of the central office operating staff group in 1984 and in 1985 was named president of GM's Saturn Corporation subsidiary.

He is one of more than 30 faculty members of the 15th assembly of the Automotive News World Congress, co-sponsored by the University of Michigan Transportation Research Institute.

The Congress will be held in conjunction with the North American International Auto Show.

For further World Congress information, write Wendy Barhydt, Automotive News World Congress, UMTRI/OSAT, 2901 Baxter Road, Ann Arbor, Mich. 48108-2150, or telephone 313-936-1049.

QUALITY

FROM PAGE 3

want to know more about quality at General Motors,' " Quigley said. "This is a way to bring about integration to everyone, regardless of what division they work for."

The new effort is aimed at reinforcing sales referral programs at the plant or division level that encourage employees to get friends, relatives or neighbors to visit a GM dealership to shop for a vehicle. Such programs, which go by different names including "GM Proud," have been around for years.

Much of the information in the new folder and wallet card is in print and television advertising for the "Putting Quality On The Road" campaign, said GM spokesman Harold Jackson.

Employees and retirees can whip out a wallet card and recite J.D. Power and Associates survey results and other details such as:

- "In 1989, there was a higher percentage of 1979 GM cars still on the road than '79s from Ford, Chrysler, Toyota, Nissan or Honda."
- "A GM study shows that our automatic transmissions are more problem-free than those of any domestic competitor — and most imports."

The new communications effort seeks to capitalize on estimates that "one of every five people in the U.S. knows a GM employee or retiree," Quigley said.

It may not stop there.

Quigley said GM is thinking about enlisting the support of the estimated 365,000 employees in GM dealerships, and possibly suppliers and shareholders.

> "I think it's very good. It explains the quality and shares information with us that we might not have been aware of. I think the whole program is trying to explain where we stand with quality."
>
> **James Wenzel**
> GM employee

Automotive News asked a handful of GM employees about the fact book and card. Some said they had only glanced at the information or hadn't seen it at all, while others thought it would come in handy.

Patrick Kavanagh, manager of personnel administration at Cadillac, said he hasn't put the card or folder to use yet, but intends to.

"It's something I would share with some of my best friends — especially those who have foreign cars," he said.

James Wenzel, manager of sales and service training at GMC Truck & Bus Group, said of the card: "I have mine in my billfold because I want to refer to it once in a while. I think it's very good. It explains the quality and shares information with us that we might not have been aware of. I think the whole program is trying to explain where we stand with quality."

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☐ Monday, Jan. 14, or ☐ Tuesday, Jan. 15.
☐ $75 for Tuesday Evening Gala only, per person. Tables for 10 available. (Gala included in full registration.)
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Ford dealers get Super incentive

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Division is trying to regain the car sales lead from Chevrolet by offering trips to the Super Bowl to top performers in their districts.

Ford announced last week that it will offer a five-day/four-night trip to Super Bowl XXV in Tampa, Fla., Jan. 27, or an alternative $1,000 cash prize to dealers who achieve the highest percentages of their car sales quotas from Oct. 1 to Dec. 10. Extra points are available for meeting October quotas and Red Carpet lease quotas for Ford cars and trucks.

At the end of nine months, Ford trailed Chevrolet by 56,987 car sales; a year earlier, Ford led by 115,511.

Dealers received their car sales quotas Oct. 2 and were to notify Ford by Oct. 10 if they were not participating in the Super Bowl trip contest. Ford is charging participating dealers a $200 enrollment fee. That fee will be given back to the participating dealer if he meets 100 percent of his objective and does not win.

According to a dealer memorandum, dealers will compete against other dealerships in their districts. All 1989, 1990 and 1991 Ford cars leased or sold from Oct. 1 to Dec. 10 will be counted toward the dealers' quotas. Dealers can earn a bonus of five percentage points by achieving 100 percent of their October car sales quotas. Five additional percentage points will be given to dealers who meet their Red Carpet lease objectives.

Some big fleet orders may not help dealers meet their quotas; Ford said units beyond the first 10 sold or leased to one customer are ineligible. Sales to Ford employees, retirees or vendors (Plans A, X or Z) are eligible.

In other incentive news, Ford has switched from dealer to consumer cash on 1990 Escorts, Festivas and Rangers. The program began Oct. 18 and ends Dec. 11. Cut-rate loans are available instead of the cash rebate.

Rebates on 1990 models are $700 on Festiva, $1,000 on Escort and $1,500 on Ranger. The loan rate is 7.9 percent for 12 to 48 months.

Ford said it is switching to customer cash on those models because they are the most fuel efficient vehicles in Ford's lineup and buyers of those vehicles are "more dependent on customer cash than the average customer."

A Ford spokesman said Ford is not in trouble with corporate average fuel economy ratings, but the Middle East crisis has made consumers more sensitive to mpg.

Excluded from the program are sales to residents of California, Oregon, Alaska, Washington or Hawaii. Special rate Red Carpet Lease plans are not available for cash assistance.

From Oct. 18 to Dec. 11, Ford also increased dealership cash from $1,500 to $2,000 on 1990 Bronco models with RV converter packages. In addition, Ford increased customer cash from $500 to $750 on 1991 Crown Victorias (excluding the S model) and from $500 to $1,000 on 1991 Rangers equipped with automatic transmissions.

The Crown Victoria program runs from Oct. 18 to Jan. 31; the Ranger program runs from Oct. 18 to Dec. 11. Both the Crown Victoria and Ranger customer cash programs exclude sales to residents of California, Oregon, Alaska, Hawaii and Washington.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$500-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,000-3,000	12/16
Plymouth	$1,000-1,300	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent.		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$300-3,000	12/16
Plymouth	$400-500	12/16
Ford Motor Co. (1990)		
Festiva	$700	12/11
Escort	$1,000	12/11
Ranger	$1,500	12/11
Lincoln	$1,500	12/11
Ford Motor Co. (1991)		
Ford cars	$500-750	12/11
Ford trucks	$500-1,000	12/11
Mercury	$500-750	12/11
Finance rate, in lieu of rebate, starts at 7.9 percent. Rebate on 1991 Crown Victoria expires Jan. 31, 1991.		
General Motors (1990)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac	$1,500	12/12
Chevrolet Geo	$500-1,250	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$1,500-2,500	12/12
Pontiac	$500-1,000	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	12/12
Other Buick*	$250-1,000	12/12
Cadillac Brougham	$1,500	12/12
Chevrolet Geo	$500-800	12/12
Other cars	$500-1,000	12/12
Geo Tracker	$500-1,000	12/12
Other trucks	$500-1,000	12/12
Oldsmobile	$500-1,500	12/12
Pontiac	$500-750	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
Hyundai (1990)	$500-1,250	12/3
Mazda (1990)		
Cars	$750-1,500	11/2
MPV	$886-1,246 discount on option packages	11/2
Trucks	$750-1,000 discount on option package	11/2
Mitsubishi (1989-90)		
Cars	$500-2,000	10/31
Montero	$2,000	10/31
Montero (1991)	$1,000	10/31
Subaru (1990)		
Justy	$500-1,000	11/2
Loyale	$800-1,500	11/2
Note: Some makers offer rebates to buyers of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.		

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chyrsler Corp. (1989-91)		
Cars & trucks	$250-1,000, quota	12/31
Ford Motor Co. (1990)		
Ford cars	$1,000-1,400	12/11
Taurus SHO	$3,000	12/11
Trucks	$1,100-1,500	12/11
Mercury	$1,000-1,500	12/11
Audi (1990)		
100 Series	$3,000	12/31
Hyundai (1990)	$150-500, quota	12/3
Isuzu (1990)		
Impulse	$1,500	12/31
Trooper	$1,700	12/31
Pickup	$1,700	12/31
Mitsubishi (1989-90)		
Cars	$500-2,250	10/31
Montero	$2,000-2,500	10/31
Trucks	$600-1,000	10/31
Mitsubishi (1991)		
Cars	$150-500, based on number sold	10/31
Montero	$1,000	10/31
Trucks	$600-1,000, based on number sold	10/31
Nissan (1990)		
Sentra	$500-1,500	12/31
Stanza	$800-1,500, based on number sold	12/31
Maxima	$200-700, based on number sold	12/31
240SX	$1,000-2,000, based on number sold	12/31
Trucks	$1,200	12/31
Nissan (1991)		
Trucks	$400-800, based on number sold	1/4
Peugeot (1989)		
405	$2,500-3,500	None
Subaru (1990)		
Legacy	$1,500-2,500	11/2
Suzuki (1990)		
Swift	$400-1,400, based on number sold	12/3
Sidekick	$1,000-2,000, based on number sold	12/3
Suzuki (1991)		
Swift	$500-1,000, based on number sold	12/3
Sidekick	$1,000-2,000, based on number sold	12/3
Toyota (1989-90)		
Tercel, Camry, Corolla	$200-1,200, quota	11/2
Toyota (1991)		
Corolla, Camry	$200-1,000, quota	11/2
Volkswagen (1990)		
Golf	$500	12/31
Fox	$500	None
Corrado	$1,500	None
Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.		

NHTSA upgrades probe of Taurus/Sable brakes

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The federal government has upgraded its defect investigation of the brakes on the Ford Taurus and Mercury Sable.

The National Highway Traffic Safety Administration said the brakes on 1.8 million Taurus/Sable models built since 1985 could be prone to corrosion. Engineers have been assigned to study the cars' braking systems.

NHTSA said the brakes are made with a two-piece rotor that can corrode, separating the disc from the hub. The brake pads clamp down on the disc, but the wheels keep rolling.

NHTSA said it has received complaints from owners of older Taurus and Sable models in geographic areas with severe winters. To check for the possible defect, the disc must be pulled off, NHTSA said.

NHTSA also opened several preliminary investigations last month:

- **1986 Ford Bronco, Bronco II,** 170,000 vehicles, dirt and moisture may be trapped between the fuel tank and a protective skid plate causing corrosion and fuel leaks.
- **1988-89 Eagle Medallion,** 33,130 cars, wiring harness may overload and melt, resulting in fire.
- **1989-90 Jeep Cherokee, Wagoneer, Comanche,** 330,000 vehicles, front left brake hose may break, causing loss in braking.
- **1989 Buick Reatta,** 6,300 cars, steering may severely pull to the right or left during hard braking.
- **1990 Honda Accord,** interior door handles may break off.

Ford ups brake warranties for Thunderbirds, Cougars

DEARBORN, Mich. — Ford Motor Co. has extended warranty coverage on front brake rotors and linings on 407,522 of its 1989-90 Thunderbirds and Cougars from 12 months/12,000 miles to 24 months/24,000 miles, or until May 31, 1991, whichever provides the greatest coverage.

In some cases, according to John P. King, parts and service engineering office manager for Ford Parts and Service Division, uneven front brake rotor wear could cause the vehicle to vibrate and the steering wheel to shake during braking.

Fewer than one-third of the vehicles are expected to experience any of those symptoms at 24,000 miles.

To correct the condition, dealers will install a revised front brake rotor and new disc brake linings; Thunderbird Super Coupe and Cougar XR7 models will receive only the new rotor.

OBITUARIES

Edwin Davis King Jr.

FREEPORT, Bahamas — Edwin Davis "Sunny" King Jr., owner/operator of King Motor Co. Inc. of Anniston, Ala., died Sept. 11. He was 64. King Motor Co. operates 11 dealerships in Auburn, Birmingham and Sylacauga, Ala.

King won the American Independent Automobile Dealers Association-Sports Illustrated Dealer of Distinction Award in 1986 and the Time Magazine Quality Dealer Award in 1988.

R. John Oshei

BUFFALO, N.Y. — R. John Oshei, chairman and chief executive officer of Trico Products Corp. from 1968 to 1989, died Sept. 29. He was 80. The company manufactures windshield wipers and other equipment for the auto industry.

CROWN VIC

FROM PAGE 3

Division general fleet manager.

Crown Victoria also got the nod at retail buyer clinics conducted by Ford earlier this year in Cincinnati and Tampa, Fla.

With its new Crown Victoria, Ford hopes to remain strong in the police and taxi markets. The division estimates that fleets will account for 37,800 units — about 27 percent of 1990-91 Crown Victoria sales. Approximately 90 percent of fleet sales are police and taxi packages.

According to a source at Chevrolet, the division expects to sell 60,000 Caprice fleet units in the 1990 calendar year including 35,000 police cars and 5,000 taxis. Fleet units make up about half of Caprice sales.

But the police car package for the restyled Crown Victoria will not go into production until early 1992 (nearly a year after regular production begins), according to information Ford gave police fleet buyers.

Production Job No. 1 for the 1992 Crown Victoria and Grand Marquis will be Jan. 14, 1991, at the St. Thomas, Ontario, plant. Chevrolet recently began producing 1991 police-package Caprices.

In the police package, Ford will use the 4.6-liter modular V-8 engine, produced at its Romeo, Mich., engine plant, and a transmission partially controlled by electronics, according to information supplied to police fleet buyers by Ford. The regular Crown Victorias will also have the 4.6-liter modular V-8, but no information was available last week on the transmission.

Ford officials will not comment on specifications of the 1992 or 1993 Crown Victoria. Engine Division officials have said in the past that the next car to receive the 4.6-liter modular V-8 would be the Crown Victoria and Grand Marquis.

POPULAR MECHANICS/JIM BURKE

1992 Mercury Grand Marquis has more formal roofline than Crown Victoria.

CHRYSLER

FROM PAGE 2

favors the system because it could create about 1,100 additional jobs.

Chrysler Motors President Robert Lutz hopes the two sides can come to an agreement on the four-day work week in St. Louis. "That is something that we will be discussing with the UAW among other issues," Lutz said last week.

He said it may not be limited to St. Louis II. "Our hope would be if we were able to come to an agreement on that, it would be a more generalized and conceptual agreement on alternative work schedules, rather than confined to any one plant."

Chrysler workers have been kept up to date on the progress of the talks via UAW newsletters. Last week's update included the issue of the three-crew system at St. Louis, said a union official at UAW Local 110, which represents the St. Louis workers.

"Workers are concerned that they won't have any say-so in the matter if the three-crew system is negotiated into the national pact," the union official said. He said workers' objections remain the same as they were last November: They want union-bargained overtime for working weekends and beyond eight hours daily. "Two-thirds of the plant would work every weekend," he said.

General Motors is interested in the three-crew system for some of its plants. In August, a study team composed of union and management officials from GM's Lordstown, Ohio, plant visited auto plants in Europe that use the system. A union official at Lordstown declined to comment until a report is completed.

Chrysler officials say the new contracts at Ford and GM, which include increased pensions and wages, are too inflationary for the No. 3 automaker, which has a higher percentage of pensioners and older workers than Ford and GM.

Automotive News Staff Reporter Mary Connelly contributed to this report.

Polish maker faces bankruptcy, but salvages Fiat deal

FRANKFURT, Germany — The Polish automaker Fabryka Samochodow Osobowych, or FSO, is reportedly faced with bankruptcy following the veto of a price increase by the government's anti-monopoly agency.

However, a Fiat Auto spokesman said the Italian automaker does not believe its pending co-production deal with FSO is endangered.

FSO, which produces the 1500 and Polonez sedans in Warsaw, has tentatively agreed to a $1 billion joint venture with Fiat that calls for production of 120,000 Fiat-designed cars a year by 1994.

Fiat earlier this year won out over Daihatsu for a contract to provide technology to put the Tipo subcompact into production, but the final agreement is still pending.

The Fiat official said he still expects the FSO agreement to be concluded by the end of the year.

Poland's anti-monopoly agency ruled that FSO abused its status as the country's only sedan manufacturer by raising prices when demand increased in July, and has ordered that prices be rolled back.

— Richard Johnson

PRODUCTION

U.S. CAR

	Week Ended Oct. 20, 1990	Week Ended Oct. 13, 1990	Oct to Date	Jan 1 to Oct. 20, 1990	Jan. 1 to Oct. 21, 1989
Horizon	0	0	0	4,327	26,121
Sundance	2,400	2,413	7,242	71,829	83,791
Acclaim	3,100	3,231	9,524	92,849	102,707
Total Plymouth	**5,500**	**5,644**	**16,766**	**169,005**	**212,619**
LeBaron A	0	0	0	8,071	0
LeBaron J	1,400	1,426	4,155	43,710	85,656
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	600	616	1,852	31,752	67,057
Fifth Avenue	1,000	1,032	3,131	28,691	19,918
Imperial	400	449	1,316	15,624	1,140
Total Chrysler	**3,400**	**3,523**	**10,454**	**127,848**	**176,717**
Omni	0	0	0	4,078	27,891
Daytona	900	928	2,728	29,100	66,676
Shadow	2,300	2,409	7,076	79,737	81,909
Dynasty	2,600	2,803	8,070	96,311	106,901
Lancer	0	0	0	0	1,528
Spirit	2,500	2,579	7,891	83,435	89,877
Total Dodge	**8,300**	**8,719**	**25,765**	**292,661**	**374,692**
CHRYSLER MOTORS	**17,200**	**17,886**	**52,985**	**589,514**	**764,028**
Escort	7,138	8,158	23,480	199,885	281,714
Mustang	3,669	3,631	10,853	109,836	164,486
Tempo	0	3,310	6,238	105,299	121,620
Taurus	3,493	7,878	19,319	279,572	292,848
Thunderbird	0	3,379	6,297	94,170	118,026
Total Ford Div.	**14,300**	**26,356**	**66,187**	**788,762**	**978,694**
Topaz	0	1,102	2,589	39,769	56,338
Cougar	0	2,246	4,953	63,334	100,476
Sable	1,747	2,471	6,750	86,608	97,084
Total Mercury	**1,747**	**5,819**	**14,292**	**189,711**	**253,898**
Continental	1,180	1,188	3,573	48,734	52,162
Mark VII	209	213	639	16,309	16,869
Town Car	2,771	2,801	8,415	122,537	99,403
Total Lincoln	**4,160**	**4,202**	**12,627**	**187,580**	**168,434**
Total L-M Div.	**5,907**	**10,021**	**26,919**	**377,291**	**422,332**
FORD MOTOR CO.	**20,207**	**36,377**	**93,106**	**1,166,053**	**1,401,026**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,199	2,977	7,173	75,782	51,750
Century	2,353	0	4,700	55,681	104,595
Riviera	587	541	1,662	18,306	16,017
Electra/Park Ave	2,610	2,509	8,153	48,083	65,095
LeSabre (fwd)	3,835	3,736	11,066	132,390	124,622
LeSabre (rwd)	0	0	0	4,022	6,087
Reatta	0	0	0	5,277	5,006
Total Buick	**11,584**	**9,763**	**32,754**	**339,541**	**380,085**
Eldorado	493	552	1,620	17,505	24,152
Seville	784	567	1,909	28,373	17,733
Brougham (rwd)	0	1,103	2,218	25,631	45,687
DeVille (fwd)	3,615	4,042	12,078	133,105	150,405
Allante	88	89	266	3,113	2,542
Total Cadillac	**4,980**	**6,353**	**18,091**	**207,727**	**240,519**
Cavalier	9,572	9,387	27,701	281,077	294,894
Camaro	1,990	2,062	6,120	62,494	83,385
Celebrity	0	0	0	0	70,720
Corsica/Beretta	6,160	6,202	18,536	234,204	302,496
Caprice	0	0	0	181,868	141,913
Corvette	518	560	1,694	19,396	20,356
Total Chevrolet	**18,240**	**18,211**	**54,051**	**779,039**	**913,764**
Calais	2,289	2,283	7,087	84,399	73,463
Cutlass Ciera	1,293	0	2,639	58,168	69,698
Cutlass Supreme	2,235	2,160	6,556	77,544	91,587
Toronado	384	342	1,047	12,768	7,692
88 (fwd)	2,597	2,753	7,623	85,716	115,732
88 (rwd)	0	0	0	1,223	6,473
98	1,665	799	2,912	37,596	58,970
Total Oldsmobile	**10,463**	**8,337**	**27,864**	**357,414**	**423,615**
Sunbird	4,000	3,920	11,690	133,037	119,986
Grand Am	5,280	6,421	16,924	177,048	195,186
Firebird	1,260	1,127	3,519	36,839	46,934
Grand Prix	3,233	3,118	9,521	100,317	106,987
Pontiac 6000	1,290	0	2,651	45,751	65,477
Bonneville	1,683	1,531	4,747	64,694	77,014
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**16,746**	**16,117**	**49,052**	**557,686**	**614,275**
Total Saturn*	**150**	**150**	**450**	**2,025**	**0**
GENERAL MOTORS	**62,163**	**58,931**	**182,262**	**2,243,432**	**2,572,258**
DIAMOND-STAR	**4,117**	**3,311**	**11,312**	**122,350**	**64,772**
HONDA	**9,440**	**9,199**	**27,552**	**355,039**	**299,159**
Civic	1,500	1,492	4,399	87,357	110,373
Accord	7,940	7,707	23,153	267,682	188,786
MAZDA†	**5,772**	**4,410**	**14,069**	**146,808**	**166,730**
NISSAN	**2,540**	**2,512**	**7,464**	**71,949**	**96,021**
NUMMI	**4,200**	**5,154**	**13,549**	**164,374**	**160,250**
Corolla	2,100	2,572	6,773	82,743	65,033
Geo Prizm/Nova	2,100	2,582	6,776	81,631	95,217
SUBARU-ISUZU	**1,050**	**894**	**2,739**	**24,369**	**0**
TOYOTA	**4,540**	**4,551**	**13,426**	**178,379**	**115,596**
TOTAL CARS, U.S.	**131,229**	**143,225**	**418,464**	**5,062,267**	**5,639,840**
TOTAL CARS, CANADA	**20,712**	**21,282**	**67,959**	**841,765**	**782,208**
U.S., CANADA CARS	**151,941**	**164,507**	**486,423**	**5,904,032**	**6,422,048**
U.S., CANADA CARS AND TRUCKS	**248,819**	**262,216**	**775,509**	**9,818,866**	**10,573,745**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe *Estimated

CANADIAN CAR

	Week Ended Oct. 20, 1990	Week Ended Oct. 13, 1990	Oct to Date	Jan. 1 to Oct. 20, 1990	Jan. 1 to Oct. 21, 1989
Monaco	0	623	1,330	8,556	0
Premier	0	427	714	10,123	28,282
CHRYSLER MOTORS	**0**	**1,050**	**2,044**	**18,679**	**28,282**
Tempo	0	2,800	5,990	91,739	105,976
Topaz	0	763	2,116	34,475	45,071
Crown Victoria	2,723	2,101	7,542	97,522	96,050
Grand Marquis	3,029	2,398	8,457	90,780	103,841
FORD MOTOR CO.	**5,752**	**8,062**	**24,105**	**314,516**	**350,938**
Celebrity	0	0	0	20,319	18,438
Cutlass Ciera	1,780	1,443	5,050	63,053	100,716
Lumina	5,640	4,014	14,834	177,862	133,287
Regal	2,360	2,074	6,976	80,047	63,420
GENERAL MOTORS	**9,780**	**7,531**	**26,860**	**341,281**	**315,861**
CAMI*	**850**	**850**	**2,550**	**9,350**	**0**
HONDA	**2,150**	**1,950**	**6,184**	**84,082**	**67,671**
HYUNDAI	**800**	**677**	**2,220**	**19,040**	**0**
TOYOTA	**1,200**	**1,021**	**3,519**	**48,387**	**12,942**
VOLVO	**180**	**141**	**477**	**6,430**	**6,514**
TOTAL CARS, CANADA	**20,712**	**21,282**	**67,959**	**841,765**	**782,208**

U.S. TRUCK

Caravan	1,200	1,379	3,880	73,851	86,326
Dakota	1,700	1,828	5,385	59,488	75,126
Caravan C/V	0	0	0	4,171	5,534
Ram pickups	2,100	2,221	6,536	86,746	75,190
Total Dodge	**5,000**	**5,428**	**15,801**	**224,256**	**242,176**
Cherokee	0	3,922	7,842	125,509	178,835
Comanche	0	351	698	7,245	23,024
Grand Wagoneer	0	0	335	5,594	8,427
Wagoneer	0	107	220	3,165	6,653
Total Jeep	**0**	**4,380**	**9,095**	**141,513**	**216,939**
Voyager	1,100	1,259	3,467	68,551	80,722
Town & Country	0	0	0	2,078	2,974
Total C-P Div.	**1,100**	**1,259**	**3,467**	**70,629**	**83,696**
CHRYSLER MOTORS	**6,100**	**11,067**	**28,363**	**436,398**	**542,811**
Aerostar	4,000	4,697	13,732	173,270	182,199
Bronco	703	972	2,661	41,646	59,591
Bronco II/Explorer	6,766	5,555	18,746	162,131	95,838
Navajo	352	308	1,044	5,544	0
Econoline	0	4,141	7,629	149,510	181,942
Mediums/Heavies	1,150	1,165	3,473	42,405	48,597
Light trucks	9,334	10,466	29,641	377,534	427,428
Ranger	7,196	6,573	19,372	232,124	255,884
Total Ford Div.	**29,501**	**33,877**	**96,298**	**1,184,164**	**1,249,479**
FORD MOTOR CO.	**29,501**	**33,877**	**96,298**	**1,184,164**	**1,249,479**
Astro	3,025	2,949	9,205	106,888	132,961
Blazer	361	0	361	13,964	22,108
Lumina APV	1,815	1,826	5,534	70,981	0
Mediums/Heavies	484	545	1,463	7,359	5,733
P-Model	0	0	0	17,306	25,203
Pickups	7,837	7,498	23,331	347,785	329,423
S-10	5,554	5,177	14,878	196,084	196,792
S-10 Blazer	2,960	3,231	7,594	64,809	144,402
Sportsvan/Van	1,300	1,391	4,039	50,087	78,764
Suburban	1,679	0	1,679	56,202	61,178
Total Chevrolet	**25,015**	**22,617**	**68,084**	**931,465**	**996,564**
Jimmy	107	0	107	4,244	6,721
Mediums/Heavies	562	518	1,682	7,150	10,077
P-Model	0	0	0	2,305	3,387
Pickups	2,079	2,147	5,820	122,478	99,706
S-15 Sonoma	1,115	1,041	2,813	43,084	48,568
S-15 Jimmy	1,004	1,531	3,007	22,172	41,788
Safari	995	818	2,662	37,134	35,789
Suburban	663	0	663	27,277	25,246
Vandura/Rally Vans	620	544	1,736	18,953	24,121
Total GMC	**7,145**	**6,599**	**18,490**	**284,797**	**295,403**
Olds Silhouette	658	640	1,931	26,564	0
Pontiac Trans Sport	1,115	1,068	3,211	38,822	0
GENERAL MOTORS	**33,933**	**30,924**	**91,716**	**1,281,648**	**1,291,967**
NAVISTAR	**1,580**	**1,025**	**4,208**	**59,365**	**55,567**
NISSAN	**2,450**	**2,453**	**7,402**	**114,298**	**97,844**
SUBARU-ISUZU	**823**	**1,213**	**2,935**	**26,986**	**0**
AM GENERAL	**450**	**450**	**1,350**	**18,090**	**18,540**
MISCELLANEOUS	**3,000**	**3,000**	**9,000**	**120,600**	**117,600**
TOTAL TRUCKS, U.S.	**77,842**	**84,019**	**241,272**	**3,241,549**	**3,383,808**

CANADIAN TRUCK

Caravan	2,268	1,730	6,254	99,969	118,045
Caravan C/V	102	0	105	5,715	8,660
Ram Wagon	330	261	878	17,594	21,274
Ram Van	1,590	1,286	4,517	50,046	59,028
Total Dodge	**4,290**	**3,277**	**11,754**	**173,324**	**207,007**
Voyager	1,776	1,485	5,022	80,619	101,851
Total Plymouth	**1,776**	**1,485**	**5,022**	**80,619**	**101,851**
Wrangler	1,500	930	3,987	47,322	63,513
Total Jeep	**1,500**	**930**	**3,987**	**47,322**	**63,513**
CHRYSLER MOTORS	**7,566**	**5,692**	**20,763**	**301,265**	**372,371**
FORD MTR. (lt. trks.)	**3,040**	**2,371**	**8,322**	**111,605**	**127,173**
Light trucks	3,444	2,138	8,692	136,888	130,257
Vans	1,450	969	2,419	41,159	48,141
Total Chevrolet	**4,894**	**3,107**	**11,111**	**178,047**	**178,398**
Light trucks	1,436	1,377	4,376	51,449	58,685
Vans	500	374	874	16,492	22,112
Total GMC	**1,936**	**1,751**	**5,250**	**67,941**	**80,797**
GENERAL MOTORS	**6,830**	**4,858**	**16,361**	**245,988**	**259,195**
CAMI*	**650**	**650**	**1,950**	**7,150**	**0**
NAVISTAR	**150**	**119**	**418**	**7,277**	**9,150**
TOTAL TRKS., CANADA	**18,236**	**13,690**	**47,814**	**673,285**	**767,889**
U.S., CANADA TRKS.	**96,078**	**97,709**	**289,086**	**3,914,834**	**4,151,697**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz *Estimated

Idle plants cut week's car output

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

With five U.S. car assembly plants idle last week, scheduled auto production of 131,229 units dipped 8.38 percent below the prior week's build and fell 8.55 percent below the year-ago week.

So far this year, 5,062,267 cars have been assembled in the United States, 10.24 percent below the year-ago total.

Truckmakers' targeted build of 77,842 units was 7.35 percent below the previous week but was 9.56 percent above last year.

Year-to-date truck assembly is at 3,241,549, which is 142,259 units or 4.20 percent behind last year's pace at this time.

Ford Motor Co. will resume output today at its Kansas City, Mo.; Atlanta; and Lorain, Ohio, car facilities. The Lorain truck line extended downtime an additional week, until Nov. 5.

Ford's Kentucky truck facility in Louisville will be idle two weeks for inventory adjustment.

General Motors has extended downtime at its Willow Run, Mich., plant another week. It is scheduled to resume operations Nov. 5. The plant has been idle since Sept. 24.

GM's Arlington, Texas, plant will reopen today after two weeks of downtime for inventory adjustment.

The company's Reatta Craft Centre in Lansing, Mich., is slated to begin production of the 1991 Reatta Nov. 22. The plant closed for retooling July 23.

GM slated overtime last Friday and one shift Saturday at its Janesville, Wis., Cavalier facility, which has a four-day work week.

Chrysler's St. Louis No. 1 plant will be closed this week for inventory adjustment.

Subaru-Isuzu Automotive Inc.'s truck production last week fell below 100 units as the company changed to 1991 models.

Canada trucks move up 33%

Canadian automakers produced 20,712 cars last week, 2.68 percent below the prior week and 11.62 percent below last year.

So far this year, output of 841,765 autos is 7.61 percent above last year.

With all truck facilities operating last week, scheduled truck production in Canada rose 33.21 percent above the previous week, but it was 11.53 percent below the previous week.

Chrysler's Bramalea, Ontario, facility closed last week for inventory adjustment. It is expected to resume output Oct. 29.

TAXES

FROM PAGE 2

would have raised the minimum threshold for a gas-guzzler fine from 22.5 mpg to 23.5 mpg.

While the domestic industry would not immediately be affected by an increase in the gas-guzzler tax — the only two domestic 1991 gas guzzlers are the Cadillac Brougham and Allante — a significant number of family cars are within 0.5 mpg of the penalty, Greene said.

"If the Clean Air Act or new safety standards add weight, this could have the affect of dropping family cars into the gas-guzzler class," he said.

"If you double the tax, that adds $1,000 to family cars. That concerns us, especially in this economy."

The luxury tax could have a devastating effect on the price of high-line big imports. Rolls-Royce Motor Cars Inc. estimates that the proposals would increase the gas-guzzler tax on its Corniche III convertible by $7,770 and slap a $19,010 luxury tax on the $220,100 car. It gets 10 mpg in city driving and 13 mpg on the highway.

"In these economic times, that kind of price is going to put a question mark in some people's minds about buying. That could potentially be damaging to us," said Reg Abbiss, a Rolls-Royce spokesman.

"We think the tax is discriminatory against a relatively small group of companies," Abbiss said.

Automotive News

October 29, 1990

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Side-impact standards weigh heavily on small cars

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Small, fuel-efficient cars will likely get bigger and heavier to comply with a new standard designed to reduce injuries in side impacts.

But automakers will buy time for their small cars by meeting the first phase of the standard in the 1994 model year with big cars that don't need side improvements.

Many large vehicles already have the kind of door strength and interior padding that meet the new regulation announced last week. The nation's entire car fleet won't be affected by the new rule until the 1997 model year.

Meeting the standard will present a challenge to some manufacturers because the extra weight of padding and reinforcement could cut down on passenger room in small cars. More significantly, the standard will further complicate efforts to reduce weight and meet federal fuel economy standards.

In addition, the doors on two-door models will be harder and more expensive to reinforce. The National Highway Traffic Safety Administration estimates the average cost on a two-door will be $90 per car vs. $25 for a four-door.

Yet in announcing the new rule, NHTSA called it "the most significant improvement in motor-vehicle safety" since the 1984 passive-restraint requirement.

"We will save 500 lives and reduce injuries by 26,000 each year," said Transportation Secretary Samuel K. Skinner at a press conference outside the U.S. Capitol.

A Ford Tempo with a massive side dent rested beside Skinner. Behind the driver's seat and in the front passenger seat were two of NHTSA's side-impact dummies, known as SID.

The dummy became the center of debate during the dozen years that NHTSA considered a new side-impact rule. General Motors argued that its BioSID was better, and the Europeans developed EuroSID. But NHTSA chose its own entry. It was one of the most controversial

see IMPACT, page 50

CHARLES KRASNER

The Legend grows

Acura's all-new 1991 Legend sedan will reach U.S. dealer showrooms in November, sporting more length, width and power from a bigger, longitudinally mounted 3.2-liter V-6 engine that develops 200 horsepower. A Legend coupe will follow next March. Story on Page 52.

GM to idle 11 plants in November

6 are truck sites; 6 other locations face closing in sales pinch

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Soft car sales and softer truck sales could cause General Motors to lose production of 125,000 units this quarter as it idles as many as 17 of its 33 North American assembly plants.

GM has notified workers at five U.S. truck plants, a Canadian truck plant and five U.S. car plants that they will be idle one to four weeks in November.

According to a supplier source and tentative GM schedules, four more U.S. plants and two Canadian plants may follow the already announced closings.

Scheduled shutdowns at the 11 plants will knock out production of 73,910 units. If all 17 plants shut down, GM will lose more than 10 percent of its scheduled fourth-quarter output of 1,153,000 units.

GM's truck and car sales have been up since Oct. 1, but the improvement can be discounted somewhat because 1989 sales dropped after a strong September.

In the first 20 days of October, GM truck sales were up 11.9 percent, and car sales were up 18.5 percent. In September, GM truck sales were off 21.9 percent, and car sales were down 11.6 percent.

The announced truck plant closings are:

- Flint, Mich., (Blazer-Jimmy-Sburban) will be idle four weeks beginning Oct. 29.
- Lordstown, Ohio, (Chevrolet-

see CLOSINGS, page 55

Ford revises dealer billing procedures

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Beginning Dec. 1, Ford and Lincoln-Mercury dealers will have to pay for their vehicles 10 or 11 days sooner, but they will be reimbursed for the extra floorplan expenses incurred, and they will be reimbursed more often.

Dealers also will continue to receive 15 days of free floorplanning from the day the vehicle is delivered.

Dealers (or their finance sources) will have to pay for vehicles the day after they leave the factory. Currently, payment is due the day the dealer is scheduled to receive a vehicle. Typical transit time is 10 or 11 days, Ford says.

The new policy means Ford will get its money sooner, but the company says the change in billing is not related to a reduced cash supply the company has experienced as a result of lower sales and

see BILLING, page 50

SATURN SALES

On Day 1, a Calif. dealership trolls a stream of not-so-typical prospects

Automotive News *Staff Reporter Kristine Stiven Breese spent opening day at a Saturn store. Here's her report:*

SEPULVEDA, Calif. — Meet Virginia Zingo.

The 78-year-old beauty-shop employee moved from Detroit to California more than a decade ago. Last Thursday she was the first to place an order on the first official day of business at Saturn of the Valley.

Saturn won't be picky about its customers. But General Motors' new company had people like Andy and Tricia Gibson in mind when it designed its new sedans and coupe. Andy, a 28-year-old airplane mechanic, and Tricia, a 27-year-old schoolteacher, took delivery of the ceremonial first Saturn at 9:01 the night before, just after midnight Eastern time.

As prescribed by the Saturn game plan, the sale came from the imports. The Gibsons traded in a 1987 Nissan Sentra for their new $10,500 Saturn sedan.

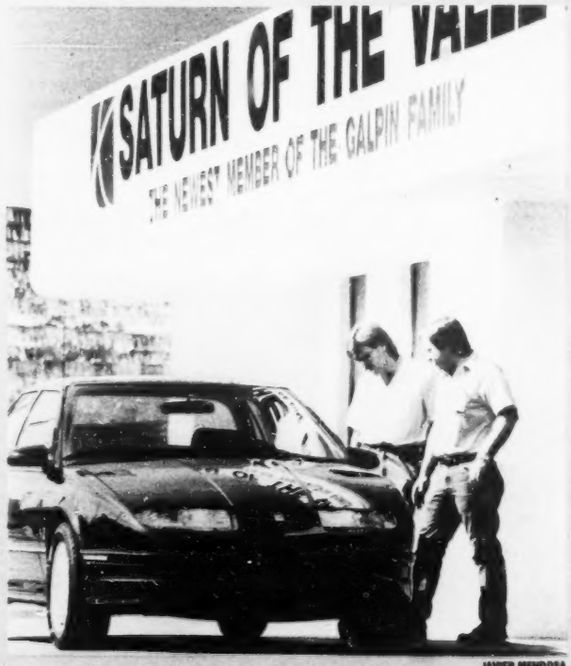
Zingo was part of a stream of lookers and buyers — a World War II veteran, a wheelchair user, an actor, — who kept traffic steady at Saturn of the Valley. It was one of 29 Saturn stores that opened last Thursday to sell the cars slowly being produced at Saturn's plant in Spring Hill, Tenn.

Store employees were less concerned about the demographic profile of the group than about a shortage of cars, especially coupes and models with automatic transmissions.

The day:

8:15 a.m. — A handful of cu-

see SATURN, page 51



JAVIER MENDOSA

Jim Adams and Frank Aguire, employees at General Motors' Camaro/Firebird plant in Van Nuys, Calif., check out GM's newest model at Saturn of the Valley, Sepulveda, Calif.

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NEWSPAPER

Dealers win some, lose some in new GM sales pact

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

General Motors begins a new chapter in dealer relations Thursday when the 1990 sales and service agreement goes into effect.

Although the five-year contract has been hailed by the National Automobile Dealers Association as a major improvement over previous pacts, the NADA outlines many areas in which GM's 9,595 dealers have lost rights that they had in the 1985 franchise agreement:

- Dealers no longer must be notified when GM is studying putting a new dealership within their area.
- Dealers will need prior written permission from GM to add a dual point with another manufacturer.
- GM will gain an absolute right to buy a dealership if the owner has agreed to sell it to someone other than family or a top dealership manager.
- More reasons for termination are outlined, and GM has fewer mandates for communication with the dealer about to be terminated.

At least on the surface, the new contract is much different from the 1985 agreement it replaces. For the first time, each division has a separate sales and service agreement to go with a core contract that has provisions that apply to all GM dealers.

The divisional agreements also have different dispute resolution processes, replacing the current arbitration system that relies on a GM-paid retired judge.

NADA President Ray Green has said the pact is a major step toward improving relations between GM and its dealers.

"It's No. 1 in the industry," Green said. "There just isn't any other agreement today that provides for dealer input and dealer decision-making like this does."

But Green and NADA are more reserved in describing the pact to members in a bulletin outlining the changes.

"While the new 1990 agreement is not perfect from a dealer standpoint, NADA is optimistic

see PACT, page 52

HIDDEN IMAGE/HANS G. LEHMANN

Mercedes-Benz offers insights to its upcoming minivan with its technology-packed show vehicle due to debut at next year's Geneva Motor Show. This artist's rendering of what the vehicle may look like shows a centered driver seat followed by two middle and two rear seats.

Minivans: More in store for Europe

Analysts tap today's tiny market segment as hot niche for '90s

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, Germany — Europe's microscopic minivan market appears destined to become the fastest-growing niche of the 1990s as several carmakers formulate plans to enter the segment.

Analysts regard small passenger vans in Europe as a market waiting for products — and a boom market at that. The London research group DRI Europe expects a phenomenal tenfold growth by the end of the decade, to about 750,000 units annually.

According to Carol Thomas, who has analyzed the segment for DRI, the surge will be supply-driven as manufacturers bring out new models one by one.

"The growth will be very largely product-led," said Thomas. "I don't know if people actually need these vehicles."

In its most recent European Light Trucks Forecast Report, DRI projects sales of 80,000 minivans in 1990, up from 68,765 in 1989. But it predicts that the segment will almost quadruple by 1995, to about 300,000 units, as new entries dribble out.

In contrast, the firm foresees only 9 percent growth for the total market in that same time frame.

But 1995 will be merely a point at which several new models now in the planning stages are expected to reach production, DRI says. The firm's analysts project that the market could double again by 1998 — to 600,000 to 650,000 units — and rise to about 750,000 by the end of the century.

But DRI also sees risks. According to the report, "The wide variation in market share of station wagons in European countries indicates that a full development of the market for vehicles with this type of niche is by no means assured."

The European minivan market is currently occupied only by the Renault Espace, Chrysler Voyager imports from the United States and various Japanese entries in low numbers. But most European automakers are pursuing minivan projects, and the Japanese are becoming more aggressive with new models, like the Toyota Previa.

Ford of Europe and Volkswagen AG are believed to be near a deci-

see MINIVANS, page 53

PROFITABLE PARTS

Some car dealers tap into new revenues by supplying body shops, competitors

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Some U.S. car dealers have spun off their parts departments into separate businesses that sell to their own dealerships and body shops, fleets and even competing dealerships.

The idea has gained particular attention in the Northeast, where General Motors' decision to close five parts distribution centers is prompting some GM dealers to open warehouses of their own.

And it comes as dealers find themselves squeezed between contradictory goals — the need to cut the expense of maintaining a huge parts inventory and the need for fast access to a large inventory so they can repair vehicles quickly.

Last summer, Long Island dealer Neil Feldstein opened Neil Parts, a subsidiary in Holbrook, N.Y., with its own 75,000-square-foot warehouse and delivery trucks.

Feldstein said the move made economic sense on its own merits, but he expects to pick up some extra business because GM is phasing out its 136,000-square-foot parts distribution center in Bethpage, Long Island.

Neil Parts carries a $5 million inventory of parts from GM, Ford Motor Co., Chrysler Corp. and Hyundai Motor America. Feldstein sells those makes at his six dealerships. He said Neil Parts is the only facility of its size in the region with parts from all of the domestic Big 3.

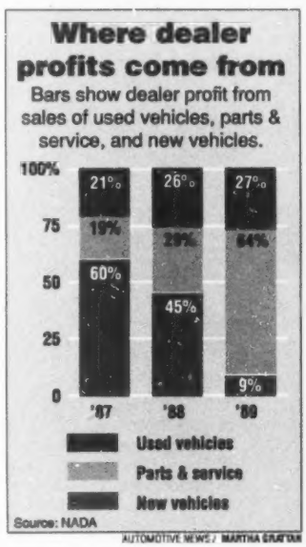
GM has "more than 500" dealers who are "fairly good-sized and aggressively pursuing" the wholesale parts business, said J. Timothy O'Connor, general sales manager for dealers for GM Service Parts Operations.

He said that in a declining new-car market, dealers are paying more attention to parts and service, especially with an eye toward customer satisfaction and keeping repeat customers.

As a result, some dealers have been "growing the (parts) business fairly aggressively over the last three or four years," O'Connor said.

"What you have are the aggres-

see PARTS, page 36



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Car, truck sales climb 11.2% over depressed '89 period

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Car and truck sales for the middle 10 days of October were a boon for U.S. automakers and their dealers compared to the depressed mid-October period last year.

Every automaker except Chrysler Corp. and Mitsubishi reported higher combined car and truck sales for the period as 280,633 units were delivered for an 11.2 percent increase.

The period had nine selling days each year.

In mid-October 1988, car and truck sales totaled 320,266. Thus, this year's performance was better than last year's, but it was 12.4 percent below the total of two years ago.

Car sales totaled 181,927 this year, a 15.3 percent increase over a year ago. Truck sales were 98,706, an increase of 4.3 percent.

Sales through Oct. 20 this year trailed 1989 — another sluggish year — by 5.01 percent. Through Oct. 20 last year, 11,936,464 cars and trucks had been sold; the total was 11,338,105 on Oct. 20 this year.

For the full year in 1988, the car-truck sales total was 15,464,000, a figure that is out of reach for 1990. Arvid Jouppi, senior vice president for research at Keane Securities Co. in Detroit, called 1988 "the last of the great watershed years" for the industry.

"Last year was a disaster," Jouppi said. He expects a better fourth quarter this year than last year but still expects vehicle sales this year to trail last year's 14,547,749.

October car sales have been bright for Chrysler Corp. Deliveries rose for the second straight 10-day period, this time by 5.6 percent. Chrysler's truck sales fell 18.7 percent in mid-October, bringing its combined car and truck sales down 6.7 percent.

Bernie Lasky, general sales manager at Hollywood Chrysler-Plymouth Inc. in Hollywood, Fla., said Chrysler's car sales are up because "people are really starting to take a good look at American cars." Chrysler truck sales are down, Lasky said, because dealers don't have much product. He said so many consumers have been ordering the restyled 1991 minivans that there aren't enough in stock.

Lasky said he believes Chrysler Corp. sales would improve even more if company Chairman Lee Iacocca would stop doing commercials for the products. "We just need good old John and Jane Doe," he said, "not some guy in a shirt and tie."

General Motors' car sales improved 15.1 percent, and its truck sales rose 7.5 percent for a combined hike of 12.4 percent. Buick, Chevrolet and Oldsmobile reported car sales gains; Cadillac and Pontiac were down. GM's truck sales (including minivans) were up across the board.

Ford Motor Co. sold 84,675 cars and trucks for the period for a combined increase of 9.9 percent. Car sales were up 8.9 percent, and

see SALES, page 53

OCTOBER'S MIDDLE 10 DAYS, DOMESTIC CAR SALES

	Oct. 11-20 1987	Oct. 11-20 1988	Oct. 11-20 1989	Oct. 11-20 1990
Chrysler	19,909	29,269	22,336	23,581
Ford	46,335	59,613	45,880	49,968
GM	76,509	93,086	69,980	80,571
Transplants	11,273	14,228	19,552	27,807
Total	154,026	196,196	157,748	181,927

SOURCE: Automotive News Data Center

PARTS

FROM PAGE 3

sive, entrepreneurial dealers expanding their facilities to grow the business; some on the premises if they have the land available and the facilities available, and some in a separate facility close by," he said.

The National Automobile Dealers Association doesn't keep separate statistics on the larger dealer-based parts businesses, but NADA figures show that parts and service operations now contribute a higher percentage of dealership profits than either new or used cars.

Parts and service accounted for 14.6 percent of gross sales dollars at dealerships in 1989, only a fraction more than in 1988. But parts and service accounted for 64 percent of the average dealership's profits in 1989, compared with only 29 percent in 1988, NADA said.

The high cost of expanding a single-dealership parts department, especially the high cost of real estate in many areas, discourages dealers from simply expanding their own parts departments to serve their own needs, said Douglas E. Eriksen, Neil Parts vice president.

On Long Island, "you don't have the opportunity to spread out," said Eriksen. "Space is at a premium. If you were in Texas, you could buy a couple of acres, but you can't do that here."

Eriksen estimated that more than 75 percent of Neil Parts' business is with independent body shops; about 20 percent is with fleets, including Pan Am, plus Avis, National and Alamo rentals; and about 5 percent is with dealers, including Feldstein's own dealerships.

GM could be opening a niche for dealers by reducing the number of its parts distribution centers from 25 to 20 nationwide by the middle of next year.

The Long Island center has already stopped taking orders from dealers and is expected to be closed by the end of the year, along with parts distribution centers in Buffalo, N.Y., and Carnegie, Pa., a Pittsburgh suburb.

GM will also close parts centers in Baltimore and North Brunswick, N.J., by mid-1991.

GM will service all those areas from an existing parts center in Philadelphia and a new one that has opened in Martinsburg, W.Va., said GM spokesman Duane Poole.

Poole said the larger, better-stocked centers should deliver parts just as fast, or even faster than the old centers. But he acknowledged that some short-notice requirements could be better served by local warehouses.

Like Feldstein, dealers in some of the other areas affected by the GM closings expect to pick up some extra business as a result.

Paul Lilja, parts manager for Rohrich Cadillac Inc. (Sterling-Hyundai-Toyota-Suzuki) in Pittsburgh, says his parts department has tripled in size in the last two years, and he recently leased a four-story warehouse, partly because of the GM move.

"The business is there for the people who want to make the investment," Lilja says.

Rob Spiegel, general parts manager for Lustine GM Parts Distributors, the giant parts department of Lustine Chevrolet in Hyattsville, Md., near Washington, says he expects "some increase" in sales to GM dealers because of the Baltimore warehouse closing, but not a dramatic increase.

Lustine GM Parts Distributors already sells more GM parts than any other dealer parts department, Spiegel says, with sales of about $36 million last year.

Spiegel says the GM closings "will make a difference to dealers who, as the dealers say, 'live out of the warehouse,' who make one or two will-calls a day to pick up parts they've sold that morning. There are very few of those, but those dealers may have to increase their inventory."

But John Morrison, parts manager for Castriota Chevrolet Inc. in Pittsburgh, says there's no reason to start a new business as long as GM's service is adequate.

"Some of the big dealers around here have been buying up warehouses and stock in anticipation of GM's Carnegie center shutting down. We looked at it, too, but we think it might be a mistake," Morrison said.

"I was sorry to see Carnegie shut down because I lost a lot of friends there, but Martinsburg has been doing a bang-up job," he says.

Tom Webb, chief economist for the National Automobile Dealers Association, says the wholesale parts trade is "a business where you have to either get in it in a big way or get out of it."

That sentiment was echoed by Chuck Hutton, owner of Chuck Hutton Chevrolet in Memphis, Tenn., the No. 2 GM parts seller behind Lustine Chevrolet.

"To stay in the parts business, you can't be just sorta in it," Hutton says. Besides the start-up costs, a parts business has continuing expenses like accounts receivable, bad debts and obsolete inventory, he says.

Hutton's parts subsidiary had sales of about $26.5 million last year, he says.

Neil Parts Vice President Douglas Eriksen, right, directs stocking of parts at the company's warehouse in Holbrook, N.Y.

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National and International

Volkswagen de Mexico expects sales, export gains

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — As Volkswagen de Mexico celebrates production of its two millionth VW, company President Martin Josephi is looking confidently ahead.

The company anticipates strong sales increases in both its home market and exports. Josephi said it has been a source of national pride that the parent company, Volkswagen AG in Germany, has designated Mexico as the center of production for the Americas.

Josephi made his remarks outside the official residence of President Carlos Salinas de Gortari. The Mexican president was the principal guest at a ceremony marking the production in Mexico of the one millionth Beetle and the two millionth VW vehicle, a 16-valve Golf GTI. The company was formed early in 1964 and production started two years later.

In the last several years, Volkswagen de Mexico has doubled the work force at its Puebla plant, where 20,439 are employed today, 16,673 of them blue collar workers. Production has risen from 48,717 vehicles in 1988 to 141,815 through the first nine months of this year.

In June alone, according to Josephi, 10,000 Beetles were produced, all for the Mexican market. Volkswagen has a leading 38 percent share of the small-car segment and a 28 percent share of the overall market.

Golf and Jetta models to the United States and Canada.

According to Josephi, the company's gross earnings from exports this year will be about $800 million, 40 percent of total gross sales.

Apart from exporting finished vehicles, VW de Mexico also exports 1,000 engines a day to Germany, said Josephi. He said the company plans to increase vehicle exports from 55,000 this year to 67,000 vehicles next year, more than 25 percent of the Mexican automotive industry's export total. Most will go north, but Josephi said about 3,000 will be shipped to new markets in South America.

Next year, he added, the company plans to sell 154,300 vehicles in Mexico, 80 percent more than in 1989.

Josephi told reporters that he hoped a score of European parts companies would start building plants in Mexico next year. Josephi, representatives of Daimler-Benz and Mexican Trade and Industrial Development Minister Jaime Serra Puche were members of a Mexican trade mission to Europe that recently attempted to attract parts suppliers to Mexico.

Josephi said that the mission met about 120 suppliers, and 20 of those showed great interest.

"We hope they will make a decision on whether to come this year," he said. They were in such fields as plastics, electronics and iron and

MINIVANS

FROM PAGE 3

on to build a plant in Spain or ortugal to jointly produce about 0,000 minivans a year, beginning 1993 or 1994. The Setubal indus- ial area near Lisbon is considered e most likely location.

VW and Ford have acknow- dged only that they are studying cooperative agreement. They aintain that no decision has been ade to produce a vehicle.

"Both sides are working on the oject, doing the research and arket studies," said a VW spokes- an. "These things have to be arified. There is no decision."

Known internally as the VX62, e Ford-VW project is believed to based primarily on VW Passat echanicals. It is believed that ch company would market half e output under its own brand me, with separate exterior de- gns being used over a common echanical base.

dam Opel

General Motors Europe, mean- hile, has canceled plans to base a all high-roof van on the Astra placement for the Opel Kadett at will debut at the Frankfurt ow next September. But insiders y the company is still considering ternatives.

The earlier idea was to source Opel-engineered van in Brazil d to market it in Europe and the nited States. "We're not going to one based on the T-car (Astra), t that doesn't mean we are not terested in the segment," said a M official.

Another GM Europe executive lled minivans "our No. 1 new oduct issue. We're going to be ere."

But GM Europe will not adopt orth America's front-wheel-drive astic-bodied minivan as its own. ngineers at GM's Adam Opel AG Ruesselsheim, Germany, are own to prefer the Toyota Previa ncept with its centrally mounted gine. The placement improves lance, lowers the center of grav- and permits a less prominent se, they say.

Mercedes, BMW

Both Mercedes-Benz AG and BMW AG have studied minivan concepts for possible production, and sources indicate that both now lean toward going ahead. BMW is known to have solicited design studies from outside consultants, while Mercedes has hired the design and engineering firm IDEA Institute of Turin, Italy, to build two prototypes.

According to reports, the Mercedes van would be based on the mid-sized W124 chassis for pre-series testing and could be displayed at the Geneva auto show next March as a concept vehicle.

If displayed at Geneva, the concept minivan — which would be designed internally, not by IDEA — would be used to test public reaction. Mercedes' front-wheel-drive minivan program, codenamed F100, was conceived largely with the U.S. market in mind. Word out of Stuttgart is that a production version, based on the W124 replacement, could arrive in about 1994.

Chrysler

Chrysler Corp. recently introduced its facelifted Voyager in Europe. Earlier this year, it announced plans to build the Voyager at its Eurostar GmbH joint venture with Steyr-Daimler-Puch in Graz, Austria. The Eurostar plant is scheduled to be completed in December, and production is slated to begin late next year at an initial annual rate of 25,000.

"Europe's baby boom was a little later getting started than the one in America," Joseph Cappy, Chrysler Corp.'s vice president for international operations, said at the recent Paris auto show. "The oldest American baby boomers are approaching middle age, but those in Europe are just hitting their early 30s. And that's the peak age for Voyager buyers."

Fiat and Peugeot

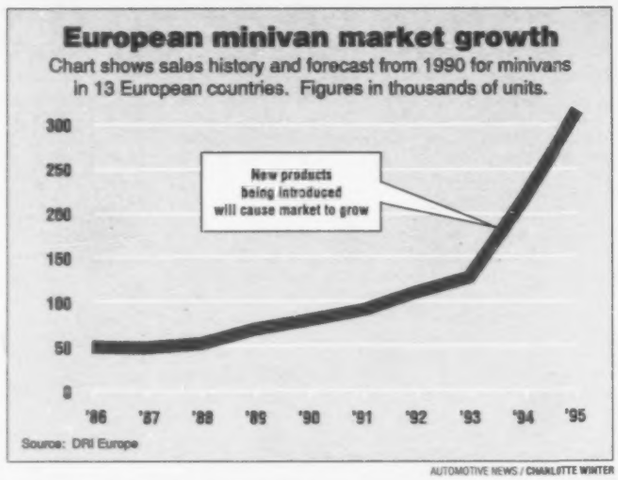
Fiat Auto S.p.A. is rumored to be interested in a deal to market Chrysler minivans in Italy. But Fiat also is working with France's Peugeot on a minivan project, the W10, under the aegis of the two companies' Sevel commercial van joint venture. The Sevel small van is conceived on an all-new platform — using neither the Fiat Tipo nor Peugeot 405 as a base. Introduction is expected in about 1993.

Meanwhile, Renault, Europe's longtime minivan leader, will unveil an updated Espace van at the Geneva auto show next March. The P36 van will have a softer look with a much rounder nose.

Lamborghini

One other tantalizing prospect: Lamborghini is considering developing a V-12 minivan by 1995 to round out its range.

The minivan is being weighed against a four-seater or another mid-engined supercar as the third model in the lineup.



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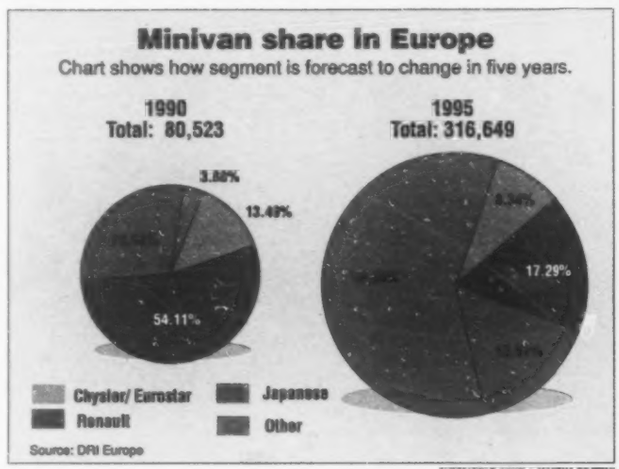

AUTOMOTIVE NEWS / MARTHA GRATIAN

SALES

FROM PAGE 3

truck sales were up 11.4 percent.

Car sales rose for both Ford and Lincoln-Mercury divisions. Escort, up 43.6 percent over 1989, was the star performer.

Every transplant except Mitsubishi reported a healthy increase over a year ago. Mitsubishi's sales fell 6.6 percent.

Sales of Mazda cars jumped 178 percent, and Mazda also sold 361 of its new Navajo sport-utility vehicles. Toyota reported a 47.3 percent hike. Honda's sales rose 44.1 percent. Nissan delivered 6,508 cars and trucks, a 15.2 percent increase.

10-DAY SALES

DOMESTIC BUILT

CARS

	Oct. 11-20, 1990	% change '90 vs. '89
Eagle	1,142	+ 7.9
Chrysler	4,746	+ 4.3
Dodge	10,316	– 0.3
Plymouth	7,377	+ 15.7
CHRYSLER MTRS.	**23,581**	**+ 5.6**
Ford	34,756	+ 5.4
Lincoln	5,579	+ 21.4
Mercury	9,633	+ 15.8
FORD MOTOR	**49,968**	**+ 8.9**
Buick	14,748	+ 33.0
Cadillac	5,730	– 8.8
Chevrolet	30,775	+ 12.0
Oldsmobile	15,179	+ 47.6
Pontiac	14,139	– 4.7
GENERAL MTRS.	**80,571**	**+ 15.1**
HONDA	**12,037**	**+ 44.1**
MAZDA	**1,693**	**+178.5**
MITSUBISHI	**1,211**	**– 6.6**
NISSAN	**3,249**	**+ 7.0**
SUBARU	**404**	**—**
TOYOTA	**9,213**	**+ 47.3**
U.S. CAR TOTAL	**181,927**	**+ 15.3**

TRUCKS

Chrysler	62	– 32.6
Dodge	9,653	– 25.3
Jeep	5,160	– 13.5
Plymouth	3,756	– 5.0
CHRYSLER MTRS.	**18,631**	**– 18.7**
FORD MOTOR	**34,707**	**+ 11.4**
Chevrolet	30,651	+ 3.9
GMC	8,578	+ 6.2
Oldsmobile	681	—
Pontiac	781	—
GENERAL MTRS.	**40,691**	**+ 7.5**
ISUZU	**1,057**	**—**
MAZDA	**361**	**—**
NISSAN	**3,259**	**+ 24.6**
U.S. TRK. TOTAL	**98,706**	**+ 4.4**
U.S. CAR-TRUCK TOTAL	**280,633**	**+ 11.2**

There were 9 selling days in the period this year and 9 last year.

HODGES IMAGE HANS G. LEHMANN

tist's concept of Mercedes-Benz show minivan features rounded styling and extensive glass area, including all-glass rear door. Technical highlights include ur-wheel steering, rear-mounted video camera to aid driver when backing up, electronic window tinting, electronic navigation system and ability to ommunicate" with driver, reacting to voice requests.

Land Rover mulls bid for Brazil maker

RIO DE JANEIRO — Land Rover Ltd., which produces Range Rover off-road vehicles, is considering a takeover bid for Brazil's Engesa S.A., a leading producer of military and commercial utility vehicles.

According to sources at the British Embassy, several Land Rover executives are in Brazil to decide whether to bid on all or part of Engesa, or on building a greenfield assembly plant. A decision is expected soon.

Land Rover's parent, British Aerospace PLC, favors the acquisition of Engesa because of the possibility for marrying Engesa's enormously varied arms manufacturing potential with BAe's world wide marketing clout.

The sources said, however, that BAe considers the asking price — $70 million, plus assumption of $300 million in debt — to be excessive.

Rover is not the only manufacturer eyeing Brazil. Chrysler Corp.'s Jeep-Eagle unit also is known to be studying the feasibility of assembling vehicles in Brazil. Toyota Corp., which manufactures four-wheel-drive vehicles here, recently purchased land to build a second factory.

— Rik Turner

Banks weigh restructuring of Bivouac

By Joseph Bohn
TRUCK EDITOR

Bivouac Industries Inc.'s two major banks are discussing a restructuring plan that would allow the van converter to go forward in a scaled-down size.

Scott Chapman, president of the Vandalia, Mich., firm, formed a private group that plans to re-purchase controlling interest from a New York investment group.

Chapman founded Bivouac in 1971, but sold it to private investors in 1987. The company was forced to shut down for several days beginning Oct. 5 after it ran out of money. It resumed operating with a skeleton crew that was finishing work on uncompleted vehicles. There were orders for all the unfinished vehicles, Chapman said.

"What was strictly a crew doing building out is now a crew that's going to be doing fresh business," Chapman said.

The banks are Ameritrust National Bank of Elkhart, Ind., and Den norske Bank of New York.

An Ameritrust spokesman said his bank is talking to Bivaouc about a restructuring, but cannot comment about its outcome at this point.

Chapman said he received encouragement from dealers following an Oct. 15 *Automotive News* story about his financial plight.

"We feel good enough to do 91 orders" this week, Chapman said.

He plans to operate Bivouac with a crew of about 40 people, sufficient for about 1,700 van conversions yearly.

In the 1990 model year, Bivouac converted 5,700 vans and produced another 850 high cube trucks. Bivouac was Ford Motor's No. 1 converter in calendar 1989. At its peak in 1985, Bivouac converted about 7,500 vans, Chapman said.

Scaled down, Bivouac will be strictly a van converter. It has dropped its Bivouac Commercial Vehicles operation.

Chapman plans to continue converting vans on all the major domestic van manufacturers' chassis, and he said he has a "commitment from the motor companies to supply what Bivouac needs."

Jerome Mittman, Ford Division recreational vehicle sales manager, said, "If everything works out with Bivouac, we will support them with chassis. We have to see the details of what they work out, but our intent is to support them as much as we can."

Thomas Pfingst, Chevrolet Division assistant director of fleet sales, truck and special vehicles, said, "There's no question we will support him, if he gets his company restructured.

"He's been in the business a long time, and he runs an honorable company. We will do everything possible within our guidelines to support him."

PRODUCTION

U.S. CAR

	Week Ended Oct. 27, 1990	Week Ended Oct. 20, 1990	Oct to Date	Jan. 1 to Oct. 27, 1990	Jan. 1 to Oct. 28, 1989
Horizon	0	0	0	4,327	27,337
Sundance	2,400	2,472	9,714	74,301	85,817
Acclaim	3,100	3,790	13,314	96,639	105,672
Total Plymouth	**5,500**	**6,262**	**23,028**	**175,267**	**218,826**
LeBaron A	0	0	0	8,071	0
LeBaron J	0	1,430	4,185	43,740	85,779
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	600	626	2,478	32,378	68,068
Fifth Avenue	1,000	1,093	4,224	29,784	20,787
Imperial	300	440	1,656	15,964	1,535
Total Chrysler	**1,900**	**3,589**	**12,543**	**129,937**	**179,115**
Omni	0	0	0	4,078	29,159
Daytona	0	945	2,773	29,145	66,925
Shadow	2,300	2,318	9,394	82,055	84,113
Dynasty	2,700	2,754	10,924	99,165	109,738
Lancer	0	0	0	0	1,528
Spirit	2,500	3,112	11,003	86,547	92,672
Total Dodge	**7,500**	**9,129**	**34,094**	**300,990**	**384,135**
CHRYSLER MOTORS	**14,900**	**18,980**	**69,665**	**606,194**	**782,076**
Escort	8,250	7,211	31,803	208,208	291,148
Mustang	3,705	3,679	14,568	113,551	168,225
Tempo	3,237	0	9,475	108,536	124,797
Taurus	7,020	3,520	26,366	286,619	300,870
Thunderbird	3,813	0	10,110	97,983	120,288
Total Ford Div.	**26,025**	**14,410**	**92,322**	**814,897**	**1,005,328**
Topaz	1,159	0	3,748	40,928	57,561
Cougar	1,812	0	6,765	65,146	102,703
Sable	2,205	1,720	8,928	88,786	99,949
Total Mercury	**5,176**	**1,720**	**19,441**	**194,860**	**260,213**
Continental	1,180	1,179	4,752	49,913	53,846
Mark VII	210	207	847	16,517	17,415
Town Car	2,770	2,774	11,188	125,310	102,778
Total Lincoln	**4,160**	**4,160**	**16,787**	**191,740**	**174,039**
Total L-M Div.	**9,336**	**5,880**	**36,228**	**386,600**	**434,252**
FORD MOTOR CO.	**35,361**	**20,290**	**128,550**	**1,201,497**	**1,439,580**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,431	2,236	9,641	78,250	53,675
Century	2,120	2,232	6,699	57,680	106,985
Riviera	587	552	2,214	18,858	16,572
Electra Park Ave.	2,650	2,734	10,927	50,857	66,735
LeSabre (fwd)	3,835	3,824	14,890	136,214	128,342
LeSabre (rwd)	0	0	0	4,022	6,278
Reatta	0	0	0	5,277	5,209
Total Buick	**11,623**	**11,578**	**44,371**	**351,158**	**390,709**
Eldorado	493	488	2,108	17,993	24,836
Seville	784	739	2,648	29,112	18,338
Brougham (rwd)	0	0	2,218	25,631	47,242
DeVille (fwd)	4,283	4,316	17,062	138,089	154,129
Allante	89	89	356	3,203	2,617
Total Cadillac	**5,649**	**5,632**	**24,392**	**214,028**	**247,162**
Cavalier	10,044	9,8[illegible]	38,057	291,433	302,708
Camaro	2,260	2,038	8,428	64,802	85,325
Celebrity	0	0	0	0	70,720
Corsica/Beretta	6,160	6,116	24,652	240,320	307,468
Caprice	0	0	0	181,868	144,903
Corvette	560	544	2,280	19,982	21,011
Total Chevrolet	**19,024**	**18,582**	**73,417**	**798,405**	**932,135**
Calais	2,975	2,313	10,086	87,398	75,155
Cutlass Ciera	1,525	1,281	4,152	59,681	71,608
Cutlass Supreme	2,038	2,166	8,525	79,513	95,499
Toronado	384	357	1,404	13,125	7,962
88 (fwd)	2,632	2,478	10,136	88,229	119,346
88 (rwd)	0	0	0	1,223	6,664
98	1,973	647	3,867	38,551	60,507
Total Oldsmobile	**11,527**	**9,242**	**38,170**	**367,720**	**436,741**
Sunbird	4,000	3,796	15,486	136,833	123,289
Grand Am	6,360	5,338	23,342	183,466	199,986
Firebird	1,093	1,093	4,445	37,765	48,190
Grand Prix	3,243	3,197	12,728	103,524	111,130
Pontiac 6000	1,298	1,277	3,936	47,036	66,962
Bonneville	1,710	1,433	6,207	66,154	78,806
Safari Parisienne	0	0	0	0	2,691
Total Pontiac	**17,704**	**16,134**	**66,144**	**574,778**	**631,054**
Total Saturn*	**150**	**150**	**600**	**2,175**	**0**
GENERAL MOTORS	**65,677**	**61,318**	**247,094**	**2,308,264**	**2,637,801**
DIAMOND-STAR	**4,158**	**3,717**	**15,070**	**126,108**	**68,070**
HONDA	**9,180**	**9,713**	**37,005**	**364,492**	**306,596**
Civic	1,500	1,783	6,182	89,140	113,657
Accord	7,680	7,930	30,823	275,352	192,939
MAZDA†	**4,904**	**3,863**	**17,064**	**149,803**	**171,196**
NISSAN	**3,258**	**2,503**	**10,685**	**75,170**	**98,122**
NUMMI	**4,200**	**4,290**	**17,839**	**158,564**	**165,470**
Corolla	2,100	2,137	8,910	84,880	67,353
Geo Prizm/Nova	2,100	2,153	8,929	83,784	98,117
SUBARU-ISUZU	**1,100**	**661**	**3,650**	**25,280**	**0**
TOYOTA	**4,550**	**4,545**	**17,981**	**182,934**	**119,617**
TOTAL CARS, U.S.	**147,288**	**130,080**	**564,603**	**5,208,406**	**5,788,528**
TOTAL CARS, CANADA	**26,622**	**22,235**	**96,104**	**869,910**	**807,749**
U.S., CANADA CARS	**173,910**	**152,315**	**660,707**	**6,078,316**	**6,596,277**
U.S., CANADA CARS AND TRUCKS	**272,752**	**249,681**	**1,049,923**	**10,093,280**	**10,842,375**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626 and Ford Probe. *Estimated

CANADIAN CAR

	Week Ended Oct. 27, 1990	Week Ended Oct. 20, 1990	Oct to Date	Jan. 1 to Oct. 27, 1990	Jan. 1 to Oct. 28, 1989
Monaco	0	0	1,330	8,556	0
Premier	0	0	714	10,123	29,812
CHRYSLER MOTORS	**0**	**0**	**2,044**	**18,679**	**29,812**
Tempo	3,739	0	9,729	95,478	109,249
Topaz	923	0	3,039	35,398	46,486
Crown Victoria	2,690	2,672	10,181	100,161	98,382
Grand Marquis	3,080	2,913	11,421	93,744	106,584
FORD MOTOR CO.	**10,432**	**5,585**	**34,370**	**324,781**	**360,701**
Celebrity	0	0	0	20,319	19,422
Cutlass Ciera	1,780	1,787	6,837	64,840	102,493
Lumina	5,640	5,699	20,533	183,561	140,400
Regal	2,360	2,397	9,373	82,444	65,101
GENERAL MOTORS	**9,780**	**9,883**	**36,743**	**351,164**	**327,416**
CAMI	**2,000**	**2,160**	**5,860**	**12,660**	**0**
HONDA	**2,150**	**2,162**	**8,346**	**86,244**	**69,621**
HYUNDAI	**830**	**839**	**3,089**	**19,909**	**0**
TOYOTA	**1,250**	**1,426**	**4,995**	**49,863**	**13,505**
VOLVO	**180**	**180**	**657**	**6,610**	**6,694**
TOTAL CARS, CANADA	**26,622**	**22,235**	**96,104**	**869,910**	**807,749**

U.S. TRUCK

Caravan	1,300	1,467	5,447	75,418	89,052
Dakota	1,700	1,749	7,134	61,237	77,496
Caravan C/V	0	0	0	4,171	5,612
Ram pickups	2,100	2,206	8,742	88,952	77,015
Total Dodge	**5,100**	**5,422**	**21,323**	**229,778**	**249,175**
Cherokee	3,900	0	11,742	129,409	179,091
Comanche	300	0	998	7,545	23,087
Grand Wagoneer	0	0	335	5,594	8,452
Wagoneer	100	0	320	3,265	6,674
Total Jeep	**4,300**	**0**	**13,395**	**145,813**	**217,304**
Voyager	1,200	1,455	5,022	70,106	83,340
Town & Country	0	0	0	2,078	2,989
Total C-P Div.	**1,200**	**1,455**	**5,022**	**72,184**	**86,329**
CHRYSLER MOTORS	**10,600**	**6,877**	**39,740**	**447,775**	**552,808**
Aerostar	3,760	4,039	17,531	177,069	186,358
Bronco	883	703	3,544	42,529	60,478
Bronco II/Explorer	5,803	6,449	24,232	167,617	98,299
Navajo	301	352	1,345	5,845	0
Econoline	0	0	7,629	149,510	185,046
Mediums/Heavies	0	1,164	3,487	42,419	48,561
Light trucks	7,716	9,390	37,413	385,306	437,894
Ranger	7,081	7,023	26,280	239,032	260,068
Total Ford Div.	**25,544**	**29,120**	**121,461**	**1,209,327**	**1,274,704**
FORD MOTOR CO.	**25,544**	**29,120**	**121,461**	**1,209,327**	**1,274,704**
Astro	2,825	2,777	11,782	109,465	135,968
Blazer	355	333	688	14,291	22,515
Lumina APV	1,928	1,827	7,474	72,921	0
Mediums/Heavies	431	494	1,904	7,800	5,930
P-Model	630	0	630	17,936	25,196
Pickups	7,773	7,271	30,538	354,992	337,434
S-10	5,944	5,435	20,703	201,909	201,195
S-10 Blazer	2,989	3,429	11,052	68,267	147,481
Sportsvan/Van	1,380	1,482	5,601	51,649	80,647
Suburban	1,677	1,633	3,310	57,833	62,146
Total Chevrolet	**25,932**	**24,681**	**93,682**	**957,063**	**1,018,512**
Jimmy	113	125	238	4,375	7,017
Mediums/Heavies	469	409	1,998	7,466	10,460
P-Model	70	0	70	2,375	3,401
Pickups	2,113	2,541	8,395	125,053	101,878
S-15 Sonoma	1,048	1,290	4,036	44,307	50,552
S-15 Jimmy	990	830	3,823	22,988	43,131
Safari	935	1,125	3,727	38,199	36,608
Suburban	665	652	1,317	27,931	26,383
Vandura/Rally Vans	540	458	2,114	19,331	24,715
Total GMC	**6,943**	**7,430**	**25,718**	**292,025**	**304,145**
Olds Silhouette	618	656	2,547	27,190	0
Pontiac Trans Sport	1,098	1,069	4,263	39,874	0
GENERAL MOTORS	**34,591**	**33,836**	**126,210**	**1,316,142**	**1,322,657**
NAVISTAR	**1,580**	**1,588**	**5,796**	**60,953**	**67,161**
NISSAN	**3,132**	**2,474**	**10,558**	**117,454**	**100,456**
SUBARU-ISUZU	**1,148**	**690**	**3,945**	**27,996**	**0**
AM GENERAL	**450**	**450**	**1,800**	**18,540**	**18,990**
MISCELLANEOUS	**3,000**	**3,000**	**12,000**	**123,600**	**120,600**
TOTAL TRUCKS, U.S.	**80,045**	**78,035**	**321,510**	**3,321,787**	**3,457,376**

CANADIAN TRUCK

Caravan	2,325	2,415	8,726	102,441	121,253
Caravan C/V	107	73	183	5,793	8,761
Ram Wagon	1,595	1,608	3,751	20,467	21,789
Ram Van	325	301	3,553	49,082	60,903
Total Dodge	**4,352**	**4,397**	**16,213**	**177,783**	**212,706**
Voyager	1,825	1,947	7,018	82,615	104,587
Total Plymouth	**1,825**	**1,947**	**7,018**	**82,615**	**104,587**
Wrangler	1,500	1,527	5,514	48,849	64,973
Total Jeep	**1,500**	**1,527**	**5,514**	**48,849**	**64,973**
CHRYSLER MOTORS	**7,677**	**7,871**	**28,745**	**309,247**	**382,266**
FORD MTR (lt. trks.)	**3,040**	**3,040**	**11,362**	**114,645**	**130,673**
Light trucks	3,444	4,022	12,714	140,910	133,937
Vans	1,423	1,534	3,926	42,666	49,308
Total Chevrolet	**4,867**	**5,556**	**16,640**	**183,576**	**183,245**
Light trucks	1,436	1,225	5,601	52,674	60,337
Vans	527	396	1,297	16,915	22,850
Total GMC	**1,963**	**1,621**	**6,898**	**69,589**	**83,187**
GENERAL MOTORS	**6,830**	**7,177**	**23,538**	**253,165**	**266,432**
CAMI	**1,100**	**1,103**	**3,503**	**8,703**	**0**
NAVISTAR	**150**	**140**	**558**	**7,417**	**9,351**
TOTAL TRKS., CANADA	**18,797**	**19,331**	**67,706**	**693,177**	**788,722**
U.S., CANADA TRKS.	**98,842**	**97,366**	**389,216**	**4,014,964**	**4,246,098**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Car build climbs 13% to 147,288

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. auto production rose last week as workers returned at five plants.

Scheduled production of 147,288 cars last week was 13.23 percent above the prior week and 0.78 percent above the year-ago week.

So far this year, 5,208,406 cars have been assembled, 10.02 percent behind last year at this time.

Truck output was scheduled at 80,045 units last week, 2.58 percent above the previous week and 6.23 percent above the 1989 week.

Year-to-date truck output is 3.92 percent below last year at this point, the closest 1990 production has been to last year's total.

All Ford Motor Co. assembly facilities except Norfolk, Va., are scheduled to operate this week. Norfolk, which produces the F-series pickup, will be idle one week because of a shortage of dealer orders.

Ford scheduled Saturday overtime last week at its Escort assembly plant in Wayne, Mich.

General Motors will resume output at the Willow Run, Mich., plant today after five weeks of downtime.

GM scheduled Saturday overtime last week at Lansing, Mich., A- and B-lines; Lake Orion, Mich.; and Janesville, Wis.

The Janesville plant also worked two shifts of overtime Friday.

Chrysler Corp. reported overtime at its Newark, Del., assembly plant last Saturday. The company's St. Louis No. 1 plant resumed output after one week of downtime for inventory adjustment. The plant will operate on single eight-hour daily shifts.

Canada's gain is nearly 20%

Canadian auto producers scheduled 26,622 units last week, 19.73 percent above the prior week's build and 12.37 percent above the year-ago week.

Year-to-date, 869,910 cars have been produced, 7.70 percent above the 807,749 produced at this point in 1989.

Truckmakers assembled 18,797 units last week, 2.76 percent above the previous week and 23.86 percent below the year-ago week.

Year-to-date truck production stands at 693,177 units, 12.11 percent below last year at this time.

CLOSINGS

FROM PAGE 1

GMC full-sized vans) will be idle four weeks beginning Nov. 5.

- Fort Wayne, Ind., (Chevrolet-GMC full-sized pickups) will be idle two weeks beginning Nov. 5.
- Pontiac (East), Mich., (Chevrolet-GMC full-sized pickups) will be idle two weeks beginning Nov. 5.
- Tarrytown, N.Y., (Chevrolet-Oldsmobile-Pontiac minivans) will go down Nov. 5 for two weeks.
- Scarborough, Ontario, (Chevrolet-GMC full-sized cargo and passenger vans, will be idle three weeks beginning Nov. 5.

Five car plants will close Nov. 5. Bowling Green, Ky. (Corvette), will resume after one week. Down two weeks will be Wilmington, Del., (Corsica-Beretta), Van Nuys, Calif., (Firebird-Camaro); Fairfax, Kan., (Grand Prix); and Oklahoma City, (Century-Ciera-Pontiac 6000).

Tentative schedules at GM indicate further closings are expected by Nov. 5 at Linden, N.J., (Corsica-Beretta) and Wentzville, Mo., (Bonneville-Park Avenue-Oldsmobile 88).

The supplier source said the truck plant in Moraine, Ohio, (S pickup-Blazer-Jimmy-Oldsmobile Bravada) is expected to be idled in November and the truck plant in Baltimore (Astro-Safari) is expected to be idled in December.

The source said the truck plant in Oshawa, Ontario, (GMC-Chevrolet full-sized pickups) may be idled as soon as this week, and the car plant in Ste. Therese, Quebec, (Oldsmobile Ciera) for two weeks beginning Dec. 10.